
	<p><b>Vision:</b> A vibrant agri-producer, eco-tourism and learning center for skills, technology, culture and the arts in Northwestern Mindanao spearheaded by committed, competent and dynamic leaders working harmoniously with culture loving, empowered, responsive and environmentally concerned and family centered society.</p> <p><b>Mission:</b> A highly improved quality of people's lives through total human development and access to benefits, opportunities and resources within a safe and life enhancing environment.</p> <p><b>Vision:</b> GADTC is integral to Tangub City's becoming a center for learning and eco-cultural tourism by producing God-centered citizens committed to be light of the world.</p> <p><b>Mission:</b> To provide opportunities for continuing education for faculty and staff, providing upgraded facilities for quality and research-based instruction to students towards community engagement and linkages to industry.</p> <p><b>Core Values:</b> <i>Integrity Competence Excellence</i></p>
	<p><b>Vision:</b> The GADTC-Institute of Arts and Sciences is the Heart of the institution in providing humanistic and scientific education needed to produce holistic individuals who are globally-competitive and value-oriented professionals appreciative to both culture and innovations.</p> <p><b>Mission:</b> The GADTC-Institute of Arts and Sciences shall produce globally competitive and value-oriented professionals who appreciate tradition and innovation and contribute to the understanding of the diversity of cultures producing socio-cultural and environment related researches to further serve the institute and the community.</p> <p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1. Provide the foundation learning that equips every Alfonsos with communicative, analytic and cultural skills and the fundamental knowledge that are essential tools in the making of a globally-competitive individuals;</li> <li>2. Develop among our students a sense of creativity, cultural-sensitivity, commitment and service to community and nation;</li> <li>3. Foster dedication in promoting research that helps the academic community better understand and appreciate human history, society, environment and culture; and</li> <li>4. Engage in interdisciplinary and innovative approach in teaching humanities and social sciences to produce holistic and value-oriented professionals.</li> </ol>
<b>INSTITUTIONAL LEARNING OUTCOME:</b>	<ol style="list-style-type: none"> <li>1. Participate actively in the environment, socio-economic and cultural movements for the betterment of the community and the whole of humanity.</li> <li>2. Perform duties and responsibilities with the genuine concern towards clients</li> <li>3. Apply ethical principles in judgment and action while consistently respecting differences and opinions of others</li> <li>4. Practice professional expertise with fairness and honesty in all transactions of life</li> <li>5. Demonstrate appropriate communication and social skills in the professional and social environment</li> <li>6. Apply creative and innovative solutions essential for growth and positive relationships</li> <li>7. Pursue continuous learning through professional development</li> </ol>
<b>PROGRAM DESCRIPTION :</b>	<p>A four-year program that covers the various ways by which humans communicate. It focuses on how verbal and non-verbal messages are used to create meanings in different contexts using diverse media platforms. It includes a broad range of subject matter ranging from the study of communication in interpersonal relationships, groups, organizations, and cultures.</p>
<b>PROGRAM EDUCATIONAL OUTCOMES:</b>	<p style="text-align: center;"> <b>A. Professional Excellence</b>  <b>B. Compassionate Leadership and Management</b>  <b>C. Culture of Integrity</b> </p>
<b>PROGRAM OUTCOMES:</b>	<p>Students in the discipline must exhibit the following competencies at the end of the undergraduate program. Graduates should be able to:</p> <ol style="list-style-type: none"> <li>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</li> <li>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</li> <li>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</li> <li>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.</li> <li>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</li> <li>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.</li> <li>7. Practice professional expertise in entrepreneurial capabilities development with genuine concern towards client to pursue continuous learning through professional development</li> <li>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</li> <li>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.</li> <li>10. Demonstrate a development orientation in communication work with the genuine concerns towards clients to contribute personally and meaningfully to the country's development</li> <li>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.</li> </ol>

SPECIFIC PROFESSIONS/ CAREERS/ OCCUPATIONS	Public and Corporate communication/information officers, social science and communication researchers/analysts, communication/media planners and managers, program/project development officers, public relations and advertising practitioners, learning system designers, multimedia designers and allied/related professions	
ADMISSION REQUIREMENTS	<b>1. For New Student</b> 1.1. Original Form 138 / Senior High School Card 1.2. Original Copy of Certificate of Good Moral Character 1.3. Original PSA Copy of Birth Certificate 1.4. Photocopy of Senior High School Diploma 1.5. Latest 2x2 ID Picture 1.6. Barangay Residence Certificate	<b>2. For Transferee</b> 2.1. Honorable Dismissal 2.2. Informative Copy of TOR from the previous school attended 2.3. Original Copy of Certificate of Good Moral Character 2.4. Original PSA copy of Birth certificate 2.5. Latest 2x2 ID Picture 2.6. Barangay Residence Certificate
ADMISSION POLICIES	<p><b>A. Freshmen</b> All incoming freshmen students are qualified to enroll in the Bachelor of Arts program of the Institute provided that:</p> <ol style="list-style-type: none"> <li>their GWA is not lower than 80% in their Senior High School</li> <li>they have undergone and passed the admission process which includes the aptitude test, essay, and interview <ol style="list-style-type: none"> <li>their admission result is less than the cut-off score, they will be placed on probationary status for one semester</li> </ol> </li> </ol> <p><b>B. Shiftees</b> Students who wish to shift from the different program and enroll in the programs under the Institute should:</p> <ol style="list-style-type: none"> <li>have a GWA not lower than 80% in their previous program</li> <li>undergo and pass the admission process which includes the aptitude test, essay, and interview <ol style="list-style-type: none"> <li>their admission result is less than the cut-off score, they will be placed on probationary status for one semester</li> </ol> </li> <li>be assessed for the units earned to determine year level status by the program head or dean</li> </ol> <p><b>C. Transferees</b> Students from different HEI, whether of the same program or not, who wish to enroll in programs under the Institute should:</p> <ol style="list-style-type: none"> <li>have a general weighted average of not less than 80% from his/her previous academic program/HEI</li> <li>undergo and pass the admission process which includes the aptitude test, essay, and interview <ol style="list-style-type: none"> <li>should their admission result is less than the cut-off score, they will be placed on probationary status for one semester</li> </ol> </li> <li>be assessed for the units earned to determine year level status by the program head or dean</li> </ol> <p><b>D. Returnees</b> Students of the programs under the Institute who had stopped before and wish to continue should:</p> <ol style="list-style-type: none"> <li>undergo and pass the admission process which includes the aptitude test, essay, and interview <ol style="list-style-type: none"> <li>should their admission result is less than the cut-off score, they will be placed on probationary status for one semester</li> </ol> </li> <li>be assessed if he/she is under the previous or recent curricular program. Should he/she is still under the previous program, he/she will be assessed for the number of units of courses earned that can be carried over to the recent curriculum and to determine year level status</li> </ol> <p><b>Retention Policies</b></p> <ol style="list-style-type: none"> <li>A student must maintain a grade of not less than 82% in all major courses taken and a GWA of at least 80%. If the student fails to comply the first requirement, he/she will be on probationary status for the current semester, and his/her academic load will be reduced by 6 units.</li> <li>A student who is on probationary status for one semester must obtain the first requirement in all of his/her currently enrolled courses in the semester to be lifted off from probationary status for the next semester.</li> <li>A student will not be allowed to take a course in the current semester if he/she failed its prerequisite course during the previous semester</li> <li>A student who failed a professional/major course thrice will no longer be admitted in the program and be advised to shift to non-liberal arts program.</li> </ol> <p><b>Terminal Requirements</b></p> <ol style="list-style-type: none"> <li>Graduates of the Bachelor of Arts in Communication are expected to be able to:</li> <li>Complete the required hours for internship/practicum</li> <li>Complete a Portfolio of Training Activities/ Accomplishment</li> <li>Complete Research Paper Output</li> </ol> <p><b>Special Provision</b> All enrolled students are automatic members of the Communication Arts Society</p>	

I have read and understood all the foregoing statements, hence I submit myself to adhere to these provisions and be guided with utmost diligence.  
To affirm further I hereby affix my signature.

\_\_\_\_\_  
Student's Signature over Printed Name

\_\_\_\_\_  
Date





# GOV. ALFONSO D. TAN COLLEGE

*Institute of Arts and Sciences*

## CURRICULAR PROGRAM FOR BACHELOR OF ARTS IN COMMUNICATION

Effective SY: 2020-2021

CMO No. 35, Series of 2017



### -- FIRST YEAR --

-- FIRST YEAR --											
First Semester							Second Semester				
GRADE	COURSE CODE	COURSE TITLE	UNITS		PRE-REQ.	GRADE	COURSE CODE	COURSE TITLE	UNITS		PRE-REQ.
			Lec.	Lab.					Lec.	Lab.	
	AIWay 1	History of GADTC and Tangub, Core Values	2				AIWay 2	Empowering theAlfonsons	2		AIWay 1
	GE USelf	Understanding the Self	3				GE ArtApp	Art Appreciation	3		
	GE RPHis	Readings on Philippine History	3				GE ConWor	The Contemporary World	3		
	GE PurCom	Purposive Communication	3				GE ModMat	Mathematics in the Modern World	3		
	COM 111	Introduction to Communication Media	3				COM 121	Development Communication	3		
	COM 112	Communication Theory	3				COM 122	Communication, Culture and Society	3		
	PATH-FIT 1	Movement Competency	2				PATH-FIT 2	Fitness Training	3		PATH-FIT 1
	NSTP 1	National Service Training Program 1	3				NSTP 2	National Service Training Program 2	2		
TOTAL NUMBER OF UNITS			22				TOTAL NUMBER OF UNITS		22		

### -- SECOND YEAR --

-- SECOND YEAR --											
First Semester						Second Semester					
GRA DE	COURSE CODE	COURSE TITLE	UNITS		PRE-REQ.	GRADE	COURSE CODE	COURSE TITLE	UNITS		PRE-REQ.
			Lec.	Lab.					Lec.	Lab.	
	AIWay 3	Public Speaking and Development 1	2		AIWay 2		AIWay 4	Public Speaking and Development 2	2		AIWay 3
	COM 211	Journalism Principles and Practices	3		COM 111		COM 221	Risk, Disaster and Humanitarian Communication	3		COM 121
	COM 212	Communication Media Laws and Ethics	3				COM 222	Broadcasting Principles and Practices	3		
	GEE GENSOC	Gender and Society	3				COM 223	Knowledge Management	3		COM 212
	GE JRiz	Life and Works of Rizal	3				GEE LITERA	Living in IT Era	3		
	COM 213	Communication Management	3				GE STS	Science, Technology and Society	3		
							GE Ethics	Ethics	3		
	PATH-FIT 3	Dance	2		PATH-FIT 2		PATH-FIT 4	Individual & Team Sports	2		PATH-FIT 3
							HUM ELEC-1	Introduction to Multimedia Arts	3		
TOTAL NUMBER OF UNITS			19				TOTAL NUMBER OF UNITS		25		

### -- THIRD YEAR --

-- THIRD YEAR --											
First Semester						Second Semester					
GRA DE	COURSE CODE	COURSE TITLE	UNITS		PRE-REQ.	GRADE	COURSE CODE	COURSE TITLE	UNITS		PRE-REQ.
			Lec.	Lab.					Lec.	Lab.	
	AIWay 5	Becoming the Light of the World: Citizenship and Community Involvement	2		AIWay 4		AIWay 6	Skill Development Seminar	2		AIWay 5
	COM 311	Communication Research	3		COM 211 COM 213 COM 222		COM EL-2	Digital Publishing	3		
	COM 312	Public Relations Principles and Practices	3				COM EL-3	Web Content Management	3		
	COM 313	Communication Planning	3				COM 321	Thesis 1	3		
	COM EL-1	Multimedia Storytelling	3				PEC 321	Professional Enhancement Course	3		COM 311
	HUM ELEC 2	Introduction to Graphic Design and Multimedia	3				GEE PPOP	Philippine Pop Culture	3		
	HUM ELEC 3	Introduction to Digital Photography	3								
TOTAL NUMBER OF UNITS			20				TOTAL NUMBER OF UNITS		17		

-- FOURTH YEAR --									
First Semester					Second Semester				
GRADE	COURSE CODE	COURSE TITLE	UNITS		PRE-REQ.	GRADE	COURSE CODE	COURSE TITLE	PRE-REQ.
			Lec.	Lab.				Lec.	Lab.
	AIWay 7	Adulting in the 21 <sup>st</sup> Century	2		AIWay 6		AIWay 8	Priming up for the 21 <sup>st</sup> Century Workplace	AIWay 7
	COM EL-4	Social Media and Mobile Technology for Communication Campaigns	3		HUM ELEC 2		COM 421	Internship	All Communication courses from First Year to Fourth Year First Semester
	HUM ELEC 4	Multimedia Content Writing	3		HUM ELEC 1				
	HUM ELEC 5	Film Production	3		HUM ELEC 3				
	COM 412	Thesis 2	3		COM 321				
	PEC 412	Professional Enhancement Course	3		PEC 321				
TOTAL NUMBER OF UNITS			17			TOTAL NUMBER OF UNITS			5

SUMMARY OF UNITS PER YEAR

		First Year
1 <sup>st</sup> Semester	-	22 units
2 <sup>nd</sup> Semester	-	22 units
		Second Year
1 <sup>st</sup> Semester	-	19 units
2 <sup>nd</sup> Semester	-	25 units
		Third Year
1 <sup>st</sup> Semester	-	20 units
2 <sup>nd</sup> Semester	-	17 units
		Fourth Year
1 <sup>st</sup> Semester	-	17 units
2 <sup>nd</sup> Semester	-	5 units
Total Number of Units		147 Units

Developed:

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