



BACHELOR OF ARTS IN COMMUNICATION MAJOR IN NEW MEDIA

Summary of Units:

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| General Education Courses (GEC) | 36 Units |
| Core Courses (CC) | 21 Units |
| CHED Required Courses (CHED) | 9 Units |
| Required Courses (RC) | 9 Units |
| Electives (E) | 27 Units |
| Thesis/Special Project (T/SP) | 6 Units |
| Internship (I) | 3 Units |
| National Service Training Program (NSTP) | 6 Units |
| Physical Education (PE) | 8 Units |
| Total: | 125 Units |

General Education Courses (36 Units)

24 units core courses

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|--------|----------------------------------|---------|
| GEC 1 | Understanding the Self | 3 units |
| GEC 2 | Mathematics in the Modern World | 3 units |
| GEC 3 | Readings in Philippine History | 3 units |
| GEC 4 | Purposive Communication | 3 units |
| GEC 5 | Ethics | 3 units |
| GEC 6 | Science, Technology, and Society | 3 units |
| GEC 7 | The Contemporary World | 3 units |
| GEC 8 | Art Appreciation | 3 units |
| GEC 9 | Philippine Popular Culture | 3 units |
| GEC 10 | The Entrepreneurial Mind | 3 units |
| GEC 11 | Living in the IT Era | 3 units |

3 units Life and Works of Rizal

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|-----|-------------------------|---------|
| R 1 | Life and Works of Rizal | 3 units |
|-----|-------------------------|---------|

Core Courses (21 units)

| | | |
|------|---------------------------------------|---------|
| CC 1 | Introduction to Communication Media | 3 units |
| CC 2 | Communication Theory | 3 units |
| CC 3 | Communication Research | 3 units |
| CC 4 | Communication, Culture, and Society | 3 units |
| CC 5 | Communication, Media Laws, and Ethics | 3 units |
| CC 6 | Communication Planning | 3 units |
| CC 7 | Communication Management | 3 units |

CHED-Required Courses (9 units)

| | | |
|--------|--|---------|
| CHED 1 | Development Communication | 3 units |
| CHED 2 | Risk, Disaster, and Humanitarian Communication | 3 units |
| CHED 3 | Knowledge Management | 3 units |



Required Courses (9 units)

| | | |
|------|---------------------------------------|---------|
| RC 1 | Social Media Principles and Practices | 3 units |
| RC 2 | Journalism Principles and Practices | 3 units |
| RC 3 | Introduction to Film | 3 units |

Electives (27 units)

| | | |
|--------|--|---------|
| E 1-NM | Social Media and Mobile Technology For Communications Campaign | 3 units |
| E 2-NM | Digital Learning Materials Dev't | 3 units |
| E 3-NM | Web Content Management | 3 units |
| E 4-NM | Digital Publishing | 3 units |
| E5-MMA | Brand Communication and Graphic Design | 3 units |
| E6-MMA | Advertising Principles and Practices | 3 units |
| E7-MMA | Advanced Web Design | 3 units |
| E8-MMA | Motion Graphics | 3 units |
| E9-MMA | Advanced Digital Video Production | 3 units |

National Service Training Program (6 units)

| | | |
|--------|-------------------------------------|---------|
| NSTP 1 | National Service Training Program 1 | 3 units |
| NSTP 2 | National Service Training Program 2 | 3 units |

Physical Education (8 units)

| | | |
|------|----------------------|---------|
| PE 1 | Physical Education 1 | 2 units |
| PE 2 | Physical Education 2 | 2 units |
| PE 3 | Physical Education 3 | 2 units |
| PE 4 | Physical Education 4 | 2 units |

Thesis/Special Project (6 units)

6 units

Internship (3 units)

3 units

Total:

125 units