



CENTRAL PHILIPPINE UNIVERSITY
College of Arts of Sciences
Department of Languages, Mass Communication and Humanities

BACHELOR OF ARTS IN COMMUNICATION (BA Comm)
Based on CHED Memo Order #35, Series of 2017
Effectivity: A.Y. 2018-2019

FIRST YEAR

First Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	GEEng 1	Purposive Communication	3.0	0.0	3.0	
	GESocSci 1	Understanding the Self	3.0	0.0	3.0	
	GESocSci 2	Readings in Philippine History	3.0	0.0	3.0	
	GEMath 1	Mathematics in the Modern World	3.0	0.0	3.0	
	NSTP 1 (CWTS) NSTP 1 (LTS) NSTP 1 (ROTC)	Civic Welfare Training Service Literacy Training Service Reserve Officers' Training Corps	3.0	0.0	3.0	
	PE 1a(W) PE 2B(M)	Physical Fitness and Wellness Individual/Dual Sports (Swimming)	2.0	0.0	2.0	
	RE 1	Christianity in a Changing Society	3.0	0.0	3.0	
	Seal 1	Student Enhancement Activities for Life I	1.0	0.0	1.0	
		Total	21.0	0.0	21.0	

Second Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	GEHum 1	Art Appreciation	3.0	0.0	3.0	
	GESocSci 4	The Contemporary World	3.0	0.0	3.0	
	CESci 1	Environmental Science	3.0	0.0	3.0	
	GESocSci 5	Ethics	3.0	0.0	3.0	
	NSTP 2 (CWTS) NSTP 2 (LTS) NSTP 2 (ROTC)	Civic Welfare Training Service Literacy Training Service Reserve Officers' Training Corps	3.0	0.0	3.0	
	PE 2B(W) PE 1a(M)	Individual/Dual Sports (Swimming) Physical Fitness and Wellness	2.0	0.0	2.0	
	RE 2	Christian Ethics in a Changing World	3.0	0.0	3.0	RE 1
	Seal 2	Student Enhancement Activities for Life II	1.0	0.0	1.0	
		Total	21.0	0.0	21.0	

SECOND YEAR

First Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	CEArts 1	Philippine Popular Culture	3.0	0.0	3.0	
	Fil 12	Sayko-Sosyolinggwistik na Pag-aaral ng Wikang Filipino	3.0	0.0	3.0	
	GESocSci 6	Science, Technology, & Society	3.0	0.0	3.0	
	Com 2101	Introduction to Communication Media	3.0	0.0	3.0	
	Com 2102	Communication, Culture and Society	3.0	0.0	3.0	
	Com 2103	Communication Theory	3.0	0.0	3.0	
	ELS 2125	Philippine Literature: The Nation and the Regions	3.0	0.0	3.0	
	PE 3a	Rhythmic Activities	2.0	0.0	2.0	
		Total	23.0	0.0	23.0	

Second Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	GESocSci 3	Life and Works of Rizal	3.0	0.0	3.0	
	Fil 13	Pagsusuri at Pagpapahalaga ng mga Kontemporaryong Panitikan	3.0	0.0	3.0	
	CEsocSci 3	Gender and Society	3.0	0.0	3.0	
	Com 2204	Journalism Principles and Practices	3.0	0.0	3.0	Com 2102
	Com 2205	Communication Media Laws and Ethics	3.0	0.0	3.0	Com 2101, Com 2103
	Com 2206	Broadcasting Principles and Practices	3.0	0.0	3.0	Com2102
	PE 4a(W) PE 4a(M)	Team Sports (Basketball/Volleyball) Team Sports (Basketball/Volleyball)	2.0	0.0	2.0	
		Total	20.0	0.0	20.0	

THIRD YEAR

First Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	Com 3107	Knowledge Management	3.0	0.0	3.0	
	Com 3108	Introduction to Film	3.0	0.0	3.0	
	Com 3109	Communication Planning	3.0	0.0	3.0	
	Com 3110	Cross-Cultural Communication	3.0	0.0	3.0	
	Com 3111	Audio/Video Production	3.0	0.0	3.0	
	Com 3112	Communication Research	3.0	0.0	3.0	Com 2103, Com 2205
		Total	18.0	0.0	18.0	

Second Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	Com 3213	Thesis & Special Project I	3.0	0.0	3.0	Com 3112
	Com 3214	Social Media Principles and Practices	3.0	0.0	3.0	Com 2205
	Com 3215	Communication in the ASEAN Setting	3.0	0.0	3.0	Com 3110
	Com 3216	Communication Management	3.0	0.0	3.0	Com 3109
	Com 3217	Risk, Disaster, and Humanitarian Communication	3.0	0.0	3.0	
	Com 3218	Development Communication	3.0	0.0	3.0	Com 3111, Com 3110
		Total	18.0	0.0	18.0	

FOURTH YEAR

First Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	Com 400a	Advanced Global Communication in English I	3.0	0.0	3.0	
	Com 4119	Thesis & Special Project II	3.0	0.0	3.0	Com 3213
	Com 4120	Advertising & PR Principles and Practices	3.0	0.0	3.0	Com 3216
	Com 4121	Multimedia Storytelling	3.0	0.0	3.0	Com 3111
	Com 4122	Creative Cultural Content Development	3.0	0.0	3.0	Com 3218, Com 3215
	Com Elec 1	Social Sciences/Humanities Elective (Foreign Language)	3.0	0.0	3.0	
		Total	18.0	0.0	18.0	

Second Semester

Grade	Course No.	Descriptive Title	Lec Hours	Lab Hours	Credit Units	Pre-requisites (Co)
	Com 401	Advanced Global Communication in English II	3.0	0.0	3.0	Com 400a
	Com 4223	Digital Publishing	3.0	0.0	3.0	Com 4121
	Com Elec 2	Social Sciences/Humanities Elective	3.0	0.0	3.0	
	Com Elec 3	Social Sciences/Humanities Elective (Foreign Language)	3.0	0.0	3.0	
	Com 4224	Internship	6.0	0.0	6.0	4 th Year standing
		Total	18.0	0.0	18.0	

Prepared By:

SHARLENE G.GOTICO, M.A.
MassCom Program Coordinator

Endorsed:

SHARLENE G.GOTICO, M.A.
Chairperson

Recommending Approval:

ANITA U. ILLENBERGER, Ed.D.
Dean, CAS

REYNALDO N. DUSARAN, DRDev.
Director, Office of Accreditation and Instruction
Chairperson, University Curriculum Committee

RUTH G. FERNANDEZ
Registrar

IRVING DOMINGO L. RIO, D.Mgt.
Vice President for Academic Affairs

Approved:

TEODORO C. ROBLES, Ph.D.
President

Date: _____