



GOV. ALFONSO D. TAN COLLEGE
Institute of Arts and Sciences
Bachelor of Arts in Communication
Effective AY 2020 – 2021



CURRICULUM MAP

GADTC INSTITUTIONAL LEARNING OUTCOMES (GILO)

Core Values	Graduate Attributes
• Compassion	1. Participate actively in the environmental, socio-economic and cultural movements for the betterment of the community and the whole of community. 2. Perform duties and responsibilities with genuine concern towards clients.
• Integrity	1. Apply ethical principles in judgement and action while consistently respecting differences and opinion of others.
• Excellence	1. Practice professional expertise with fairness and honesty in all transactions of life. 2. Demonstrate appropriate communication and social skills in the professional and social environment. 3. Pursue continuous learning through professional development.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

- A. Professional Excellence
- B. Compassionate Leadership and Management
- C. Culture of Integrity

PROGRAM OUTCOMES (PO)

1. Perform duties and responsibilities to *define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge* to work effectively in a group in problem-solving and basic related skills and knowledge (GILO-I2, PO1, GEO-PS1)
2. Demonstrate appropriate *communication in using different formats and platforms (print, broadcast, and online)* to have the ability of negotiate the world of technology responsibly (GILO-E2, PO2, GEO-PS3)
3. Apply creative and innovative solutions in *preparing and planning communication and media* living within the moral and ethical standards to promote proficiency and effective communication (GILO-E3, PO3, GILO-I1, GEO-IC2)
4. Pursue continuous learning through *conducting communication and media research and evaluation* geared towards professional development and to effectively become the light of the world. (GILO-E4, PO4, GILO-E4)
5. Create initiative innovation to take actions *in developing and producing communication materials in different formats and platforms* to apply in contemporary world from both Philippine and global perspectives (GILO-E3, PO5, GILO-I1, GEO-PACR3)
6. Perform duties and responsibilities in *demonstrating communication management and leadership skills* to experience professional expertise in the workplace and work effectively in a group. (GILO-C2, PO6, GILO-C2, GEO-PS1)
7. Practice professional expertise in *entrepreneurial capabilities development* with genuine concern towards client to pursue continuous learning through professional development (GILO-E1, PO7, GILO-C2, GILO-E4)
8. *Adhere to ethical standards and practices* with fairness and honesty in all transactions of life to reflect on moral norms as they affect individuals and society (PO8, GILO-E1, GEO-PACR6)
9. Apply ethical principles in judgment and action in *knowing and practicing the rights and responsibilities and accountabilities in the communication profession* to practice critical, analytical and creative thinking of the Alfonsos. (GILO-I1, PO9, GEO-IC4)
10. *Demonstrate a development orientation in communication work* with the genuine concerns towards clients to contribute personally and meaningfully to the country's development (PO10, GILO-C2, GILO-PACR9)
11. Practice professional expertise in *applying communication theories/models, principles, practices, and tool in development work* to develop critical, analytical and creative thinking of the Alfonsos. (GILO-E1, PO11, GEO-IC4)

Note: The text in italics are those of the CMO No. 15, series of 2017.

-- FIRST YEAR --

FIRST SEMESTER												
Courses	Course Codes	Program Outcomes										
		Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9	Outcome 10	Outcome 11
		Perform duties and responsibilities to define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge to work effectively in a group in problem-solving and basic related skills and knowledge	Demonstrate appropriate communication in using different formats and platforms (print, broadcast, and online) to have the ability of negotiate the world of technology responsibly	Apply creative and innovative solutions in preparing and planning communication and media living within the moral and ethical standards to promote proficiency and effective communication	Pursue continuous learning through conducting communication and media research and evaluation geared towards professional development and to effectively become the light of the world.	Create initiative innovation to take actions in developing and producing communication materials in different formats and platforms to apply in contemporary world from both Philippine and global perspectives	Perform duties and responsibilities in demonstrating communication management and leadership skills to experience professional expertise in the workplace and work effectively in a group.	Practice professional expertise in entrepreneurial capabilities development with genuine concern towards client to pursue continuous learning through professional development	Adhere to ethical standards and practices with fairness and honesty in all transactions of life to reflect on moral norms as they affect individuals and society	Apply ethical principles in judgment and action in knowing and practicing the rights and responsibilities and accountabilities in the communication profession to practice critical, analytical and creative thinking of the Alfonsos.	Demonstrate a development orientation in communication work with the genuine concerns towards clients to contribute personally and meaningfully to the country's development	Practice professional expertise in applying communication theories/models, principles, practices, and tool in development work to develop critical, analytical and creative thinking of the Alfonsos.
History of GADTC and Tangub, Core Values	AIWay 1	O	O	O	O	O	O	O	O	O	O	O
Understanding the Self	GE USelf	O	O	O	O	O	O	O	L	O	O	O
Readings on Philippine History	GE RPHis	O	O	O	O	O	O	L	L	O	O	O
Purposive Communication	GE PurCom	O	O	L	L	L	L	O	L	L	L	L
Introduction to Communication Media	COMM 111	P	P	O	O	O	O	O	O	O	O	O
Communication Theory	COMM 112	P	P	P	P	P	O	O	O	O	O	O
Movement Competency	PATH-FIT 1	O	O	O	O	O	O	O	O	O	O	O
National Service Training Program 1	NSTP 1	O	O	O	O	O	O	O	O	O	O	O
SECOND SEMESTER												
Empowering the Alfonsos	AIWay 2	O	O	O	O	O	O	O	O	O	O	O
Art Appreciation	GE ArtApp	O	O	L	O	O	L	O	O	O	O	O
The Contemporary World	GE ConWor	O	O	L	L	O	O	L	O	O	O	L
Mathematics in the Modern World	GE ModMat	O	O	O	O	O	O	O	O	O	O	O
Development Communication	COMM 121	P	P	L	L	O	O	O	L	L	O	P
Communication, Culture and Society	COMM 122	P	O	O	P	O	O	O	O	P	P	P
Fitness Training	PATH-FIT 2	O	O	O	O	O	O	O	O	O	O	O
National Service Training Program 2	NSTP 2	O	O	O	O	O	O	O	O	O	O	O

Legend: (L) Learn; (P) Practice; (O) Opportunity

At the end of their first year, the BA Communication students are expected to show interest in communication and media equipped with knowledge on the theories, historical development and functions of communication in the society. As they integrate most of the competencies in the curriculum through the general education courses, they are able to use it in their daily lives as a student and as part of a community. They are expected to produce case studies of development communication programs. They can already identify the role of communication and culture in society with the emphasis on the issues in the Philippine setting including the rights and responsibilities of communicators. They are also expected to gain knowledge in being professional and ethical in communication processes.

- SECOND YEAR - -

FIRST SEMESTER												
Courses	Course Codes	Program Outcomes										
		Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9	Outcome 10	Outcome 11
		Perform duties and responsibilities to define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge to work effectively in a group in problem-solving and basic related skills and knowledge	Demonstrate appropriate communication in using different formats and platforms (print, broadcast, and online) to have the ability of negotiate the world of technology responsibly	Apply creative and innovative solutions in preparing and planning communication and media living within the moral and ethical standards to promote proficiency and effective communication	Pursue continuous learning through conducting communication and media research and evaluation geared towards professional development and to effectively become the light of the world.	Create initiative innovation to take actions in developing and producing communication materials in different formats and platforms to apply in contemporary world from both Philippine and global perspectives	Perform duties and responsibilities in demonstrating communication management and leadership skills to experience professional expertise in the workplace and work effectively in a group.	Practice professional expertise in entrepreneurial capabilities development with genuine concern towards client to pursue continuous learning through professional development	Adhere to ethical standards and practices with fairness and honesty in all transactions of life to reflect on moral norms as they affect individuals and society	Apply ethical principles in judgment and action in knowing and practicing the rights and responsibilities and accountabilities in the communication profession to practice critical, analytical and creative thinking of the Alfonsos.	Demonstrate a development orientation in communication work with the genuine concerns towards clients to contribute personally and meaningfully to the country's development	Practice professional expertise in applying communication theories/models, principles, practices, and tool in development work to develop critical, analytical and creative thinking of the Alfonsos.
Public Speaking and Development 1	AIWay 3	O	O	L	L	L	L	O	L	L	L	L
Journalism Principle and Practices	COMM 211	P	P	L	O	O	O	O	P	P	O	P
Communication Media Laws and Ethics	COMM 213	P	O	O	P	O	P	P	L	L	P	P
Gender and Society	GEE GENSOC	O	O	O	O	O	O	O	O	O	O	O
Life and Works of Rizal	GE JRiz	O	O	O	O	O	O	O	O	O	O	O
Communication Management	COMM 212	P	P	L	L	P	L	L	P	P	P	P
Dance	PATH-FIT 3	O	O	O	O	O	O	O	O	O	O	O
SECOND SEMESTER												
Public Speaking and Development 2	AIWay 4	O	O	L	L	L	L	O	L	L	L	L

Communication Research	COM 311	L	P	P	L	P	P	O	P	P	P	P
Public Relations, Principles and Practices	COM 312	P	P	P	O	O	L	L	L	L	L	L
Communication Planning	COM 313	L	L	L	L	P	O	O	L	L	L	L
Multimedia Storytelling	COM EL-1	P	O	O	O	L	O	O	O	O	O	O
Introduction to Graphic Design and Multimedia	HUM ELEC 2	P	P	O	O	L	O	O	O	O	O	O
Introduction to Digital Photography	HUM ELEC 3	O	O	O	O	O	O	O	O	O	O	O
SECOND SEMESTER												
Skill Development Seminar	AIWay 6	O	O	O	O	O	O	O	O	O	O	O
Digital Publishing	COM EL-2	P	P	O	O	L	O	O	O	O	O	O
Web Content Management	COM EL-3	P	P	O	O	L	O	O	O	O	O	P
Thesis 1	COM 321	L	P	P	L	P	P	O	P	P	P	P
Professional Enhancement Course 1	PEC 321	O	O	O	O	O	O	O	O	O	O	O
Philippine Pop Culture	GEE PPOP	O	O	O	O	O	O	O	O	O	O	O

Legend: (L) Learn; (P) Practice; (O) Opportunity

At the end of their third year, BA Communication students are expected to know the communication research process and be able to produce a research paper applying communication theories, models, principles and practices and tool in development work. Students also will have gained knowledge on the basic principles, strategies and practices of public relations and communication campaign plan. They can already develop learning materials for interactive web, manage online content and conceptualize designs for digital production.


-- FOURTH YEAR --

FIRST SEMESTER												
Courses	Course Codes	Program Outcomes										
		Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5	Outcome 6	Outcome 7	Outcome 8	Outcome 9	Outcome 10	Outcome 11
		Perform duties and responsibilities to define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge to work effectively in a group in problem-solving and basic related skills and knowledge	Demonstrate appropriate communication in using different formats and platforms (print, broadcast, and online) to have the ability of negotiate the world of technology responsibly	Apply creative and innovative solutions in preparing and planning communication and media living within the moral and ethical standards to promote proficiency and effective communication	Pursue continuous learning through conducting communication and media research and evaluation geared towards professional development and to effectively become the light of the world.	Create initiative innovation to take actions in developing and producing communication materials in different formats and platforms to apply in contemporary world from both Philippine and global perspectives	Perform duties and responsibilities in demonstrating communication management and leadership skills to experience professional expertise in the workplace and work effectively in a group.	Practice professional expertise in entrepreneurial capabilities development with genuine concern towards client to pursue continuous learning through professional development	Adhere to ethical standards and practices with fairness and honesty in all transactions of life to reflect on moral norms as they affect individuals and society	Apply ethical principles in judgment and action in knowing and practicing the rights and responsibilities and accountabilities in the communication profession to practice critical, analytical and creative thinking of the Alfonsos.	Demonstrate a development orientation in communication work with the genuine concerns towards clients to contribute personally and meaningfully to the country's development	Practice professional expertise in applying communication theories/models, principles, practices, and tool in development work to develop critical, analytical and creative thinking of the Alfonsos.
Adulting in the 21 st Century	AIWay 7	O	O	O	O	O	O	O	O	O	O	O
Social Media and Mobile Technology	COM ELEC 2	P	P	O	O	P	O	O	P	P	O	P
Multimedia Content Writing	HUM ELEC 4	P	P	O	O	P	O	O	P	P	O	P
Film Production	HUM ELEC 5	L	P	O	O	O	O	O	L	L	L	L
Professional Enhancement Course 1	PEC 412	O	O	O	O	O	O	O	O	O	O	O
Thesis 2	COM 412	L	P	P	L	P	P	O	P	P	P	P
Adulting in the 21 st Century	AIWay 7											
Social Media and Mobile Technology	COM ELEC 2	P	P	O	O	P	O	O	P	P	O	P
SECOND SEMESTER												
Priming up for the 21 st Century Workplace	AIWay 8	O	O	O	O	O	O	O	O	O	O	O
Internship	COM 421	P	P	P	P	P	P	P	P	P	P	P

Legend: (L) Learn; (P) Practice; (O) Opportunity

At the end of their fourth year, BA Communication are now equipped with the knowledge and skills in the theory and practice of communication with focus on the media professions. The students are expected to produce a well constructed research paper following the ethical standards in communication. They will be deploying to media industries for their internship to gain real-life work experience.

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