



CURRICULUM

Bachelor of Arts in Communication (BA Comm)

Academic Year 2018-2019

Reference CMOs: CMO No. 35, s. 2017, CMO 4 s. 2018 and CMO No 20, s. 2013

Curriculum Description

The curriculum for Bachelor of Arts in Communication includes general education courses, core courses, required courses, electives, and thesis/special project. Courses that would generate a particular track, concentration, or area specialization may also be offered.

Program Objectives

This program aims to equip students with the knowledge and skills in the theory and practice of communication applicable in various professions and contexts, with focus on the media professions

Program Outcomes

Graduates of BA Communication are able to:

- Define and access information needs, assess and organize information and knowledge; produce, share and utilize information and knowledge;
- Communication in different formats and platforms (print, broadcast, and online);
- Prepare communication/media plan;
- Conduct communication and media research and evaluation;
- Develop and produce communication materials in different formats and platforms;
- Demonstrate communication management and leadership skills;
- Develop entrepreneurial capabilities;
- Adhere to ethical standards and practices;
- Know and practice rights and responsibilities and accountabilities in the communication professions;
- Demonstrate a development orientation in communication work; and
- Apply communication theories/models, principles, practices and tools in development work.

Curriculum Components

COURSES	UNITS	TOTAL
A. General Education Courses (CMO No. 20, Series of 2013)		36 units
GEd 101- Understanding Self	3	
GEd 102 - Mathematics in the Modern World	3	
GEd 103 - Life and Works of Rizal	3	
GEd 104 - The Contemporary World	3	
GEd 105 - Readings in Philippine History	3	
GEd 106 - Purposive Communication	3	
GEd 107 - Ethics	3	
GEd 108 - Art Appreciation	3	

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CONTROLLED

COURSES	UNITS	TOTAL
GEd 109 - Science, Technology, and Society	3	
GEd 110 - Understanding the World Through Communication	3	
GEd 112 - Statistics for Research	3	
GEd 113 - History and Aesthetic Theories of Photography	3	
B. Core Courses of BA Communication		21 units
Comm 101 - Introduction to Communication Media	3	
Comm 103 - Communication Culture and Society	3	
Comm 105 - Communication Theory	3	
Comm 109 - Communication Research	3	
Comm 114 - Communication Media Laws and Ethics	3	
Comm 120 - Communication Planning	3	
Comm 124 - Communication Management and Entrepreneurship	3	
C. Required Courses		24 units
CHED-Required		
Comm 104 - Introduction to Development Communication	3	
Comm 106 - Risk, Disaster, and Humanitarian Communication	3	
Comm 125 - Knowledge Management	3	
Institutional / Program Outcomes		
Comm 107 - Social Media Principles and Practices	3	
Comm 108 - Advertising Principles and Practices	3	
Comm 110 - Broadcasting Principles and Practices	3	
Comm 111 - Journalism Principles and Practices	3	
Comm 102 - Introduction to Film	3	
D. Elective Courses		32 units
Communication-Related/Specialization - New Media	14	
Comm 113 - Multimedia Storytelling	5	
Comm 115 - Social Media and Mobile Technology for Communication Campaigns	3	
Comm 116 - Digital Learning Materials Development	3	
Comm 121 - Digital Publishing	3	
Clusters of Applied Communication - Multimedia Arts	18	
Comm 112 - Desktop Publishing	5	
Comm 117 - Visual Communication	5	
Comm 118 - Scriptwriting for Multimedia	3	
Comm 122 - Multimedia Production	5	
E. Mandated Courses		14 units
Physical Education 1 - 4	8	
PE 101 - Physical Fitness, Gymnastics, and Aerobics	2	
PE 102 - Rhythmic Activities	2	



COURSES	UNITS	TOTAL
PE 103 - Individual and Dual Sports	2	
PE 104 - Team Sports	2	
NSTP 1 and 2	6	
NSTP 111 - National Service Training Program 1	3	
NSTP 121 - National Service Training Program 2	3	
F. Thesis/Special Project and Internship		9 units
Comm 119 - Thesis / Special Project 1	3	
Comm 123 - Thesis / Special Project 2	3	
OJT - 300 Hours On-The-Job Training	3	
G. Filipino		9 units
FILI 101 - Kontekswalisadong Komunikasyon sa Filipino	3	
FILI 102 - Filipino sa Iba't Ibang Disiplina	3	
FILI 103 - Retorika - Masining na Pagpapahayag	3	
H. Literature		6 units
LITR 101 - Sosyedad at Literatura / Panitikang Panlipunan	3	
LITR 102 - ASEAN Literature	3	
I. Institutional Prerogative		8 units
Radio and Television Production	5	
Technical Writing	3	
TOTAL		159

Summary	Number of Units CHED	Number of Units BatStateU
A. General Education	36	36
B. Core Courses - BA Communication	21	21
C. Required Courses	18	24
D. Electives	27	32
E. Mandated Course	14	14
F. Thesis/Special Project and Internship	9	9
G. Filipino	9	9
H. Literature	6	6
I. Institutional Prerogative	-	8
TOTAL	140	159

Program of Study

FIRST YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Prerequisite/s
GE 101	Understanding Self	3	3	-	-
GE 105	Readings in Philippine History	3	3	-	-
GE 106	Purposive Communication	3	3	-	-



Code	Course Title	Units	Lec	Lab	Prerequisite/s
GEd 109	Science, Technology, and Society	3	3	-	-
FILI 101	Kontekswalisadong Komunikasyon sa Filipino	3	3	-	-
GEd 110	Understanding the World Through Communication	3	3	-	-
PE 101	Physical Fitness, Gymnastics and Aerobics	2	2	-	-
NSTP 111	National Service Training Program 1	3	3	-	-
TOTAL		23	23	0	

FIRST YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Prerequisite/s
GEd 102	Mathematics in the Modern World	3	3	-	-
GEd 104	The Contemporary World	3	3	-	-
GEd 107	Ethics	3	3	-	-
GEd 108	Art Appreciation	3	3	-	-
FILI 102	Filipino sa Iba't Ibang Disiplina	3	3	-	-
Comm 101	Introduction to Communication Media	3	3	-	-
PE 102	Rhythmic Activities	2	2	-	-
NSTP 121	National Service Training Program 2	3	3	-	-
TOTAL		23	23	0	

SECOND YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Prerequisite/s
GEd 103	Life and Works of Rizal	3	3	-	-
GEd 111	Technical Writing	3	3	-	-
FILI 103	Retorika-Masining na Pagpapahayag	3	3	-	FILI 101 & FILI 102
LITR 101	Sosyedad at Literatura / Panitikang Panlipunan	3	3	-	-
Comm 102	Introduction to Film	3	3	-	Comm 101
Comm 103	Communication Culture and Society	3	3	-	Comm 101
Comm 104	Introduction to Development Communication	3	3	-	Comm 101
PE 103	Individual and Dual Sports	2	2	-	-
TOTAL		23	23	0	



SECOND YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Prerequisite/s
GEd 112	Statistics for Research	3	3	-	-
LITR 102	ASEAN Literature	3	3	-	-
Comm 105	Communication Theory	3	3	-	Comm 101
Comm 106	Risk, Disaster, and Humanitarian Communication	3	3	-	-
Comm 107	Social Media Principles and Practices	3	3	-	-
Comm 108	Advertising Principles and Practices	3	3	-	-
PE 104	Team Sports	2	2	-	-
TOTAL		20	20	0	

THIRD YEAR					
FIRST SEMESTER					
Code	Course Title	Units	Lec	Lab	Prerequisite/s
GEd 113	History and Aesthetic Theories of Photography	3	3	-	-
Comm 109	Communication Research	3	3	-	Comm 105 & GEd 112
Comm 110	Broadcasting Principles and Practices	3	3	-	-
Comm 111	Journalism Principles and Practices	3	3	-	-
Comm 112	Desktop Publishing	5	3	2	-
Comm 113	Multimedia Storytelling	5	3	2	-
TOTAL		22	18	4	

THIRD YEAR					
SECOND SEMESTER					
Code	Course Title	Units	Lec	Lab	Prerequisite/s
Comm 114	Communication Media Laws and Ethics	3	3	-	-
Comm 115	Social Media and Mobile Technology for Communication Campaigns	3	3	-	-
Comm 116	Digital Learning Materials Development	3	3	-	-
Comm 117	Visual Communication	5	3	2	GEd 113



Code	Course Title	Units	Lec	Lab	Prerequisite/s
Comm 118	Scriptwriting for Multimedia	3	3	-	-
TOTAL		17	15	2	

THIRD YEAR

SUMMER

Code	Course Title	Units	Lec	Lab	Prerequisite/s
OJT	300 Hours On-The-Job Training	3	300	-	Junior Standing

FOURTH YEAR

FIRST SEMESTER

Code	Course Title	Units	Lec	Lab	Prerequisite/s
Comm 119	Thesis / Special Project 1	3	3	-	GEEd 111 & Comm 109
Comm 120	Communication Planning	3	3	-	-
Comm 121	Digital Publishing	3	3	-	-
Comm 122	Multimedia Production	5	3	2	-
TOTAL		14	12	2	

FOURTH YEAR

SECOND SEMESTER

Code	Course Title	Units	Lec	Lab	Prerequisite/s
Comm 123	Thesis / Special Project 2	3	3	-	Comm 119
Comm 124	Communication Management and Entrepreneurship	3	3	-	-
Comm 125	Knowledge Management	3	3	-	-
Comm 126	Radio and Television Production	5	3	2	Comm 110
TOTAL		14	12	2	

