



COLLEGE OF ARTS AND SCIENCES EDUCATION
BACHELOR OF ARTS IN COMMUNICATION
COURSE OFFERINGS FOR FOREIGN STUDENTS (SY 2022-2023)

FIRST YEAR			
First Semester			
COMM 111	Intro to Communication Media	3.0	This course deals with the overview of communication as a discipline, as a field of study, and as a profession. Specifically, the course looks into the communication process and context, its elements, the historical overview of mass communication, its growth, issues, culture, technology and influence, and role and development of mass communication in the society.
COMM 112	Communication Theory	3.0	This course introduces the students to various communication theories, principles and concepts in communication; issues and perspectives in the study of communication. Specifically, it deals with communication theory and scholarship; theory in the process of inquiry; communication theories applicable and relevant to radio and television.
SECOND YEAR			
First Semester			
COMM 123	Communication Media Laws and Ethics	3.0	Principles underlying freedom of expression, information, and of the press; statutes dealing with the communication media and their operations; case studies, issues and problems on regulatory and self-regulatory mechanisms including professional codes of ethics.

COMM 124	Communication, Culture and Society	3.0	A critical analysis of how the communication media affect and shape the sociocultural, political and economic structures and systems and how these ecosystems also shape media structures and processes including their impact on media users/audiences
COMM 125	Intro to Media Writing	3.0	This course covers the principles and practice of preparing written materials for the print, broadcast, and audio-visual media. Specifically, this course hones the students with the knowledge about the media writer and his/her environment, gathering information, overview of the principles of clear and effective writing, writing for the print media, writing for the broadcast media(radio), and, writing for the audio-visual media.

Second Semester			
COMM 126	Development Communication	3.0	This course discusses concepts, theories, principles and practices of communication in development contexts. It also includes case studies of development communication programs locally and internationally.
COMM 222/L	Multimedia Storytelling	3.0	This course deals with storytelling for online content of websites, news sites, blogs, and social networks using video, photography, and data visualization technologies. It covers principles, storyboarding, planning, production, and delivery using different platforms.
COMM 223/L	Social Media and Mobile Technology for Communication Campaigns	3.0	This course will explore the rise and growth of social media as a 21st century communication practice. Students will develop social media communication plans and practice digital communication using online tools such as Facebook, Twitter, MySpace, Podcasting and Youtube in creating communication campaigns.
COMM 221	Advertising Principles and Practices	3.0	This course covers the role of advertising in a free market economy and commercial media system.

BMA 212/L	Digital Photography	3.0	This is a course that focuses on theory and practice of photography, incorporating the digital camera and photo editing software , as a way of expressing and communicating ideas through photography as an art medium.
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THIRD YEAR			
First Semester			
COMM 312	Knowledge Management	3.0	This course deals with the principles, processes, and strategies of identifying, capturing, analyzing, storing, and sharing knowledge within an organization.
COMM 313	Communication Management	3.0	This course deals with the application of management theories, functions and principles in communication organizations (including programs and projects).
COMM 314/L	Digital Learning Materials Development	3.0	This course deals with conceptualization, design and development of learning materials for interactive web, compact disk production and other similar digital authoring and development strategies.

Second Semester			
COMM 224	Communication Planning	3.0	Communication planning is one of the most important aspects of the public relations function.
COMM 321	Risk and Humanitarian Communication	3.0	This course covers the process of communicating effectively with vulnerable stakeholders prior to , during, and after the onset of risk situations.