

University of the Philippines Cebu
College of Communication, Art, and Design

Bachelor of Arts in Communication

2018 Curriculum, Approved during the 5th UPC UC on 2018 June 13

Study Plan

Effective First Semester AY 2018-2019



| First Year, First Semester | | | | |
|----------------------------|------------|---------------------------------------|-----------|------|
| GE | SCIENCE 11 | Living Systems: Concepts and Dynamics | 3 | none |
| GE | STS 1 | Science, Technology and Society | 3 | none |
| Core | COMM 2 | Communication Skills | 3 | none |
| Core | COMM 100 | Introduction to Communication | 3 | none |
| Foundation | ECON 11 | Introductory Economics | 3 | none |
| Foundation | PS 11 | Introduction to Political Science | 3 | none |
| PE | PE 2 | | (2) | none |
| NSTP | NSTP 1 | National Service Training Program 1 | (3) | none |
| | | | 18 | |

| First Year, Second Semester | | | | |
|-----------------------------|----------|-------------------------------------|-----------|----------|
| GE | MATH 10 | Mathematics, Culture and Society | 3 | none |
| Core | COMM 101 | Communication for Development | 3 | COMM 100 |
| Core | COMM 102 | Writing for Media | 3 | none |
| Core | COMM 103 | Narrative Studies | 3 | none |
| Foundation | STAT 101 | Elementary Statistics | 3 | none |
| Foundation | VC 128 | Photography I | 3 | none |
| PE | PE 2 | | (2) | none |
| NSTP | NSTP 2 | National Service Training Program 2 | (3) | none |
| | | | 18 | |

| Second Year, First Semester | | | | |
|-----------------------------|----------|---|-----------|----------|
| GE | COMM 10 | Critical Perspectives in Communication | 3 | none |
| GE | SAS 1 | Self and Society | 3 | none |
| Core | COMM 104 | Communication Theory | 3 | COMM 100 |
| Core | COMM 105 | Multimedia Production | 3 | COMM 100 |
| Core | COMM 106 | Communication and Media Laws and Ethics | 3 | none |
| Foundation | VC 143 | Graphic Design Workshop | 3 | COI |
| PE | PE 2 | | (2) | none |
| | | | 18 | |

| Second Year, Second Semester | | | | |
|------------------------------|---------------------------|------------------------------------|-----------|----------|
| GE | ARTS 1 | Critical Perspectives in the Arts | 3 | none |
| Core | COMM 110 | Journalism Principles and Practice | 3 | none |
| Core | COMM 130 | Broadcast Principles and Practice | 3 | none |
| Core | COMM 150 | New Media Platforms and Literacies | 3 | COMM 105 |
| Core | COMM 172 | Studies in Popular Culture | 3 | none |
| Elective | Foreign Language Elective | Foreign Language Elective | 3 | |
| PE | PE 2 | | (2) | none |
| | | | 18 | |

| Third Year, First Semester | | | | |
|----------------------------|----------------|---|-----------|----------------------------|
| GE | ETHICS 1 | Ethics and Moral Reasoning in Everyday Life | 3 | none |
| GE | KAS 1 | Kasaysayan ng Pilipinas | 3 | none |
| Core | COMM 107 | Communication Research | 3 | COMM 2, COMM 104, STAT 101 |
| Core | COMM 170 | Integrated Marketing Communication | 3 | none |
| Elective | Major Elective | Major Elective | 3 | |
| Elective | Major Elective | Major Elective | 3 | |
| Elective | Free Elective | Free Elective | 3 | |
| | | | 21 | |

| Third Year, Second Semester | | | | |
|-----------------------------|-----------------|------------------------|-----------|----------|
| GE | GE Elective | GE Elective | 3 | none |
| Core | COMM 199 | Thesis Proposal | 3 | COMM 107 |
| Elective | Major Elective | Major Elective | 3 | |
| Elective | Major Elective | Major Elective | 3 | |
| Elective | Major Elective | Major Elective | 3 | |
| Elective | Major Elective | Major Elective | 3 | |
| | | | 18 | |

| Third Year, Midyear Term | | | | |
|--------------------------|---------------------|---------------------|----------|--|
| Elective | Internship Elective | Internship Elective | 3 | |
| | | | 3 | |

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Effective First Semester AY 2018-2019



| Fourth Year, First Semester | | | | |
|-----------------------------|-----------------|----------------|-----------|----------|
| GE | GE Elective | GE Elective | 3 | none |
| GE | GE Elective | GE Elective | 3 | none |
| Core | COMM 200 | Thesis | 3 | COMM 199 |
| Elective | Major Elective | Major Elective | 3 | |
| Elective | Free Elective | Free Elective | 3 | |
| | | | 15 | |

| Fourth Year, Second Semester | | | | |
|------------------------------|---------------------|----------------------------------|-----------|------|
| GE | GE Elective | GE Elective | 3 | none |
| Required | PI 100 | The Life and Works of Jose Rizal | 3 | none |
| Elective | Major Elective | Major Elective | 3 | |
| Elective | Internship Elective | Internship Elective | 3 | |
| Elective | Free Elective | Free Elective | 3 | |
| | | | 15 | |

Total Required Units 144

| ELECTIVES* | | | | |
|---------------------------|----------------------------|---|---------------------|------------------------------|
| Major Elective | BC 107 | Broadcast News | 3 | COI |
| | BC 122 | Television Production Workshop | 3 | COMM 132 or COI |
| | CEBUANO 100 | Pagbasa ug Pagsulat | 3 | none |
| | COMM 112 | Content Writing | 3 | COMM 103 |
| | COMM 114 | Interpretive Reporting | 3 | COMM 110 |
| | COMM 116 | News Editing | 3 | COMM 114 |
| | COMM 118 | Technical Writing | 3 | COMM 101, COMM 114 |
| | COMM 119 | Magazine Editing and Production | 3 | Senior Standing |
| | COMM 132 | Broadcast Production | 3 | COMM 130 |
| | COMM 152 | Text, Images, and Meaning | 3 | none |
| | COMM 154 | Digital Storytelling | 3 | COMM 105 |
| | COMM 156 | Film Language and Production | 3 | COMM 152 |
| | COMM 174 | Organizational Communication | 3 | COI |
| | COMM 176 | Intercultural Communication | 3 | COI |
| | COMM 178 | Public Information and Public Relations | 3 | none |
| | COMM 180 | Communication for Socio-cultural Change | 3 | COMM 101 |
| | COMM 182 | Areas and Strategies of Developmental Communication Practice | 3 | COMM 180 |
| | COMM 184 | Creative Communication Management | 3 | MGT 101 |
| | COMM 186 | Developmental Broadcasting | 3 | COMM 101, COMM 132 |
| | COMM 189 | Public Information | 3 | COMM 101, COMM 114 |
| | DEV COMM 142 | The Community Newspaper | 3 | COMM 101 |
| | DEV COMM 164 | Management and Production of a Community Newspaper | 3 | Junior Standing |
| | DEV STUD 112 | Development in the Third World | 3 | none |
| | DEV STUD 122 | Philippine Development Strategies | 3 | none |
| | JOURN 111 | Feature Writing | 3 | Senior Standing |
| | JOURN 121 | Electronic Newsroom | 3 | COI |
| | JOURN 132 | Advertising Copy, Layout and Production | 3 | COMM 100 |
| JOURN 135 | Photo-Journalism | 3 | Junior Standing/COI | |
| JOURN 195 | Specialized Reporting | 3 | none | |
| MGT 101 | Introduction to Management | 3 | none | |
| Internship Elective | COMM 190 | Radio Internship | 3 | COMM 130 |
| | COMM 192 | TV/Film Internship | 3 | COMM 132 |
| | COMM 194 | Print/Online Internship | 3 | COMM 110, COMM 112, COMM 114 |
| | COMM 196 | Integrated Marketing Communication Internship/ Development Communication Internship | 3 | none |
| Foreign Language Elective | FRENCH 10 | Elementary Grammar and Composition | 3 | none |
| | FRENCH 11 | Elementary Grammar and Composition | 3 | FRENCH 10 |
| | GERMAN 10 | Elementary Course | 3 | none |
| | JAPANESE 10 | Elementary Japanese I | 3 | none |
| | SPANISH I | Elementary Course | 3 | none |

* Any non-GE course within the UP System approved by the faculty of the Communication program.