



**BACHELOR OF MASS COMMUNICATION**

Per CMO No.35, series of 2017

Effective School Year 2018-2019

**FIRST YEAR**

| First Semester |                                     |           |          |           |          |
|----------------|-------------------------------------|-----------|----------|-----------|----------|
| Subject        | Descriptive Title                   | Lec       | Lab      | Total     | Pre-req. |
| GE 1           | Understanding the Self              | 3         |          | 3         |          |
| GE 2           | Readings in Philippine History      | 3         |          | 3         |          |
| GE 3           | The Contemporary World              | 3         |          | 3         |          |
| FIL 1          | Akademiko sa Wikang Filipino        | 3         | 3        | 3         |          |
| PE 1           | Physical Fitness and Health         | 2         |          | 2         |          |
| NSTP 1         | National Service Training Program 1 | 3         |          | 3         |          |
| MC 100         | Introduction to Communication Media | 3         |          | 3         |          |
| <b>TOTAL</b>   |                                     | <b>20</b> | <b>0</b> | <b>20</b> |          |

| Second Semester |  |           |          |           |          |
|-----------------|--|-----------|----------|-----------|----------|
| Subject         | Descriptive Title                            | Lec       | Lab      | Total     | Pre-req. |
| GE 4            | Mathematics in the Modern World              | 3         |          | 3         |          |
| GE 5            | Purposive Communication                      | 3         |          | 3         |          |
| GE 6            | Art Appreciation                             | 3         |          | 3         |          |
| SOC 1           | Ethics/Social Sciences and Philosophy        | 3         | 3        | 3         |          |
| PE 2            | Recreational Games and Sports                | 2         |          | 2         | PE 1     |
| MC 101          | Journalism Principles and Practices          | 3         |          | 3         |          |
| FIL 2           | Pagbasa at Pagsulat sa Iba't Ibang Disiplina | 3         |          | 3         |          |
| <b>TOTAL</b>    |  | <b>20</b> | <b>0</b> | <b>20</b> |          |

**Enhancement (For OFF-TRACK Senior High School graduates)**

|                  |   |   |
|------------------|---|---|
| <b>EN TRENDS</b> | Trends, Networks, and Critical Thinking in the 21st Century Culture | 3 |
| <b>EN COMM</b>   | Community Engagement, Solidarity, and Citizenship                   | 3 |

|                |                                       |   |
|----------------|---------------------------------------|---|
| <b>EN DRRR</b> | Disaster Readiness and Risk Reduction | 3 |
| <b>EN HUM</b>  | Humanities                            | 3 |

**SECOND YEAR**

| First Semester |                                     |           |          |           |                   |
|----------------|-------------------------------------|-----------|----------|-----------|-------------------|
| Subject        | Descriptive Title                   | Lec       | Lab      | Total     | Pre-req.          |
| GE 7           | Science, Technology and Society     | 3         |          | 3         |                   |
| GE 9           | Life and Works of Rizal             | 3         |          | 3         |                   |
| LIT 1          | Philippine Literature               | 3         |          | 3         |                   |
| MC 200         | Communication, Culture and Society  | 3         |          | 3         | MC 100            |
| MC 201         | Developmental Communication         | 3         |          | 3         | MC 100            |
| MC 202         | Gender Issues                       | 3         |          | 3         | 2nd Year Standing |
| PE 3           | Rhythmic and Social Recreation      | 2         |          | 2         | PE 1              |
| NSTP 2         | National Service Training Program 2 | 3         |          | 3         |                   |
| <b>TOTAL</b>   |                                     | <b>23</b> | <b>0</b> | <b>23</b> |                   |

| Second Semester |  |           |          |           |                   |
|-----------------|--|-----------|----------|-----------|-------------------|
| Subject         | Descriptive Title                              | Lec       | Lab      | Total     | Pre-req.          |
| LIT 2           | World Literature                               | 3         |          | 3         |                   |
| MC 202          | Public Relations Principles and Practices      | 3         |          | 3         | 2nd Year Standing |
| MC 203          | Communication Theory                           | 3         |          | 3         | MC 200, 201       |
| MC 204          | Risk, Disaster, and Humanitarian Communication | 3         |          | 3         | MC 200, 201       |
| MC 205          | Writing for Print Media                        | 3         |          | 3         | MC 200, 201       |
| MC 206          | Social Sciences and Philosophy                 | 3         |          | 3         |                   |
| FOR LANG        | Any Foreign Language                           | 3         |          | 3         |                   |
| PE 4            | Cultural Presentation & Sports Management      | 2         |          | 2         | PE 1              |
| <b>TOTAL</b>    |  | <b>23</b> | <b>0</b> | <b>23</b> |                   |

**THIRD YEAR**

| First Semester |                            |           |          |           |                   |
|----------------|----------------------------|-----------|----------|-----------|-------------------|
| Subject        | Descriptive Title          | Lec       | Lab      | Total     | Pre-req.          |
| MC 300         | Communication Research     | 3         |          | 3         | MC 203            |
| MC 301         | Basic Computer Science     | 3         |          | 3         | 3rd year standing |
| MC 302         | Visayan Journalism         | 3         |          | 3         | MC 202            |
| MC 303         | Broadcast Journalism       | 3         |          | 3         | MC 202            |
| MC 304         | Performance Media          | 3         |          | 3         | MC 205            |
| MC 305         | Public Information         | 3         |          | 3         | MC 202            |
| MC 306         | Micro Economics            | 3         |          | 3         | 3rd year standing |
| PSYCH 100      | Introduction to Psychology | 3         |          | 3         |                   |
| <b>TOTAL</b>   |                            | <b>24</b> | <b>0</b> | <b>24</b> |                   |

| Second Semester |  |           |          |           |                   |
|-----------------|--|-----------|----------|-----------|-------------------|
| Subject         | Descriptive Title                            | Lec       | Lab      | Total     | Pre-req.          |
| MC 308          | Communication Media Laws and Ethics          | 3         |          | 3         | MC 202            |
| MC 309          | Print Media Principles & Practices           | 3         |          | 3         | MC 204            |
| MC 310          | Desktop Publishing and Photojournalism       | 3         |          | 3         | MC 301, 204       |
| MC 311          | Intro to Graphics, Graphic Arts Appreciation | 3         |          | 3         | MC 301            |
| MC 312          | Science & Health Communication               | 3         |          | 3         | 3rd year standing |
| MC 313          | ASEAN History                                | 3         |          | 3         | 3rd year standing |
| MC 314          | Human Resource Management                    | 3         |          | 3         | 3rd year standing |
| MC 315          | Entrepreneurship                             | 3         |          | 3         | 3rd year standing |
| <b>TOTAL</b>    |  | <b>24</b> | <b>0</b> | <b>24</b> |                   |

**SUMMER**

| Subject | Descriptive Title | Lec | Lab | Total | Pre-req.  |
|---------|-------------------|-----|-----|-------|---|
| MC 309  | Internship        | 3   |     | 3     | All Major Subjects and at least 90% of all subjects from first year to third year |

**FOURTH YEAR**

| First Semester |  |           |          |           |                   |
|----------------|--|-----------|----------|-----------|-------------------|
| Subject        | Descriptive Title                                | Lec       | Lab      | Total     | Pre-req.          |
| MC 400         | Thesis/Special Project 1                         | 3         |          | 3         | MC 300            |
| MC 401         | Communication Planning                           | 3         |          | 3         | MC 202            |
| MC 402         | Feature Writing, Business News Writing/Reporting | 3         |          | 3         | MC 306, 204       |
| MC 403         | Multimedia Story Telling                         | 3         |          | 3         | 4th Year Standing |
| MC 404         | (Elective) Race & Ethnic Relation                | 3         |          | 3         | 4th Year Standing |
| BA 200         | Macroeconomics                                   | 3         |          | 3         | 4th Year Standing |
| <b>TOTAL</b>   |  | <b>18</b> | <b>0</b> | <b>18</b> |                   |

| Second Semester |                            |           |          |           |                   |
|-----------------|----------------------------|-----------|----------|-----------|-------------------|
| Subject         | Descriptive Title          | Lec       | Lab      | Total     | Pre-req.          |
| MC 405          | Thesis/Special Project 2   | 3         |          | 3         | MC 400            |
| MC 406          | Communication Management   | 3         |          | 3         | MC 401            |
| MC 407          | Knowledge Management       | 3         |          | 3         | 4th Year Standing |
| SOC 2           | Intro to Political Science | 3         |          | 3         |                   |
| <b>TOTAL</b>    |                            | <b>12</b> | <b>0</b> | <b>12</b> |                   |

| Summary                       | No. of Units |
|-------------------------------|--------------|
| GE Courses                    | 36           |
| Required Mass Comm Course     | 63           |
| Required Non-Mass Comm Course | 36           |
| OJT/Internship                | 3            |
| PE & NSTP                     | 14           |
| Elective                      | 15           |
| <b>Total</b>                  | <b>167</b>   |
| With Enhancement              | 12           |
| <b>Total</b>                  | <b>179</b>   |

GE 8-Ethics