



**CURRICULUM FOR THE FOUR-YEAR COURSE
LEADING TO THE DEGREE BACHELOR OF ARTS IN COMMUNICATION
(BA in COMMUNICATION)
SCHOOL YEAR 2013-2014**

FIRST YEAR

FIRST SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
ENGLIS1	Communication Skills 1	3	
KOMFIL1	Komunikasyon sa Akademikong Pilipino	3	
PLHIST1	Philippine History	3	
MATHEM2	College Algebra	3	
NATSCI1	Introduction to Physical Sciences	3	
PSYCHO1	General Psychology	3	
RIZALJ1	Rizal's Life, Works and Writings	3	
SOCORN1	Social Orientation	1	
PELECT1	PE Elective 1	2	
NSTPRO1	National Service Training Program 1	3	
	TOTAL	27	

SECOND SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
ENGLIS2	Communication Skills 2	3	ENGLIS1
FILPPP2	Pagbasa at Pagsulat tungo sa Pananaliksik	3	KOMFIL1
PHLCON1	Philippine Constitution	3	PLHIST1
PHILOS1	Logic (Intro to Philo w/ Logic & Critical Thinking)	3	
NATSCI2	Introduction to Biological Sciences	3	
SOCIOG1	Society and Culture w/ Family Planning	3	
MASCOM1	Introduction to Mass Communication	3	
COMPTR1	Computer Fundamentals with Lab	3	
PELECT2	PE Elective 2	2	
NSTPRO2	National Service Training Program 2	3	NSTPRO1
	TOTAL	29	

SECOND YEAR

FIRST SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
ENGLSH3	Effective Writing	3	ENGLIS1 and 2
ENGLSH4	Effective Speaking	3	ENGLIS1 and 2
SCRIPT1	Stage-Radio-TV Script Writing	3	EDITIN1
FILPPP3	Masining na Pagpapahayag	3	KOMFIL1/ FILPPP2
MASCOM2	Fundamentals of Journalism and News Writing	3	MASCOM1
EMEDIA1	Electronic Media (w/ lab)	3	MASCOM1
LITRAT1	Philippine Literature	3	
ENVSCI1	Environmental Science	3	
PHILOS2	General Ethics and Values Education	3	PHILOS1
PELECT3	PE ELECTIVE 3	2	
	TOTAL	29	

SECOND SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
PHOTOG1	BASIC Photography (w/ lab)	3	MASCOM2
MAGAZN1	Magazine Writing and Production (w/ lab)	3	EDITIN1
EMEDIA2	Electronic Media 2 (w/ lab)	3	EMEDIA1
INVTGTV1	Investigative-Interpretative Writing (w/ lab)	3	MASCOM2, EDITIN1
ECONOM1	Basic Economics w/ TLR	3	
SOCIOG2	Current Issues	3	SOCIOG1
LIBART1	Principles and Methods of Teaching	3	
MASMED1	Laws and Ethics in Mass Media	3	MASCOM1
PELECT4	PE ELECTIVE 4	2	
	TOTAL	26	

THIRD YEAR

FIRST SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
TVWORK1	TV Workshop (w/ lab)	3	MASCOM1
RDBROD1	Radio Broadcasting and Management (w/ lab)	3	SCRIPT1
RELPUB1	Principles of Public Relation	3	MASCOM2/MAGAZN1
ETHREP1	Development Communication w/ Environmental and Ethnic Reporting (w/ lab)	3	MASCOM2/ SCRIPT1/ EMEDIA1 and 2
ARGDEP1	Argumentation and Debate w/ Public Speaking	3	ENGLSH4
ADVTEC1	Introduction to Advertising w/ Techniques (w/ lab)	3	SCRIPT1/ EMEDIA1 and 2
	TOTAL	18	

SECOND SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
COMRES1	Methods of Communication Research	3	ENGLSH3
FILMTC1	Film Production Techniques with Criticism (w/ lab)	3	SCRIPT1
TVBROD1	TV Broadcasting and Management (w/ lab)	3	EMEDIA2
MATHEM4	Basic Statistics W/ Demography	3	MATHEM2
WLDLIT1	World Literature	3	
HUMANT3	Appreciation of Arts	3	
	TOTAL	18	

FOURTH YEAR

FIRST SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
COMRES2	Communication Research	3	COMRES1
TTHEAR1	Theater Production w/ Acting and Directing	3	SCRIPT1
TVDIRT1	TV Direction and Production (w/ lab)	3	TVWORK1
SMNARF1	Seminar in Mass Communication w/ Field Trip	3	MASCOM1/MASCOM2/ SCRIPT1/ INVGTV1/ TVWORK1/ TVBROD1/ RDBROD1/ RELPUB1/ ETHREP1/ ADVTEC1
		12	

SECOND SEMESTER

COURSE NO.	DESCRIPTIVE TITLE	UNITS	PREREQUISITES
PRACPT1	Print Practicum	3	All BA Comm Subjects
PRACRD1	Radio Practicum	3	All BA Comm Subjects
PRACTV1	TV Practicum	3	All BA Comm Subjects
	TOTAL	9	

GENERAL SUMMARY

	UB Curriculum	CHED Requirement
General Education	75 units	63 units
Area of Concentration	72 units	66 units
Core Courses		
Required Courses		
Electives		
Thesis/Internship		6 units
Professional Education	6 units	
NSTP	6 units	6 units
Physical Education	8 units	8 units
Miscellaneous (SOCORN1)	1 unit	
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	168 units	149 units