

# AB COMMUNICATION

## GE COURSES

- Science, Technology, and Society
- Readings in Philippine History
- Mathematics in the Modern World
- Contemporary World
- Understanding the Self
- Purposive Communication
- Art Appreciation
- Ethics
- Philippine Literature
- World Literature
- Komunikasyon sa Akademikong Filipino
- Pagbasa at Pagsulat Tungo sa Pananaliksik
- Masining na Pagpapahayag
- Life and Works of Rizal

## PHYSICAL EDUCATION AND NSTP

- PE 1 Physical Fitness
- PE 2 Rhythmic Activities
- PE 3 Recreational Games
- PE 4 Team Sports
- ROTC

## CORE COURSES

- Introduction to Communication Media
- Communication Culture and Society
- Communication Theory
- Communication Research
- Communication Media Laws and Ethics
- Communication Planning
- Communication Management

## REQUIRED COURSES

- Development Communication
- Risk, Disaster and Humanitarian Communication
- Knowledge Management
- Journalism Principles and Practices
- Broadcasting Principles and Practices
- Social Media Principles and Practices

## THESIS & INTERNSHIP

- Directed Research (Thesis 1)
- Directed Research (Thesis 2)
- On-the-Job Training

## COMMUNICATION-RELATED ELECTIVES

- Multimedia Storytelling
- Social Media and Mobile Technology for Communication Campaigns
- Digital Learning Materials Development
- Digital Publishing

## SOCIAL SCIENCES/HUMANITIES ELECTIVES

- Journalism in the Digital Age
- Advertising and Branding
- Public Relations and Social Media
- Economic Analysis of Digital Communication Technology
- Special Topics in Digital Communication

## INSTITUTIONAL COURSES

- Foreign Language 1
- Foreign Language 2
- Foreign Language 3
- Foreign Language 4
- Orientation to WIS Guiding Principles
- Career Planning and Development
- Review, and Comprehensive Exams

## PERFORMANCE INDICATORS

- Efficient accessing and gathering of need-based, accurate, authentic, and reliable information through print broadcast and online sources, research, and other investigate techniques.
- Skillful selection, analysis, organization, and presentation of essential information in the development and production of print, broadcast and online stories.
- Appropriate and responsible sharing use of information and knowledge generated for different sources.
- Clear and effective writing for different formats and platforms.
- Clear, fluent, and engaging delivery of speechless, broadcast news commentaries and other oral presentations.
- Effective and responsible use of non-verbal cues, pictures, graphics, and images in oral and online communication.
- Evidence-based situational analysis
- Audience-specific communication objectives and strategies
- Concrete and monitoring and evaluation indicator
- Comprehensive literature review and exhaustive research.
- Appropriate research or evaluation framework.
- Sound research or evaluation design.
- Creative and innovative conceptualization and design of audience-specific communication materials.
- Skillful and responsible use of relevant technical equipment and software.
- Skillful use of gender and culture-sensitive and politically correct language in message development.
- Efficient and effective use of resources.
- Sound design of communication programs and projects.
- Competent use of planning, monitoring, and evaluation (controlling) tools.
- Skillful business analysis and identification of communication-driven business opportunities.
- Innovative and creative engagement in business ventures.
- Effective use of marketing communication strategies.
- Strong foundation in moral philosophy and ethical system.
- Clear understanding of professional codes of conducts, standards, and practices.
- Ethical in making choices and decisions professionally.
- Clear understanding of freedom rights and responsibilities.
- Observance of communication media laws.
- Clear understanding of the role of media in a democratic society.
- Clear understanding of local, national and global development issues and agenda.
- Clear understanding of development theories and paradigms.
- Deft integration of development issues and concerns in communication projects.
- Skillful use of participatory strategies in planning implementing and evaluating communication programs.
- Skillful use of communication strategies in mediation, negotiation, and resolution.

## PROGRAM OUTCOMES

- Define and access information needs; assess and organize information and knowledge; produce, share, and utilize information and knowledge.
- Communication in different formats and platforms (print, broadcast, and online.)
- Prepare communication/media plan.
- Conduct communication and media research and evaluation.
- Develop and produce communication materials in different formats and platforms.
- Demonstrate communication management and leadership skills.
- Develop entrepreneurial capabilities.
- Adhere to ethical standards and practices.
- Know and practice rights responsibilities and accountabilities in the communication profession.
- Demonstration development orientation in communication.
- Apply communication theories/ models, principles, practices, and tools in development work.