



BACHELOR OF ARTS IN COMMUNICATION

(Specialization in Strategic Communication)

EFFECTIVE ACADEMIC YEAR 2026-2027



First Semester

Course Code	Course Title	LEC	LAB	Prerequisites
GED0121	Language Enhancement and Proficiency (LEAP)	3		
GED0104	Science, Technology, and Society	3		
GED0123	Philippine Popular Culture and Discourses	3		
GED0103	Mathematics in the Modern World	3		
COM1011	Introduction to Communication Media	3		
COM1231	Journalism Principles and Practices	3		
NST0101	National Service Training Program 1	3		
PFT0101	Physical Activities Towards Health and Fitness 1	2		
FLJ0101	FEU Learning Journey 1	0		
	Total Units	23		

Second Semester

Course Code	Course Title	LEC	LAB	Prerequisites
GED0106	Art Appreciation	3		
GED0107	Readings in Philippine History	3		
GED0110	Understanding the Self	3		
COM1012	Communication Media Laws and Ethics	3		COM1011
COM1232	Broadcasting Principles and Practices	3		
COM1341	Fundamentals of Photography	3		
NST0102	National Service Training Program 2	3		NST0101
PFT0102	Physical Activities Towards Health and Fitness 2	2		PFT0101
FLJ0102	FEU Learning Journey 2	0		FLJ0101
	Total Units	23		

First Semester

Course Code	Course Title	LEC	LAB	Prerequisites
GED0124	Purposive Communication	3		
GED0117	Culture, Society, Ideas, and Innovation (CSII)	3		
GED0113	The Filipino in the Contemporary World	3		
COM1013	Communication Theory	3		COM1011
COM1233	Advertising Principles and Practices	3		
COM1235	Introduction to Film	3		
PFT0103	Physical Activities Towards Health and Fitness 3	2		PFT0102
FLJ0103	FEU Learning Journey 3	0		FLJ0102
	Total Units	20		

Second Semester

Course Code	Course Title	LEC	LAB	Prerequisites
GED0116	Retorika	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0122	The Life and Works of Rizal	3		
COM1234	Social Media Principles and Practices	3		
COM1342	Video Editing	3		
PFT0104	Physical Activities Towards Health and Fitness 4	2		PFT0103
FLJ0104	FEU Learning Journey 4	0		FLJ0103
	Total Units	17		

First Semester

Course Code	Course Title	LEC	LAB	Prerequisites
COM1014	Communication Research	3		COM1013
COM1015	Communication, Culture, and Society	3		COM1013
COM1343	Performance Media	3		
CSC1102	Consumer Research Insights	3		
CMJ1102	Creative Development and Direction	3		
ILC0101	Communication Industry Integrated Learning 1	1		
FLJ0105	FEU Learning Journey 5	0		FLJ0104
	Total Units	16		

Second Semester

Course Code	Course Title	LEC	LAB	Prerequisites
COM1451	Communication Thesis 1	3		COM1013, COM1014
COM1016	Communication Planning	3		
COM1121	Development Communication	3		
CMJ1103	Digital Marketing	3		
CMJ1104	Crisis Communication	3		
ILC0102	Communication Industry Integrated Learning 2	1		
FLJ0106	FEU Learning Journey 6	0		FLJ0105
	Total Units	16		

Summer

Course Code	Course Title	LEC	LAB	Prerequisites
COM1017	Communication Management	3		
COM1122	Risk, Disaster, and Humanitarian Communication	3		
	Total Units	6		

First Semester

Course Code	Course Title	LEC	LAB	Prerequisites
COM1452	Communication Thesis 2	3		COM1451
CDF1105	Corporate Social Responsibility (CSR) Communication	3		
COMEL01	Elective	3		
ILC0103	Communication Industry Integrated Learning 3	1		
FLJ0107	FEU Learning Journey 7	0		FLJ0106
	Total Units	10		

Second Semester

Course Code	Course Title	LEC	LAB	Prerequisites
COM1123	Knowledge Management	3		
COM1453	Internship (300 hours)	6		COM1452
FLJ0108	FEU Learning Journey 8	0		FLJ0107
	Total Units	9		



DR. MYRA LANDAGAN

Dean

MR. FRANCIS ESTEBAN

Associate Dean

INSTITUTE OF ARTS AND SCIENCES

TEL (02) 8849-4122; (02) 8849-4000 loc 224/225

FAX (02) 8849-4122

EMAIL ias@feu.edu.ph

LAP Hall, Ground Floor, ARFA Building

Office Hours: M-F, 8:00AM-5:00PM