

BACHELOR OF ARTS

Communication

Program Description

BA Communication is a Mass Communication-based program that covers fields in Journalism, Development Communication, Broadcasting, Communication Research, Multi-Media Studies, Film, Public Relations, Advertising, and the creative arts like theater and stage performance. Students are expected to do production outputs in print journalism, broadcasting for TV and radio, events management, marketing, communication management and, entrepreneurship.

At the end of the four-year program, students are expected to be exposed to the industry through internship and an educational trip to various industries outside of the city.

Program Learning Outcomes

The Communication Program aims to develop individuals who are able to develop and produce individuals who can:

1. Skillfully define and access information needs; responsibly assess and organize information and knowledge; produce, share and utilize information and knowledge with significant impact to society;
2. Communicate, develop, and produce communication materials addressing pressing society issues using different formats and platforms;
3. Prepare a well-articulated communication/media plan through skillful use of appropriate and updated industry technology;
4. Conduct ethical industry-relevant and updated communication and media research and evaluation for generation of new knowledge from a wide variety of perspectives and sources
5. Skillfully demonstrate communication management and leadership skills
6. Develop entrepreneurial capabilities relevant to servicing the need of the industry and society;
7. Adhere to ethical standards and practices through the use of an inclusive, non-discriminatory framework;
8. Observe impeccable work ethics and practice rights and social responsibility, with emphasis on personal and social accountabilities in the communication profession
9. Demonstrate a development orientation in communication work through the spirit of sustainability and participation.
10. Apply innovatively communication theories/models, principles, practices and tools in development work.
11. Work well as a team in creating outputs across all disciplines
12. Use media technology in creating outputs that take pride in Filipino culture and heritage.

Admission Requirements

The applicant who wishes to join the program must:

1. have a minimum grade of 83% in English 1 or any English subject/s taken in college;
2. have met the UBAT cut-off score set by the CAS (61-69%tile);

3. have attended the general orientation conducted by the Department; and
4. have satisfactorily passed screening requirements set by the Department.

Retention Policies

To be retained in the program, a Communication major must:

1. maintain a grade of 83% in all major subjects and electives taken for the duration of the program with a GPA of 80%;
2. actively participate in the Communication Society and the Department's co-curricular activities; and
3. comply with all the requirements set by the Department.

Furthermore, students will be dropped from the program due to any of the following reasons:

1. Received a grade below 83 in TWO professional courses and/or electives,
2. has poor attendance in Society-sponsored activities,
3. is found to have violated standards of intellectual dishonesty (as stated in the Student Handbook).

A student who acquired a grade of 82 or lower in any ONE professional education course is placed under probation for the next semester. Said probationary status will be lifted only if the student receives no grade below 83 in ALL of his/her professional education courses during the next semester.

BACHELOR OF ARTS Communication

FIRST YEAR

First Semester		Units	Second Semester		Units
PCOM	Purposive Communication	3	PSPEAK	Public Speaking in the Discipline	3
USELF	Understanding the Self	3	CWRLD	The Contemporary World	3
RHIST	Readings in Philippine History	3	MATHMW	Mathematics in the Modern World	3
STS	Science, Technology, and Society	3	ETHICS	Ethics	3
NSTP1	National Service Training Program 1	3	PED2	Physical Education 2 (Team Sports and Rhythmic Activities)	2
IRS1	Lasallian Spirituality	3	IRS2	Christian Morality	3
PED1	Physical Education 1 (Wellness and Fitness)	2	COMM101	Introduction to Communication Media	3
IGG	Group Guidance	1.5	COMM102	Communication Theory	3
	Total	21.5	NSTP2	National Service Training Program 2	3
			Total	Total	26

SECOND YEAR

First Semester		Units	Second Semester		Units
IRS3	Spirituality in the Workplace	3	GBOOKS	Great Books	3
COMM103	Communication, Culture, and Society	3	COMM104	Risk Disaster and Humanitarian Communication	3
COMM109	Communication Planning	3	COMM105	Journalism Principles and Practices	3
COMLECT1	Communication Elective 1	3	COMM106	TV Principles and Practices	3
ARTAP	Art Appreciation	3	LOGIC	Logic	3
PED3	Physical Education 3 (Swimming and Recreation)	2	COMLECT2	Communication Elective 2	3
	Total	17	PED4	Physical Education 4 (Individual and Dual Sports)	2
			FILI1	Kontekstwalisadong Komunikasyon sa Filipino	3
			Total	Total	23

SUMMER

COMLECT3	Communicative Elective 3	3
COMLECT4	Communicative Elective 4	3
	Total	6

THIRD YEAR

First Semester		Units	Second Semester		Units
COMM107	Radio Principles and Practices	3	COMM111	Communication Research	3
COMM108	Advertising Principles and Practices	3	COMM112	Communication Media Laws and Ethics	3
COMLECT5	SS/Humanities Electives 1	3	COMM113	Knowledge Management	3
COMM110	Communication Management	3	COMLECT6	SS/Humanities Electives 2	3
FILI2	Filipino sa Iba't Ibang Disiplina	3	COMLECT7	SS/Humanities Electives 3	3
	Total	15	FILI22	Dalumat ng Filipino	3
			Total	Total	18

SUMMER

COMM117	Internship	3
	Total	3

FOURTH YEAR

First Semester		Units	Second Semester		Units
COMM114	Thesis/Special Project 1	3	COMM115	Thesis/Special Project 2	3
COMLECT8	SS/Humanities Electives 4	3	RIZAL	Life and Works of Rizal	3
COMM116	Development Communication	3	COMLECT9	SS/Humanities Electives 5	3
PHLIT	Philippine Literature	3	PANLIT	Sosyodad at Literature/Panitikang Panlipunan	3
	Total	12	Total	Total	12

Electives (May include from any of the following clusters or a combination of clusters: Political Communications, Creative and Performing Arts, Communications and Socio-Cultural Change, New Media)

COMM201	Photography and Multimedia
COMM202	Radio and TV Production
COMM203	Multi-Media Journalism
COMM204	Events Management
COMM205	Media Management and Entrepreneurship
COMM206	Principles of Marketing
COMM207	Film Appreciation
COMM208	Film Production
COMM209	Introduction to Film Editing
COMM210	Hiligaynon Communication
COMM211	Introduction to Theater Arts
COMM212	Advanced Advertising
COMM213	Cinematography

SUMMARY OF REQUIRED COURSES BA Communication

	No. of Courses Required	Unit Equivalent	Total Units
General			
Languages			27
Purposive Communication	1	3	
Filipino	3	9	
Philippine Literature	1	3	
Great Books(GE Elective)	1	3	
Math & Science			6
Mathematics in the Modern World	1	3	
Environmental Science	1	3	
Social Sciences			9
Understanding the Self	1	3	
Readings in Philippine History	1	3	
Art Appreciation	1	3	
Mandated Subjects			34.5
Physical Education	4	8	
Religious Studies	3	3	
National Service Training Program	2	3	
Group Guidance	1	1.5	
The Contemporary World	1	3	
Ethics	1	3	
Science, Technology, and Society	1	3	
Logic	1	3	
Public Speaking	1	3	
Rizal	1	3	
Major Subjects			51
COMM101	1	3	
Introduction to Comm Media			
COMM102	1	3	
Communication Theory			
COMM103	1	3	
Communication, Culture, and Society			
COMM104	1	3	
Risk Disaster and Humanitarian Communication			
COMM105	1	3	
Journalism Principles and Practices			
COMM106	1	3	
TV Principles and Practices			
COMM107	1	3	
Radio Principles and Practices			
COMM108	1	3	
Advertising Principles and Practices			
COMM109	1	3	
Communication Planning			
COMM110	1	3	
Communication Management			
COMM111	1	3	
Communication Research			
COMM112	1	3	
Communication Media Laws and Ethics			
COMM113	1	3	
Knowledge Management			
COMM114	1	3	
Thesis/Special Project 1			
COMM115	1	3	
Thesis/Special Project 2			
COMM116	1	3	
Development Communication			
COMM117	1	3	
Internship			

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