



Republic of the Philippines
Cagayan State University
 College of Arts and Sciences
DEPARTMENT OF ARTS AND HUMANITIES
 Carig Campus



REVISED CURRICULUM FOR BACHELOR OF ARTS IN COMMUNICATION (BA Comm.)
 Effectivity: AY 2020

Reference: **CMO No. 35, s. 2017 "POLICIES, STANDARDS & GUIDELINES FOR BACHELOR OF ARTS IN COMMUNICATION (BA Comm.)**

FIRST YEAR – 1st Semester

Code	Course	Units	Pre-requisite	Lec	Lab
ABC 50	Introduction to Communication Media	3		3	
NSTP 11	National Service Training Program I	3		3	
PE 11	Physical Activity Towards Health and Fitness I	2		2	
GEC 101	Art Appreciation	3		3	
Eng 101	English Language Proficiency	3		3	
Fil 101	Masining na Pagpapahayag	3		3	
GEC 103	Science, Technology, and Society	3		3	
ELEC 12	Euthenics	3		3	
	Total	23		23	

FIRST YEAR – 2nd Semester

Code	Course	Units	Pre-requisite	Lec	Lab
PE 12	Physical Activity Towards Health and Fitness II	2	PE 11	2	
NSTP 12	National Service Training Program II	3	NSTP 1	3	
ABC 51	Communication Theory	3	ABC 50	3	
ABC 52	Communication, Culture, and Society	3	ABC 50	3	
GEC 106	Ethics	3		3	
GEC 102	Mathematics in the Modern World	3		3	
Eng 102	English Language Proficiency 2	3	Eng 101	3	
ELEC 11	Computer	3		2	1
	Total	23		22	1

SECOND YEAR – 1st Semester

Code	Course	Units	Pre-requisite	Lec	Lab
GEC 107	Purposive Communication	3		3	
GEC 108	Readings in Philippine History	3		3	
ABC 53	Journalism Principles & Practices	3	ABC 51	3	
ABC 54	Broadcasting Principles and Practices	3	ABC 51	3	
ABC 55	Development Communication	3	ABC 52	3	
ABC 56	Risk Disaster and Humanitarian Communication	3	ABC 52	3	
GEC 105	Life and Works of Rizal	3		3	
PE 13	Physical Activity Towards Health and Fitness III	2	PE 12	2	
	Total	23		23	

SECOND YEAR – 2nd Semester

Code	Course	Units	Pre-requisite	Lec	Lab
ABC 57	Communication Media Laws and Ethics	3	ABC 55	3	
ABC 58	Scriptwriting for Radio, TV, and Film	3	ABC 54	3	
ABC 59	Civic Engagement and Participatory Communication	3	ABC 52, ABC 56	3	
ABC 60	Integrated Marketing Communication	3	ABC 54	2	1
PE 14	Physical Activity Towards Health and Fitness IV	2	PE 13	2	
GEC 104	The Contemporary World	3		3	



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GEC 109	Understanding the Self	3		3	
SS/H ELEC 2	Speech and Drama	3		3	
TOTAL		23		22	1

THIRD YEAR-1st Semester

Code	Course	Units	Pre-requisite	Lec	Lab
ABC 61	Introduction to Theater Arts	3	ABC 52, ABC 57	3	
ABC 62	Radio Production	4	ABC 52, ABC 59	3	1
ABC 63	Video and Television Production	4	ABC 54, ABC 59	3	1
ABC 64	Digital Publishing	3	ABC 54, ABC 60	2	1
SS/H ELEC 4	Introduction to Industrial Psychology	3		3	
SS/H ELEC 1	Introduction to Public Administration	3		3	
	Total	20		17	3

THIRD YEAR- 2nd Semester

Code	Course	Units	Pre-requisite	Lec	Lab
ABC 65	Organizational Culture and Communication	3	ABC 51, ABC 60	3	
ABC 66	Introduction to Film	3	ABC 52, ABC 58, ABC 63	2	1
SS/H ELEC 3	Introduction to Web Design	3	ELEC 11	2	1
SS/H ELEC 5	Multimedia Arts (2D & 3D Animation)	3	ELEC 11	2	1
ABC 67	Communication Planning	3	ABC 50, ABC 60	3	
ABC 69	Communication Research	3	ABC 50, ABC 57	3	
	Total	18		15	3

MID YEAR TERM

Code	Course	Units	Pre-requisite	Lec hours	Lab hours
ABC 70	Special Project (Production based)	3	All ABC Courses 1 st year to 3 rd year 2 nd Semester)	2	1
	Total	3		2	1

FOURTH YEAR – 1st Semester

Code	Course	Units	Pre-requisite	Lec	Lab
ABC 72	Knowledge Management	3	ABC 51, ABC 60, ABC 65	3	
ABC 73	Thesis Writing	3	Regular 4 th year standing (no behind subject from 1 st to 4 th year)	3	
ABC 71	Communication Management	3	ABC 51, 60, 65	3	
ELEC 13	Entrepreneurship	3		3	
	Total	12		12	

FOURTH YEAR – 2nd Semester

Code	Course	Units	Pre-requisite	Total no. of required hours
ABC 68	Communication Internship	3	Regular 4 th year standing (no behind subjects)	400 hours
	Total	3		



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