



College of Arts & Sciences

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BACHELOR OF ARTS IN COMMUNICATION
(TRACK: Media and Information Literacy Education)

Effective A.Y. 2018 – 2019

CMO No. 35, s. 2017

1 st Semester		FIRST YEAR		2 nd Semester	
		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			
___ 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	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 and 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			
___ Comm Spl 1	Facilitating Tertiary Learning	3	___ Comm Spl 5	Teaching Profession	3
___ Comm Spl 2	Assessing Tertiary Learning	3	___ Comm Spl 6	Methods In Teaching Tertiary Learning	3
___ Comm Spl 3	Principles in Teaching Tertiary Learning	3	___ Comm Spl 7	Psychology of Learning	3
___ Comm Spl 4	Teaching in Media and Information Literacy	3	___ Comm Spl 8	Practice Teaching	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	Media Industry	5
TOTAL		6

1 st Semester		FOURTH YEAR		2 nd Semester	
		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 enrollment	
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		
CMO No. 35, s. 2017			

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

MA. MAYLA IMELDA M. LAPA, MAN
 PA For Quality Assurance

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



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