

## CURRICULUM

### CORE COURSES

CODE	DESCRIPTIVE TITLE	UNITS
DevC 201	Development Communications Concepts and Approaches	3
DevC 203	E- Communications	3
DevC 206	Research Methodology	3
DevC 299	Graduate Seminar	1

### MAJOR COURSES

DevC 210	Communication Policies and Ethics	3
DevC 220	Communication and Culture	3
DevC 230	Production of Development Communications Material I	3
DevC 250	Production of Development Communications Material II	3
DevC 260	Communication of Scientific and Technical Information	3
DevC 270	Communication Project Development	3
DevC 280	Communication in Social Marketing	3
DevC 290	Special Topics (opt for Master's Project)	3
DevC 300	Master's Thesis/Project	3/6

### ELECTIVE COURSES

DevC 215	Indigenous Knowledge Systems and Practices	3
<b>CURRICULUM REQUIREMENTS TO FINISH THE DEGREE</b>		
CORE COURSES		10
MAJOR COURSES		21/18/15
ELECTIVE COURSES		0/3/6
THESIS/ PROJECT		3/6
<b>TOTAL</b>		<b>37</b>

## FEES

PARTICULARS	AMOUNT(PHP)
<b>Admission Fee (new student) :</b>	
Local	100
Foreign	1,500
<b>Tuition fee per unit</b>	450
<b>Module fee per subject</b>	450
<b>Developmental Fee</b>	100
<b>Online Fee :</b>	
Local	1,000
Foreign/OFW	5,000
<b>Internet Fee</b>	300
<b>Medical Fee</b>	100
<b>Library Fee</b>	350
<b>ID Fee</b>	186
<b>Miscellaneous Fee</b>	100

## VISION

**BSU** as an International Smart University engendering graduates to walk through the intergenerational highways

## MISSION

**BSU CARES** to **Challenge** innovation; **Advance** technology and facility; **Revitalize** administration; **Engender** partnership; and **Serve** intergenerational roles

## GOALS

1. To offer through distance learning degree and non-degree programs that are responsive to the needs of learners and the society of which they are part;
2. To develop a system of continuing education to sustain professional growth and promote life-long learning;
3. To develop and adapt delivery systems appropriate to distance learners
4. To provide leadership in development of open and distance education expertise;
5. To make instructional packages accessible to all public through collaboration, institutional agreement, and other appropriate mechanisms.

## REACH US HERE



BSU Open University



open.university@bsu.edu.ph



0915-152-8703



**"Bringing quality and affordable education to your doorsteps."**

## MASTER IN DEVELOPMENT COMMUNICATION



**BSU CARES**

## ABOUT THE PROGRAM

### PROGRAM DESCRIPTION:

The program is a two-year graduate program designed to provide communication professionals with a stronger foundation in development communication theory and to provide them with the necessary skills in development communication work. The Master in Development Communication by distance education aims to serve communication practitioners who aspire for a formal degree in communication and who are unable to attend the formal residential mode of instruction due to family or work pressures. To enhance the learning process, the program encourages the students to concurrently apply what they learn for the modules in their places of work.

### PROGRAM OBJECTIVES:

After successfully completing this program, the students are expected to be able to:

1. Apply principles and approaches of development communication in their work.
2. Design, produce and evaluate communication materials and programs.
3. Conceptualize and conduct applied communication research; and
4. Practice the values of development communicator.

### MODE OF INSTRUCTION:

A combination of self-study modules and synchronous session at designated learning centers / (online) will be provided to participants once a month in a semester. Study module workbooks will be provided. Field activities, assignments, and examinations will supplement this.

## COURSE DESCRIPTION

### DEVC 201 Development Communication Concepts and Approaches

This course introduces the basic concepts and approaches of development communication. The scope of human communication is described through the five levels of communication, interdependence and discusses barriers and principles of communication. Development concepts are also discussed in the course.

### DEVC 203 E-Communication

This course introduces the different mediums used in electronic communication. Students are mandatory to get connected with each other by using the different tools on e-communication. This course will also examine how the students apply their techniques and strategies in delivering a presentable Web-based article based from their experiences in the application of e-communication.

### DEVC 206 Research Methodology

The course provides an introduction on the concepts, principles, process and ethics to the conduct of research, with emphasis on academic work such as theses.

### DEVC 299 Graduate Seminar

A seminar course on human resource management as related to their proposed study is undertaken during the seminar. Each of the students taking the course will present their proposed study for critiquing.

### DEVC 210 Communication Policies and Ethics

This course discusses communication planning, its approaches, strategies, and tactics. The code of ethics medium practitioners and industries is also discussed as guiding principles policies in communication work.

### DEVC 220 Communication and Culture

This course aims to provide the students with a clear understanding of the relationship between culture and communication. To have a framework of discussing said relationship, a review of culture its meaning, components and important concepts are given.

### DEVC 230 Production of Development Communication Materials I

Theories, concepts and guidelines on the design and production of print and radio communication materials

### DEVC 250 Production of Development Communication Materials II

Theories, concepts and guidelines on the design and production of communication materials.

### DEVC 260 Communication of Scientific and Technical Information

This course deals with the development of science communication: the generation and organization of scientific knowledge, acquisition of information and its storage and retrieval. The varied ways of disseminating the developed scientific and technical information is also discussed.

### DEVC 270 Communication Project Development

Processes involved in the development of programs and projects. It is intended to create management professionals with capability to identify and formulate project implementation, and evaluate proposed on implemented projects.

### DEVC 280 Communication and Social Marketing

This course presents and analyzed how social ideas and values are facilitated to be acceptable to all stakeholders using the principles and strategies of commercial marketing. It further presents the act of rallying together as many social allies: politicians, corporations, religious leaders, NGOs, women's groups, cooperatives, and the masses to own and support a development program.

### DEVC 300 Master's Thesis

This is the conduct of thesis writing. The student has to gather data, analyze data and document his findings, and conclusions. He has to present final write-up which he has defended and passed before a panel of examiners.

### DEVC 300 Master's Project

To conduct a master's project such as case study, project development or developmental studies, historical studies, event analysis, documentary project or paper reports with substantive analysis. The student shall be guided by an Adviser who shall be selected by the student in consultation with the Director. The final output shall be presented in a seminar and shall be critiqued by two external panel members who shall be chosen by the Director in consultation with the Adviser.

### DEVC 225 Indigenous Knowledge Practices and Systems

The course discusses cultural solidarity and ethnicity as one of the six issues in the Peace Education Framework for the Philippines. It examines the various ramifications of the issues as it relates to socio-economic, political and desired social change.