

BACHELOR OF ARTS IN COMMUNICATION

(Convergent Media Track)

EFFECTIVE ACADEMIC YEAR 2021-2022



FIRST SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
COM1101	Introduction to Communication Media	3		
COM1301	Journalism Principles and Practices	3		
GED0101	College Academic Skills in English	3		
GED0103	Mathematics in the Modern World	3		
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas and Innovations	3		
NST0101	National Service Training Program I	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
COM1102	Communication Media Laws and Ethics	3		COM1101
COM1302	Broadcast Principles and Practices	3		
GED0106	Art Appreciation	3		
GED0107	Readings in Philippine History	3		
GED0109	Speech Communication	3		
GED0110	Understanding the Self	3		
NST0102	National Service Training Program II	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	Total Units	22.5		

FIRST SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
COM1103	Communication Theory	3		COM1101
COM1303	Introduction to Film	3		
COM1501	Fundamentals of Photography	3		
GED0102	The Life and Works of Rizal	3		
GED0113	The Filipino in the Contemporary World	3		
GED0116	Retorika	3		
GED0119	Purposive Communication	3		GED0101
WRP0203	Wellness and Recreation Program 3	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
COM1304	Advertising Principles and Practices	3		
COM1502	Visual Communication	3		
COM1503	Video Editing	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika (TAMARAW)	3		
GED0120	Scholarly Inquiry	3		GED0119
WRP0204	Wellness and Recreation Program 4	1.5		
	SSH Elective 1	3		
	Total Units	22.5		

SUMMER

Course Code	Course Title	LEC	LAB	Prerequisites
CCMEL02	SSH Elective 2	3		
CNM1103	Fundamentals of Project Management	3		
COM1305	Social Media Principles and Practices	3		
	Total Units	9		

FIRST SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
CNM1101	Multimedia Writing	3		
CNM1102	Digital Publishing	3		COM1502
COM1104	Communication Research	3		GED0112, COM1103
COM1105	Communication, Culture, and Society	3		COM1103
COM1106	Communication Planning	3		
COM1201	Development Communication	3		
COM1202	Risk, Disaster, and Humanitarian Communication	3		
WRP0205	Wellness and Recreation Program 5	1.5		
	Total Units	22.5		

SECOND SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
CCMEL03	SSHS Elective 3	3		
CCMEL04	SSHS Elective 4	3		
CCMEL05	SSHS Elective 5	3		
CNM1104	Performance Media	3		GED0109
COM1306	Integrated Marketing Communication	3		COM1106
COM1401	Communication Thesis 1	3		COM1104
COM1504	Documentary Production	3		CNM1101
WRP0206	Wellness and Recreation Program 6	1.5		
	Total Units	22.5		

FIRST SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
CNM1105	Multimedia Production	3		CNM1101
CNM1106	Social Media & Mobile Technology for Communication Campaigns	3		COM1305
CNM1107	Special Topics	3		
COM1203	Knowledge Management	3		
CNM1109	Entrepreneurship in a Convergent Media	3		
COM1402	Communication Thesis 2	3		COM1401
WRP0207	Wellness and Recreation Program 7	1.5		
	Total Units	19.5		

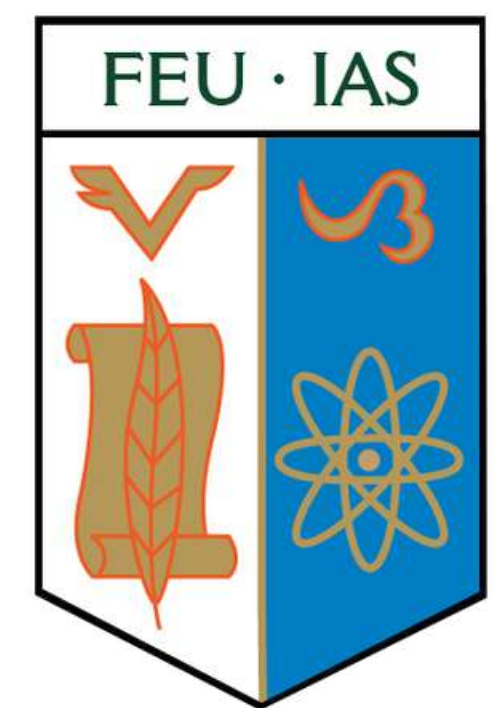
SECOND SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
CNM1108	Special Projects	3		
COM1107	Communication Management	3		COM1203
COM1403	Internship (300 Hours)	6		
WRP0208	Wellness and Recreation Program 8	1.5		
	Total Units	13.5		

TOTAL NUMBER OF UNITS**117**

ELECTIVES

Course Code	Course Title	LEC	LAB	Prerequisites
COM1601	Introduction to Theater Techniques & Styles	3		
COM1602	Peace Communication	3		
COM1603	Digital Learning Materials Development	3		CNM1102
COM1604	Film Aesthetics	3		
LIT1501	Creative Writing	3		
IDC1106	Gender and Development	3		
IDS1207	Interdisciplinary and Multidisciplinary Discourse Analysis	3		
ITC1101	Multimedia I	3		
PSY1209	Social Psychology	3		
PSC1117	Special Topics in Philippine Politics and Governance	3		
ELS1309	Technical Writing in the Professions	3		



DR. ROWENA C. REYES

Dean

MR. GENESIS JOHN BORJA

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