



COLLEGE OF ARTS AND SCIENCES

COURSE CATALOGUE

Program : **Bachelor of Arts in Communication**
 College : College of Arts and Sciences
 Program Chair : Jan Justin C. Rodriguez, MSDC
 Department Chair : Jomel B. Manuel, PhD
 College Dean : Jane R. Sambrana, PhD

Course Code:		ABC 50
Course Title:		INTRODUCTION TO COMMUNICATION MEDIA
Course Description		Overview of As Discipline, As A Field Of Study, And As A Profession; The Communication Process And Its Element, History, Growth And Development Of Communication Media
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		None

Course Code:		ABC 51
Course Title:		COMMUNICATION THEORY
Course Description		Theories, principles and concepts in communication; issues and perspectives in the study of communication
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 50

Course Code:		ABC 52
Course Title:		COMMUNICATION, CULTURE, AND SOCIETY
Course Description		Existing and emerging global and national communication media landscape. The role of communication and culture in society with emphasis on the issues in the Philippines setting, including rights and responsibilities of communicators.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		GEC 107, ABC 50

Course Code:		ABC 53
Course Title:		JOURNALISM PRINCIPLES AND PRACTICES
Course Description		The scope and responsibilities of journalism work in a multimedia world, including an introduction to the basic skills required such as news writing, the interview and feature writing.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ELP 101, ELP 102, ABC 50, ABC 51



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Course Code:		ABC 54
Course Title:		BROADCASTING PRINCIPLES AND PRACTICES
Course Description		Principles and practices in the use of operations of radio and television as broadcast media including basic skills in writing for broadcast.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 51

Course Code:		ABC 55
Course Title:		DEVELOPMENT COMMUNICATION
Course Description		Concepts, theories, principles and practices of communication in development contexts, Includes case studies of development communication programs locally and internationally.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 52

Course Code:		ABC 56
Course Title:		RISK, DISASTER AND HUMANITARIAN COMMUNICATION
Course Description		The process of communicating effectively with vulnerable stakeholder prior to, during, and after the onset of risk situations. It also seeks to familiarize students with communication strategies uses in humanitarian aid operations, which contribute to the protection of people and property in times of disasters of emergencies.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 52

Course Code:		ABC 57
Course Title:		COMMUNICATION MEDIA, LAWS, AND ETHICS
Course Description		Principles underlying freedom of expression, information, and of their press; statutes dealing with the communication media in their operations; case studies, issues and problems on regulatory and self-regulatory mechanisms including professional codes of ethics.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 55

Course Code:		ABC 58
Course Title:		SCRIPTWRITING FOR RTV AND FILM
Course Description		Introduction to basic techniques in dramatic/ non-dramatic for radio and television.



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Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 54

Course Code:		ABC 59
Course Title:		CIVIC ENGAGEMENT AND PARTICIPATORY COMMUNICATION
Course Description		How participatory communication theories, principles and strategies can lead to civic engagement. Special attention is given on the use of social media channels and mobile technologies to facilitate civic journalism, user-generated content, crowd sourcing, and similar concepts.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 52, ABC 56

Course Code:		ABC 60
Course Title:		INTEGRATED MARKETING COMMUNICATION
Course Description		The strategic blend of public relations, advertising, online marketing, promotions, personal selling and events management to create a unified and consistent message for products, services, and social ideas.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 54

Course Code:		ABC 61
Course Title:		INTRODUCTION TO THEATER ARTS
Course Description		Fundamentals of the arts on drama onstage, with emphasis on acting, directing, and production design.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 52, ABC 57

Course Code:		ABC 62
Course Title:		RADIO PRODUCTION
Course Description		Production and direction of dramatic and non-dramatic programs for radio.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 52, ABC 59



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Course Code:		ABC 63
Course Title:		VIDEO AND TELEVISION PRODUCTION
Course Description		This course being output based aims to train students in videography and digital editing. At the end of course, students are expected to produce short video of various purposes.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	1 hour
Pre-requisite course:		ABC 54, ABC 59

Course Code:		ABC 64
Course Title:		DIGITAL PUBLISHING
Course Description		Conceptualization, design, and development of materials for digital production and reproduction.
Credit Units/Actual Contact Hours	Lecture:	2 hours
	Laboratory:	1 hour
Pre-requisite course:		Computer, ABC 54, ABC 60

Course Code:		ABC 65
Course Title:		ORGANIZATIONAL CULTURE AND COMMUNICATION
Course Description		Communication processes in any type of organization to create a distinct organizational culture, achieve company's goals and objectives, and spur organizational productivity. Includes the relationship between communication and organizational effectiveness.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 51, ABC 60

Course Code:		ABC 66
Course Title:		INTRODUCTION TO FILM
Course Description		History and principles of film; film as art, as medium of communication, and as popular culture; language and grammar of film.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 52, ABC 58, ABC 63

Course Code:		ABC 67
Course Title:		COMMUNICATION PLANNING
Course Description		Principles and strategies on how to develop an evidence-based and results-oriented communication campaign plan. It covers the planning process, elements of a communication plan, and measuring effects and impacts. The campaign may refer to public



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		information and education, advocacy, social mobilization, and similar communication-related programs.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 50, ABC 60

Course Code:		ABC 68
Course Title:		INTERNSHIP
Course Description		200 hours (minimum) in any communication-related organization.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		Completion of course work till 4 th year first sem; Regular 4 th year

Course Code:		ABC 69
Course Title:		COMMUNICATION RESEARCH
Course Description		The communication research process: principles, methods and techniques in the conceptualization, design, implementation and utilization of communication studies.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 50, ABC 57

Course Code:		ABC 70
Course Title:		SPECIAL PROJECT
Course Description		Individual or group research project or production work in communication.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		Completion of third year course work; Regular 3 rd year standing

Course Code:		ABC 71
Course Title:		THESIS WRITING
Course Description		This course is designed to provide an overview of the fundamentals of conducting successful undergraduate communication research and write a final version of the undergraduate academic thesis for oral presentation to the AB Communication Program faculty and students. Topics cover various tools and technics in conducting communication researches, reading and interpreting scientific papers and literatures, practical work in close relation to ongoing communication research, critical analysis and writing the thesis, packaging for a journal article, and oral and written presentation of the research results to the public. This course is intended for



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		upper level majors (students) completing a thesis as one major requirement in the AB Communication curricula.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		Regular 4 th year standing

Course Code:		ABC 72
Course Title:		KNOWLEDGE MANAGEMENT
Course Description		Principle, processes, and strategies of identifying, capturing, analyzing, storing, and sharing knowledge within an organization. These elements are facilitated by the use of ICT.
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 51, 60, 65

Course Code:		ABC 73
Course Title:		COMMUNICATION MANAGEMENT
Course Description		Application of management theories, functions, principles, and strategies in communication organizations (including programs and projects)
Credit Units/Actual Contact Hours	Lecture:	3 hours
	Laboratory:	None
Pre-requisite course:		ABC 51, 60, 65