



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE IV

April 3, 2023

Gov. Ramil L. Hernandez
President
Laguna University
Sta. Cruz, Laguna

RELEASED
CHEDRO IV

APR 26 2023

By: _____

[Handwritten Signature]
0423-23-01

Dear Gov. Hernandez:

This is to acknowledge receipt, contents noted and made as a matter of record your communication received by this Office, regarding your curriculum for the **Bachelor of Arts in Communication** program effective AY 2023-2024.

You are hereby informed that the curriculum shall be applicable only to entering freshmen and new students of the intended academic year.

Very truly yours,

[Handwritten Signature]

DR. VIRGINIA D. AKIATE, CESO III
Director IV

Contact us: ched4a@ched.gov.ph / (043) 727-2764
Give us Feedback: <http://bit.ly/CHEDROIVCSS>



LAGUNA UNIVERSITY

Laguna Sports Complex, Brgy. Bubukal, Santa Cruz, Laguna
email address: info@lu.edu.ph



PROGRAM OF STUDY Bachelor of Arts in Communication Effective A.Y. 2023-2024

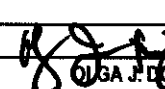
FIRST YEAR													
FIRST SEMESTER						SECOND SEMESTER							
Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites	Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites
			Lec	Lab						Lec	Lab		
	GE 1	Understanding the Self	3	0	3	None		GE 5	The Contemporary World	3	0	3	None
	GE 2	Readings in Philippine History	3	0	3	None		GE 6	Art Appreciation	3	0	3	None
	GE 3	Mathematics in the Modern World	3	0	3	None		GE 7	Science, Technology, and Society	3	0	3	None
	GE 4	Purposive Communication	3	0	3	None		GE 8	Ethics	3	0	3	None
	COM 100	Introduction to Communication Media	3	0	3	None		COM 101	Communication, Culture, and Society	3	0	3	COM 100
	AH 01	Philippine Popular Culture	3	0	3	None		CE 1	Communication in the ASEAN Setting	3	0	3	COM 100
	PE 1 (PATHF#1)	Movement Competency Training	2	0	(2)	None		CE 2	Voice & Diction/Oral Communication	2	1	3	GE 4
	NSTP 1	National Service Training Program 1	3	0	(3)	None		PE 2 (PATHF#2)	Exercise-based Fitness Activities	2	0	(2)	PE 1 (PATHF#1)
								NSTP 2	National Service Training Program 2	3	0	(3)	NSTP 1
Total No. of Units			23	0	18(5)		Total No. of Units			26	1	21(5)	


SECOND YEAR													
FIRST SEMESTER						SECOND SEMESTER							
Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites	Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites
			Lec	Lab						Lec	Lab		
	SSP 04	The Entrepreneurial Mind	3	0	3	None		GEM	Life and Works of Rizal	3	0	3	None
	COM 102	Communication Theory	3	0	3	COM 101		AH 02	Reading Visual Art	3	0	3	None
	COM 103	Communication & Social Media Laws and Ethics, Principles & Practices	3	0	3	COM 101		COM 104	Communication Management and Entrepreneurship	3	0	3	COM 101, COM 102
	MCM 1	Journalism Principles and Practices	3	0	3	COM 100		MCM 5	Risk, Disaster, and Humanitarian Communication	3	0	3	MCM 4
	MCM 2	Broadcasting Principles and Practices	3	0	3	COM 100		MCM 6	Radio and TV Production	2	1	3	MCM 2
	MCM 3	Introduction to Film	3	0	3	COM 100		CE 4	Writing for New Media	2	1	3	COM 103
	MCM 4	Development Communication	3	0	3	COM 101		CE 5	Digital Photography	2	1	3	COM 101
	CE 3	Introduction to Multimedia Arts	2	1	3	None		CE 6	Communication Statistics	2	1	3	GE 3, COM 100
	PE 3 (PATHF#3)	Menu of Dance	2	0	(2)	PE 2 (PATHF#2)		PE 4 (PATHF#4)	Sports	2	0	(2)	PE 2 (PATHF#2)
Total No. of Units			25	1	24(2)		Total No. of Units			22	4	24(2)	

THIRD YEAR													
FIRST SEMESTER						SECOND SEMESTER							
Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites	Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites
			Lec	Lab						Lec	Lab		
	COM 105	Communication Research	3	0	3	COM 102		CE 10	Social Media and Mobile Technology for Communication Campaigns	2	1	3	COM 106
	COM 106	Communication Planning	3	0	3	COM 104		COM 200.1	Thesis/Special Project 1	3	0	3	COM 105
	MCM 7	Knowledge Management	2	1	3	COM 104							
	MCM 8	Integrated Marketing Communication	3	0	3	COM 104							
	CE 7	Brand Communication and Design	2	1	3	COM 104							
	CE 8	Digital Learning Materials Development and Publishing	2	1	3	CE 4							
	CE 9	Multimedia Storytelling	2	1	3	COM 100							
Total No. of Units			17	4	21		Total No. of Units			5	1	6	

FOURTH YEAR													
FIRST SEMESTER						SECOND SEMESTER							
Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites	Grade	Course Code	Course Title	No. of Units		Total Units	Pre-requisites
			Lec	Lab						Lec	Lab		
	CE 11	Business Ventures in Multimedia	2	1	3	COM 106, Senior Standing		COM 199	Internship (300 Hours)	0	3	3	Senior Standing
	COM 200.2	Thesis/Special Project 2	3	0	3	COM 200.1, Senior Standing							
Total No. of Units			6	1	8		Total No. of Units			0	3	3	

No. of Units		TOTAL NO. OF UNITS	137
Lec	Lab		
108(14)	15		

NAME OF STUDENT

 OLGA J. DOMINGO, Ph.D. / February 24, 2023
 PROGRAM CHAIR / DATE

 JOVINE KRISSELL L. CUEVAS 01/03/2023
 Education Supervisor II
 CHEDROTV
 EVALUATED BY/DATE