

Convergent Media track

The Convergent Media (CM) track of the FEU BA in Communication program fuses the three C's of media convergence: communication, computing, and content and are seamlessly integrated in the foundational and professional courses of the program. Graduates of the Convergent Media Track are expected to acquire industry-ready skills and possess an entrepreneurial mind-set in order to develop media and communication practitioners, prime-movers, leaders, managers, and entrepreneurs in a converged world of communication, computing, and content.

Click or tap on each year level for more information about the list of courses per semester. You may also click on the course code and title for more detailed information about each course, including prerequisite courses (if any) and total number of hours per semester.

First Year

First Semester

GED0104 – Science, Technology and Society

GED0103 – Mathematics in the Modern World

GED0102 – The Life and Works of Rizal

GED0101 – College Academic Skills in English

GED0105 – Wika, Kultura at Lipunan

COM1101 – Introduction to Communication Media

COM1301 – Journalism Principles and Practices

WRP0101 – Wellness and Recreation Program 1

Total units: 22.5

Second Semester

GED0110 – Understanding the Self

GED0107 – Readings in Philippine History

GED0106 – Art Appreciation

GED0109 – Speech Communication

GED0108 – Retorika at Panitikan ng Pilipinas

COM1102 – Communication Media Laws and Ethics

COM1302 – Broadcast Principles and Practices

WRP0102 – Wellness and Recreation Program 2

Total units: 22.5

Second Year

First Semester

GED0112 – Scholarly Inquiry

GED0113 – The Filipino in the Contemporary World

GED0111 – Purposive Communication

COM1103 – Communication Theory

COM1303 – Introduction to Film

COM1501 – Fundamentals of Photography

NST0101 – National Service Training Program 1

WRP0103 – Wellness and Recreation Program 3

Total units: 22.5

Second Semester

GED0114 – Applied Ethics in Contemporary Times

GED0115 – Pag-aaral ng Wika at Kulturang Rehiyonal

COM1304 – Advertising Principles and Practices

CCMEL01 – SSH Elective 1

COM1502 – Visual Communication

COM1503 – Video Editing

NST0102 – National Service Training Program 2

WRP0104 – Wellness and Recreation Program 4

Total units: 22.5

Summer Term

CNM1103 – Fundamentals of Project Management

COM1305 – Social Media Principles and Practices

CCMEL02 – SSH Elective 2

Total units: 9

Third Year

First Semester

COM1104 – Communication Research

COM1105 – Communication, Culture and Society

COM1201 – Development Communication

COM1202 – Risk, Disaster, and Humanitarian Communication

COM1106 – Communication Planning

CNM1101 – Multimedia Writing

CNM1102 – Digital Publishing

WRP0105 – Wellness and Recreation Program 5

Total units: 22.5

Second Semester

COM1203 – Knowledge Management

COM1401 – Communication Thesis 1

CCMEL03 – SSH Elective 3

CCMEL04 – SSH Elective 4

COM1306 – Integrated Marketing Communication

COM1504 – Documentary Production

CNM1104 – Performance Media

WRP0106 – Wellness and Recreation Program 6

Total units: 22.5

Fourth Year

First Semester

COM1107 – Communication Management

COM1402 – Communication Thesis 2

CCMEL05 – SSH Elective 5

CNM1105 – Multimedia Production

CNM1106 – Social Media and Mobile Technology for Communication Campaigns

CNM1107 – Special Topics

WRP0107 – Wellness and Recreation Program 7

Total units: 19.5

Second Semester

CNM1108 – Special Projects

CNM1109 – Entrepreneurship in a Convergent Media

COM1403 – Internship (300 hours)

WRP0108 – Wellness and Recreation Program 8

Total units: 13.5