ACADEMICS ARTS AND SCIENCES

CommunicationHospitality ManagementPsychologyTourism Management

Bachelor of Arts in Communication

UE CAS Caloocan’s signature, first-ever degree program is what is now named Bachelor of Arts in Communication.

This degree program provides students with opportunities to learn the theories and practice of the profession in the different media of human communication, specifically in print, broadcast and electronic media, theater, advertising, communications research, and public relations.

Specific Objectives

1. To equip the student with a theoretical background in the practice of the profession in the different media of human communication;

2. To provide the student with concrete learning experiences in the practice of the profession in the different media of human communication;

3. To develop the student’s basic and thinking skills and personal qualities relevant to the practice of the profession in the different media of human communication;

4. To expose the student to the realities of the different media of human communication in the Philippines; and

5. To inculcate in the student the social responsibilities of professionals in the different media of human communication.

Career Opportunities

UE CAS Caloocan’s BA Comm degree program trains the communication professionals of tomorrow. This degree program, which is Level III-accredited by the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU), produces professionally competent, intellectually competitive, and socially responsible graduates who can meet the challenges and needs of the broadcast industry and other communication-related fields. It specifically prepares students for job prospects that include the following:

Radio and TV broadcaster

Radio, TV, and movie production professional

Print media staff or writer

Broadcast media staff or writer

Public relations professional

Advertising copywriter

Political Strategist

Corporate Communications Manager

Communication Researcher

Social Media Manager

Professional Videographer and Photographer

Film Director

Educator

Caloocan Campus | 1st Sem. 2024-2025

For Filipino Students

Arts and Sciences

Accountancy and Business Administration

Engineering

Fine Arts, Architecture and Design

Basic Education

• Kindergarten

• Elementary

• Junior High

• Junior High (Science-Based)

• Senior High

For International Students

Arts and Sciences

Accountancy and Business Administration

Engineering

Fine Arts, Architecture and Design

Basic Education

• Kindergarten

• Elementary

• Junior High

• Junior High (Science-Based)

• Senior High