

University of the Philippines Cebu
College of Communication, Art, and Design

Bachelor of Arts in Communication

2018 Curriculum, Approved during the 5th UPC UC on 2018 June 13

Study Plan 
Effective First Semester AY 2018-2019

First Year, First Semester				
GE	SCIENCE 11	Living Systems: Concepts and Dynamics	3	none
GE	STS 1	Science, Technology and Society	3	none
Core	COMM 2	Communication Skills	3	none
Core	COMM 100	Introduction to Communication	3	none
Foundation	ECON 11	Introductory Economics	3	none
Foundation	PS 11	Introduction to Political Science	3	none
PE	PE 2		(2)	none
NSTP	NSTP 1	National Service Training Program 1	(3)	none
			18	

First Year, Second Semester				
GE	MATH 10	Mathematics, Culture and Society	3	none
Core	COMM 101	Communication for Development	3	COMM 100
Core	COMM 102	Writing for Media	3	none
Core	COMM 103	Narrative Studies	3	none
Foundation	STAT 101	Elementary Statistics	3	none
Foundation	VC 128	Photography I	3	none
PE	PE 2		(2)	none
NSTP	NSTP 2	National Service Training Program 2	(3)	none
			18	

Second Year, First Semester				
GE	COMM 10	Critical Perspectives in Communication	3	none
GE	SAS 1	Self and Society	3	none
Core	COMM 104	Communication Theory	3	COMM 100
Core	COMM 105	Multimedia Production	3	COMM 100
Core	COMM 106	Communication and Media Laws and Ethics	3	none
Foundation	VC 143	Graphic Design Workshop	3	COI
PE	PE 2		(2)	none
			18	

Second Year, Second Semester				
GE	ARTS 1	Critical Perspectives in the Arts	3	none
Core	COMM 110	Journalism Principles and Practice	3	none
Core	COMM 130	Broadcast Principles and Practice	3	none
Core	COMM 150	New Media Platforms and Literacies	3	COMM 105
Core	COMM 172	Studies in Popular Culture	3	none
Elective	Foreign Language Elective	Foreign Language Elective	3	
PE	PE 2		(2)	none
			18	

Third Year, First Semester				
GE	ETHICS 1	Ethics and Moral Reasoning in Everyday Life	3	none
GE	KAS 1	Kasaysayan ng Pilipinas	3	none
Core	COMM 107	Communication Research	3	COMM 2, COMM 104, STAT 101
Core	COMM 170	Integrated Marketing Communication	3	none
Elective	Major Elective	Major Elective	3	
Elective	Major Elective	Major Elective	3	
Elective	Free Elective	Free Elective	3	
			21	

Third Year, Second Semester				
GE	GE Elective	GE Elective	3	none
Core	COMM 199.1	Research Design in Communication	3	COMM 107
Elective	Major Elective	Major Elective	3	
Elective	Major Elective	Major Elective	3	
Elective	Major Elective	Major Elective	3	
Elective	Major Elective	Major Elective	3	
			18	

Third Year, Midyear Term				
Elective	Internship Elective	Internship Elective	3	
			3	

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Fourth Year, First Semester				
GE	GE Elective	GE Elective	3	none
GE	GE Elective	GE Elective	3	none
Core	COMM 199.2	Research in Communication	3	COMM 199.1
Elective	Major Elective	Major Elective	3	
Elective	Free Elective	Free Elective	3	

15

Fourth Year, Second Semester				
GE	GE Elective	GE Elective	3	none
Required	PI 100	The Life and Works of Jose Rizal	3	none
Elective	Major Elective	Major Elective	3	
Elective	Internship Elective	Internship Elective	3	
Elective	Free Elective	Free Elective	3	

15

Total Required Units 144

ELECTIVES*				
Major Elective	BC 107	Broadcast News	3	COI
	BC 122	Television Production Workshop	3	COMM 132 or COI
	CEBUANO 100	Pagbasa ug Pagsulat	3	none
	COMM 112	Content Writing	3	COMM 103
	COMM 114	Interpretive Reporting	3	COMM 110
	COMM 116	News Editing	3	COMM 114
	COMM 118	Technical Writing	3	COMM 101, COMM 114
	COMM 119	Magazine Editing and Production	3	Senior Standing
	COMM 132	Broadcast Production	3	COMM 130
	COMM 152	Text, Images, and Meaning	3	none
	COMM 154	Digital Storytelling	3	COMM 105
	COMM 156	Film Language and Production	3	COMM 152
	COMM 174	Organizational Communication	3	COI
	COMM 176	Intercultural Communication	3	COI
	COMM 178	Public Information and Public Relations	3	none
	COMM 180	Communication for Socio-cultural Change	3	COMM 101
	COMM 182	Areas and Strategies of Developmental Communication Practice	3	COMM 180
	COMM 184	Creative Communication Management	3	MGT 101
	COMM 186	Developmental Broadcasting	3	COMM 101, COMM 132
	COMM 189	Public Information	3	COMM 101, COMM 114
	DEV COMM 142	The Community Newspaper	3	COMM 101
	DEV COMM 164	Management and Production of a Community Newspaper	3	Junior Standing
	DEV STUD 112	Development in the Third World	3	none
	DEV STUD 122	Philippine Development Strategies	3	none
	JOURN 111	Feature Writing	3	Senior Standing
	JOURN 121	Electronic Newsroom	3	COI
	JOURN 132	Advertising Copy, Layout and Production	3	COMM 100
	JOURN 135	Photo-Journalism	3	Junior Standing/COI
	JOURN 195	Specialized Reporting	3	none
	MGT 101	Introduction to Management	3	none
Internship Elective	COMM 190	Radio Internship	3	COMM 130
	COMM 192	TV/Film Internship	3	COMM 132
	COMM 194	Print/Online Internship	3	COMM 110, COMM 112, COMM 114
	COMM 196	Integrated Marketing Communication Internship/ Development Communication Internship	3	none
Foreign Language Elective	FRENCH 10	Elementary Grammar and Composition	3	none
	FRENCH 11	Elementary Grammar and Composition	3	FRENCH 10
	GERMAN 10	Elementary Course	3	none
	JAPANESE 10	Elementary Japanese I	3	none
	SPANISH I	Elementary Course	3	none

* Any non-GE course within the UP System approved by the faculty of the Communication program.