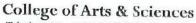


CEBU NORMAL UNIVERSITY

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BACHELOR OF ARTS IN COMMUNICATION (TRACK: Integrated Marketing Communication and Press Relations)

Effective A.Y. 2018 - 2019

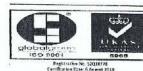
	1 st Semester		FIRST	YEAR	and e	
		UNITS	-		2 nd Semester	
GE 1	Understanding the Self		*:	100000		UNIT
GE 2	Readings in Philippine History	3		GE 3	l'urposive Communication	3
FII 1	Wikang Filipino	3		GE 4	Art Appreciation	3
Comm 101	Communication Media	3		GE 5	Mathematics in the Modern World	3
Comm 102	Communication Theory	3		Comm 103	Development Communication	3
NSTP 1	National Consider Training B	3		Comm 104	Communication, Culture and Society	3
PE 1	National Service Training Program I	3		MSTP 2	Hational Service Training Program II	3
11.1	Physical Education	2		PE 2	Physical Education II	
	TOTAL	20				2
	49.0	7			тот,	AL 20
	1 st Semester	S	ECON	ID YEAR	2 nd Semester	
40.2		UNITS				UNIT
GE 6	Science, Technology and Society	3		GE 8	Contemporary World	
_GE 7	Ethics	3		FII 3		, 3
Fil 2	Panitikan ng Filipino	3		Rizəl	Masining na Pagpapahayag	37
Comm 105	Risk, Disaster and Humanitarian	3			The Life and Works of Rizal	3
	Communication	3		Comm 106	Communication Ethics	3
Comm Elect 1	Journalism Principles and Practices			Comm Elect 3	Introduction to Film	3
Comm Elect 2	Broadcasting Principles and Practices	3		Comm Elect 4	Advertising Principles & Practices	3
Elect 1	Social Media Strategy and Fractices	3		Elect 3	Visual Journalism	3
Elect 2	Social Media Strategy and Tactics	3		Elect 4	Newsroom Organization and Management	3
	Cebuano Journalism	3		PE 4	Physical Education IV	2
_PE 3	Physical Education III	2				-
	TOTAL	26	***		тоти	NL 26
	1 st Semester	THIRD YEAR		YEAR	2 nd Semester	
		UNITS		The Till	Z Semester	
CommSpl 1	Multimedia Story Telling			Water Control Control		UNIT
CommSpl 2	Advertising & Press Relations	3		CommSpl 5	Digital Publishing and Innovation	′ 3
- 1000 1000 1000 1000 1000				CommSpl 6	Web and Social Media Content Management	3
C 10	Management	3		CommSpl 7	Public Relations Strategy and Practice	3
CommSpl 3	Public Relations Writing including			CommSpl 8	Marketing Research	
	Digital PR	3		CommRes	Communication Research	3
_CommSpl 4	Social Media Strategies and Tactics	3		SH 2	Social Sciences / Humanities Elective 2	3
Comm 107	Communication and Mass Media Laws	3				3
SH 1	Social Sciences / Humanities Elective 1	3			1014	IL 18
	TOTAL	18				
		****	D 1/15 /	w		
	The state of the s	IHR	DYEA	R, SUMMER	LIMITE	
	Internship	Advertisin	g. Press I	Relations, Marketing	UNITS	
		Communic			<u>6</u>	
				TOTAL		
1 st Semester		FOURTH YEAR		H YEAR	2 nd Semester	
	11800011.1	UNITS				UNIT
_TW 1	Thesis Writing 1	3		TW 2	Thosis Writing 2	
	Communication Planning	3	34	Comm 109	Thesis Writing 2	3
Comm 108	Social Sciences / Homewith at 11 2	3			Communication Management	3
				Comm 110	Knowledge Management	3
SH 3	Social Sciences / Humanities Elective 3			SH 5	Social Sciences / Humanities Elective 5	3
	Social Sciences / Humanities Elective 4	3	-			
SH 3	Social Sciences / Humanities Elective 3 TOTAL	3 12		W.	TOTA	L 12
SH 3 SH 4	Social Sciences / Humanities Elective 4 TOTAL	-	SUMI	MARY	тот	12 12
SH 3 SH 4 I. General Ed	Social Sciences / Humanities Elective 4 TOTAL	-	SUMI	MARY	ТОТА	12 12
SH 3 SH 4	Social Sciences / Humanities Elective 4 TOTAL	-	SUMI			NL 12
SH 3 SH 4 I. General Ed a. Core Co	Social Sciences / Humanities Elective 4 TOTAL	12 33 units	SUMI	Course Code≃ numb	per assigned to the subject i.e. GE 1	
SH 3 SH 4 I. General Ed a. Core Co b. Elective	Social Sciences / Humanities Elective 4 TOTAL Jucation Courses:	33 units 39 units	*	Course Code= numb Descriptive Title= th		
SH 3 SH 4 I. General Ed a. Core Co b. Elective	Social Sciences / Humanities Elective 4 TOTAL Jucation Courses: ourses e Courses d Works of Rizal	33 units 39 units 3 units	**	Course Code= numb Descriptive Title= th subjects	per assigned to the subject i.e. GE 1 e title to the subject that identifies it from all the	e ather
SH 3 SH 4 I. General Ed a. Core Co b. Elective c. Life and II. Required O	Social Sciences / Humanities Elective 4 TOTAL Jucation Courses: ourses e Courses d Works of Rizal Courses	33 units 39 units 3 units 30 units	*	Course Code= numb Descriptive Title= th subjects Units= prescribed no	per assigned to the subject i.e. GE 1 e title to the subject that identifies it from all the subject that identifies it from all the subject that identifies it from all the subject to the subject i.e. GE 1	e ather
SH 3 SH 4 I. General Ed a. Core Co b. Elective c. Life and II. Required O	Social Sciences / Humanities Elective 4 TOTAL Jucation Courses: ourses e Courses d Works of Rizal Courses esearch / Internship	33 units 39 units 3 units	**	Course Code= numb Descriptive Title= th subjects Units= prescribed m component of the si	per assigned to the subject i.e. GE 1 e title to the subject that identifies it from all the	other'

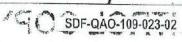
MILAGROS M. GREIF, Ph.D. Dean, College of Arts and Sciences WATMAYLA IMELDA M. LAPA, MAN

DAISY R. PAYOMPON, RN, MAN, Ph.D., DScN Vice President for Academic Affairs

allowed to enroll in the current subject offering; the subject/s had to be enrolled in the previous semester prior to current enrolment

Total= total number of units in the semester





158 units

TOTAL UNITS:

CMO No. 35, s. 2017

