



**College of Arts and Sciences
CURRICULUM MAP FOR BA COMMUNICATION**

Program Outcomes				
Professional Courses	Develop, produce and communicate using various communication materials in different formats and platforms	Demonstrate communication management and leadership skills in the field of communication, and its allied disciplines.	Know and practice rights, responsibilities and accountabilities in the communication profession and practice professional, ethical and social responsibility in the development of comm. outputs	Define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge
Comm 1101 Intro to Communication Media	Introduced		Introduced	
Comm 1102 Comm, Culture and Society	Introduced		Introduced	
Comm 1203 Journalism Principles & Practices	Developed	Developed	Developed	Introduced
Comm 1204 Broadcasting Principles & Practices	Developed	Developed	Developed	Introduced
Comm 2105 Creative Writing	Developed		Developed	Developed
Comm 2106 Com Media Laws and Ethics		Developed	Mastered	

Prepared by	Reviewed by	Approved by
Rowena G. Morta Program Chair	Dr. Joven O. Sepino Dean, College of Arts and Sciences	Dr. Alfonso H. Loreto School Director



College of Arts and Sciences

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Program Outcomes				
<p>Professional Courses</p> <p style="text-align: center; background-color: #3498db; color: white; padding: 10px; border-radius: 5px; margin-top: 20px;">Developed</p>	<p>Develop, produce and communicate using various communication materials in different formats and platforms</p>	<p>Demonstrate communication management and leadership skills in the field of communication, and its allied disciplines.</p>	<p>Know and practice rights, responsibilities and accountabilities in the communication profession and practice professional, ethical and social responsibility in the development of comm. outputs</p>	<p>Define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge</p>

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Rowena G. Morta Program Chair	Dr. Joven O. Sepino Dean, College of Arts and Sciences	Dr. Alfonso H. Loreto School Director



UNIVERSITY OF PERPETUAL HELP
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<p>Comm 2207 Communication Planning</p> <p>Mastered</p>		<p>College of Arts and Sciences</p>		
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<p>Comm 2208 Science and Health Communication</p> <p style="text-align: center; background-color: #0056b3; color: white; padding: 5px; margin-top: 20px;">Mastered</p>		<p>College of Arts and Sciences</p>		
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Rowena G. Morta Program Chair	Dr. Joven O. Sepino Dean, College of Arts and Sciences	Dr. Alfonso H. Loreto School Director



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Comm 2209		College of Arts and Sciences		
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Rowena		Dr. Joven O. Sepino		Dr. Alfonso H. Loreto
Program Chair		Dean, College of Arts and Sciences		School Director

Mastered



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Advertising Principles and Practices		College of Arts and Sciences		
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Comm 3110		College of Arts and Sciences		
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Rowena G. Morta Program Chair		Dr. Joven O. Sepino Dean, College of Arts and Sciences		Dr. Alfonso H. Loreto School Director
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Social Media and Mobile Technology for Comm Campaigns		College of Arts and Sciences	
Comm 3111 Communication Theory			

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<p>Professional Courses</p> <p style="text-align: center; background-color: #0056b3; color: white; padding: 10px; border-radius: 5px;">Mastered</p>	<p>Develop, produce and communicate using various communication materials in different formats and platforms</p>	<p>Demonstrate communication management and leadership skills in the field of communication, and its allied disciplines.</p>	<p>Know and practice rights, responsibilities and accountabilities in the communication profession and practice professional, ethical and social responsibility in the development of comm. outputs</p>	<p>Define and access information needs; assess and organize information and knowledge; produce, share and utilize information and knowledge</p>
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<p>Comm 3112 Performance Media</p> <p>Mastered</p>		<p>College of Arts and Sciences</p>		
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<p>Rowena G. Morta Program Chair</p>	<p>Dr. Joven O. Sepino Dean, College of Arts and Sciences</p>	<p>Dr. Alfonso H. Loreto School Director</p>



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<p>Comm 3113 Civil Engagement and Participatory Communication</p> <p>Mastered</p>		<p>College of Arts and Sciences</p>		
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Comm 3114		College of Arts and Sciences		
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Knowledge Management		College of Arts and Sciences	
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Comm 3115		College of Arts and Sciences		
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Mastere				



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Communication research		College of Arts and Sciences	
Comm 3216 Introduction to Theater Arts			

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Comm 3217 Video Editing and Production (lec and lab)	Mastered		Mastered		
Comm 3218 Communication Management	Mastered	Mastered		Mastered	
Comm 3219 Intro to Film	Mastered		Mastered		
Comm 3220 Thesis Writing 1				Mastered	
Comm 4121 Digital Photography	Mastered		Mastered		

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Comm 4122 Development Communication					
Comm 4123 Thesis Writing 2					
Comm 4124 Risk Disaster & Humanitarian Comm					

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Comm 4125 Organizational Culture & Communication		College of Arts and Sciences			
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Comm 4126 Personality and Career Development		College of Arts and Sciences			
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Comm 4127 Visual Communication	Mastered		Mastered	Mastered
Comm 4228 Internship	Mastered	Mastered	Mastered	Mastered
	Mastered		Mastered	Mastered
		Mastered	Mastered	
		Mastered	Mastered	
Prepared by	Reviewed by	Approved by		
Rowena G. Morta Program Chair	Dr. Joven O. Sepino Dean, College of Arts and Sciences	Dr. Alfonso H. Loreto School Director		