



College of Arts & Sciences

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BACHELOR OF ARTS IN COMMUNICATION
(TRACK: Integrated Marketing Communication and Press Relations)
 Effective A.Y. 2018 – 2019
 CMO No. 35, s. 2017

1 st Semester		FIRST YEAR		2 nd Semester	
		UNITS			UNITS
___ GE 1	Understanding the Self	3	___ GE 3	Purposive Communication	3
___ GE 2	Readings in Philippine History	3	___ GE 4	Art Appreciation	3
___ Fil 1	Wikang Filipino	3	___ GE 5	Mathematics in the Modern World	3
___ Comm 101	Communication Media	3	___ Comm 103	Development Communication	3
___ Comm 102	Communication Theory	3	___ Comm 104	Communication, Culture and Society	3
___ NSTP 1	National Service Training Program I	3	___ NSTP 2	National Service Training Program II	3
___ PE 1	Physical Education I	2	___ PE 2	Physical Education II	2
TOTAL		20	TOTAL		20

1 st Semester		SECOND YEAR		2 nd Semester	
		UNITS			UNITS
___ GE 6	Science, Technology and Society	3	___ GE 8	Contemporary World	3
___ GE 7	Ethics	3	___ Fil 3	Masining na Pagpapahayag	3
___ Fil 2	Panitikan ng Filipino	3	___ Rizal	The Life and Works of Rizal	3
___ Comm 105	Risk, Disaster and Humanitarian Communication	3	___ Comm 106	Communication Ethics	3
___ Comm Elect 1	Journalism Principles and Practices	3	___ 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 Tactics	3	___ Elect 3	Visual Journalism	3
___ Elect 2	Cebuano Journalism	3	___ Elect 4	Newsroom Organization and Management	3
___ PE 3	Physical Education III	2	___ PE 4	Physical Education IV	2
TOTAL		26	TOTAL		26

1 st Semester		THIRD YEAR		2 nd Semester	
		UNITS			UNITS
___ CommSpl 1	Multimedia Story Telling	3	___ CommSpl 5	Digital Publishing and Innovation	3
___ CommSpl 2	Advertising & Press Relations Management	3	___ CommSpl 6	Web and Social Media Content Management	3
___ CommSpl 3	Public Relations Writing including Digital PR	3	___ CommSpl 7	Public Relations Strategy and Practice	3
___ CommSpl 4	Social Media Strategies and Tactics	3	___ CommSpl 8	Marketing Research	3
___ Comm 107	Communication and Mass Media Laws	3	___ CommRes	Communication Research	3
___ SH 1	Social Sciences / Humanities Elective 1	3	___ SH 2	Social Sciences / Humanities Elective 2	3
TOTAL		18	TOTAL		18

THIRD YEAR, SUMMER		UNITS
___ Internship	Advertising, Press Relations, Marketing Communication	6
TOTAL		6

1 st Semester		FOURTH YEAR		2 nd Semester	
		UNITS			UNITS
___ TW 1	Thesis Writing 1	3	___ TW 2	Thesis Writing 2	3
___ Comm 108	Communication Planning	3	___ Comm 109	Communication Management	3
___ SH 3	Social Sciences / Humanities Elective 3	3	___ Comm 110	Knowledge Management	3
___ SH 4	Social Sciences / Humanities Elective 4	3	___ SH 5	Social Sciences / Humanities Elective 5	3
TOTAL		12	TOTAL		12

SUMMARY			
I. General Education Courses:			
a. Core Courses	33 units	*	Course Code= number assigned to the subject i.e. GE 1
b. Elective Courses	39 units	**	Descriptive Title= the title to the subject that identifies it from all the other subjects
c. Life and Works of Rizal	3 units	***	Units= prescribed number of units for the lecture and the laboratory component of the subject offered in the semester
II. Required Courses	30 units	****	Pre-requisite subject= subjects that the student had to enroll prior to being allowed to enroll in the current subject offering; the subject/s had to be enrolled in the previous semester prior to current enrolment
III. Thesis / Research / Internship	15 units	*****	Total= total number of units in the semester
IV. PE and NSTP 1 and 2	14 units		
V. Professional Courses	24 units		
TOTAL UNITS:	158 units		

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Milagros M. Greif
MILAGROS M. GREIF, Ph.D.
 Dean, College of Arts and Sciences

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