



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 2018-2019**

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

**FIRST YEAR – 1<sup>st</sup> 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	
FIL 11	Kontekstwalisadong Komunikasyon sa Filipino	3		3	
GEC 103	Science, Technology, and Society	3		3	
ELEC 12	Euthenics	3		3	
	<b>Total</b>	<b>20</b>		<b>20</b>	

**FIRST YEAR – 2<sup>nd</sup> 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	
FIL 12	Masining na Pagpapahayag	3	FIL 1	3	
GEC 102	Mathematics in the Modern World	3		3	
GEC 107	Purposive Communication	3		3	
LIT 11	Literatures of the Philippines	3		3	
	<b>Total</b>	<b>23</b>		<b>23</b>	

**SECOND YEAR – 1<sup>st</sup> Semester**

Code	Course	Units	Pre-requisite	Lec	Lab
ABC 56	Risk Disaster and Humanitarian Communication	3	ABC 52	3	
GEC 105	Life and Works of Rizal	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	
ELEC 11	Computer	3		2	1
PE 13	Physical Activity Towards Health and Fitness III	2	PE 12	2	
FIL 13	Panitikang Panlipunan	3	Fil 12	3	
	<b>Total</b>	<b>26</b>		<b>25</b>	<b>1</b>

**SECOND YEAR – 2<sup>nd</sup> 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, ABC 57	3	
ABC 59	Civic Engagement and Participatory Communication	3	ABC 52, ABC 56	3	
ABC 60	Integrated Marketing Communication	3	ABC 54	3	
PE 14	Physical Activity Towards Health and Fitness IV	2	PE 13	2	



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GEC 104	The Contemporary World	3		3	
GEC 106	Ethics	3		3	
GEC 109	Understanding the Self	3		3	
SS/H ELEC 2	Speech and Drama	3		3	
<b>TOTAL</b>		<b>26</b>		<b>26</b>	

**THIRD YEAR-1<sup>st</sup> 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	
ELEC 13	Entrepreneurship	3		3	
SS/H ELEC 1	Introduction to Public Administration	3		3	
	<b>Total</b>	<b>23</b>		<b>20</b>	<b>3</b>

**THIRD YEAR- 2<sup>nd</sup> 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	3	
SS/H ELEC 3	Introduction to Web Design	3	ELEC 11	1	2
SS/H ELEC 5	Multimedia Arts (2D & 3D Animation)	3	ELEC 11	1	2
ABC 67	Communication Planning	3	ABC 50, ABC 60	3	
ABC 69	Communication Research	3	ABC 50, ABC 57	3	
LIT 12	Literatures of the World	3	LIT 11	3	
	<b>Total</b>	<b>21</b>		<b>17</b>	<b>4</b>

**MID YEAR TERM**

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

**FOURTH YEAR – 1<sup>st</sup> 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 <sup>th</sup> year standing (no behind subject from 1 <sup>st</sup> to 4 <sup>th</sup> year)	3	
ABC 71	Communication Management	3	ABC 51, 60, 65	3	
	<b>Total</b>	<b>9</b>		<b>9</b>	

**FOURTH YEAR – 2<sup>nd</sup> Semester**

Code	Course	Units	Pre-requisite	Total no. of required hours
ABC 68	Communication Internship	3	Regular 4 <sup>th</sup> year standing (no behind subjects)	200 hours
	<b>Total</b>	<b>3</b>		



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**Intended Graduate Attributes:**

1. **Competence:** Critical thinker, creative problem-solver, competitive performer regionally, nationally and globally;
2. **Social Responsibility:** Sensitive to ethical demands and compassionate particularly to the marginalized, steward of the environment for future generations while championing development and socially just and an advocate of economic and social equity; and
3. **Unifying Skills:** Uniting theory and practice, uniting strata of society, uniting tradition and innovation, uniting the nation, the ASEAN region and the world and uniting the University and the community.

**Intended College Attributes:**

1. Display advanced knowledge in the fields of arts and sciences; (**Knowledge**)
2. Apply research-based concepts, theories and principles to current problems and issues; (**Skills**)
3. Provide responsiveness and empowering community extension services for the development of the people in the countryside; and
4. Demonstrate a strong sense of commitment and moral values. (**Attitude**)

**Intended Program Outcomes:**

1. Apply the principles, theories, structures and functions of communication in a globally diverse and competitive society;
2. Exhibit creativity, innovativeness, resourcefulness, and uphold professional ethics in their practice of free, yet responsible mass media communication;
3. Demonstrate superior ability in communication, broadcasting, journalism, media productions, communication planning, communication research, and extension;
4. Demonstrate leadership and management skills in their practice of mass media and communication profession; and
5. Participate in various competitions and cultural exchanges such as film festivals, radio productions, video productions, research colloquia, communication campaigns, theatre arts production, and other allied fields in communication locally, nationally, and globally.