

Master in Communication

General Provisions

If the student has not taken undergraduate courses in a field of specialization, he is required to take eighteen (18) units of qualifying courses to be determined by the Academic Program Chairperson unless otherwise specified in the curriculum;

The student may take more than the prescribed units in any distribution in the curriculum to meet his career objective and professional needs;

Free electives may be chosen from among the courses offered which are outside the required subjects in the student's curriculum;

If the student has completed courses substantially equivalent to the required courses, he may waive the latter by application to the Dean.

Program Description

The Master in Communication program is a graduate communication offering which responds to the growing demand for a more innovative, creative, and skills-oriented curricular program steeped in research, technology, culture and management.

It addresses the need for a more balanced Philippine communication environment by preparing communication managers and decision-makers to be more attuned to the challenges of information society and global competition.

Vision

The Master in Communication program is envisioned as a seat of globalized education in the field of Communication Management, Multi-Media Communication, and Communication Research.

Mission

To graduate skilled and globally competitive professionals in government, non-government and corporate enterprises equipped with the mastery of a particular area in communication.

Objectives

- Provide mastery of knowledge in a particular area of strategic communication
- Provide competencies in the practice of organizational communication
- Provide adequate knowledge and training in information and communication technology
- Enhance skills in applying research methods applied to communication

Research Agenda

Qualitative and/or Quantitative Researches on the following:

- Family, Health and Education Communication
- Concepts and Implications of Communication Laws, Policies, and Media Ethics
- Mass Media Communication and Management
- Networking, Broadcasting and Journalism
- Electronic Media, Electronic Gadgets, Cable and Technical Communication
- Intrapersonal, Interpersonal Relationship and Human-Robot Interaction
- Cross-Cultural and Inter-Cultural Communication
- Dynamics of Community, Neighborhood, Team and Political Communication
- Institutional, Governmental and Non-Governmental Communication Campaigns
- Ethnic, Religious, Gay-Lesbian, Sub-Culture and Emerging Communication Perspectives
- Influences of Pornography, Sexually Explicit Online/Print/Audio Materials, and Underground Publications
- Communication Strategies in Conflict Management, Institutional Planning and Development
- Women-Children Advocacies, Community Environmental Conservation and Animal Welfare/Protection
- Communication in Feature, Documentary, Experimental, Short, and Independent Films
- Communication in Electronic Arts, Fine Arts, Folk Arts and the Performing Arts
- Advertising, Market Competition and Public Relations Communication
- Assessment/Evaluation of Publication Productivity of Communication Research Scholars

Curriculum

A. Foundation/Core (12 units)

- COM 630 Advanced Theories and Models in Communication
- COM 631 Statistics in Communication
- COM 632 Information and Communication Technology
- RSH 630 Research Seminar 1

B. Major (18 units, choose an area of specialization)

Specialization: Communication Management

- COM 633 Communication Management, Training and Consultancy
- COM 634 Integrated Marketing Communication Strategies
- COM 635 Seminar in Communication Management in the Philippines: Issues and Problems
- COM 636 Corporate Communication
- COM 637 Managing Public Information Programs and Campaigns
- COM 638 Organizational Culture and Communication Policy Planning

Specialization: Communication Research

- COM 639 Research and Theory Construction in Communication
- COM 640 Communication Research Utilization, Planning, Policy and Management
- COM 641 Qualitative Approaches in Communication Research
- COM 642 Ethical and Philosophical Issues in Communication Research
- COM 643 Cross-Cultural Research
- COM 644 Emerging and Indigenous Communication Research Methods

Specialization: Broadcast Journalism

- COM 643 Cross-Cultural Research
- COM 645 Electronic, PR and Advertising Strategies and Communication Campaigns
- COM 646 Advanced RTV Production and Direction
- COM 647 Legal and Ethical Issues in Mass Media

- COM 648 Investigative Journalism & Development Communication
- COM 649 Seminar in Global Communication

C. Electives/Cognates (6 units)

- RSH 631 Research Seminar 2

For MC with specialization in Communication Management:

- COM 639 Research and Theory Construction in Communication
- COM 640 Communication Research Utilization, Planning, Policy and Management
- COM 641 Qualitative Approaches in Communication Research
- COM 642 Ethical and Philosophical Issues in Communication Research
- COM 643 Cross-Cultural Research
- COM 644 Emerging and Indigenous Communication Research Methods
- COM 645 Electronic, PR and Advertising Strategies and Communication Campaigns
- COM 646 Advanced RTV Production and Direction
- COM 647 Legal and Ethical Issues in Mass Media
- COM 648 Investigative Journalism & Development Communication
- COM 649 Seminar in Global Communication

For MC with specialization in Communication Research:

- COM 633 Communication Management, Training and Consultancy
- COM 634 Integrated Marketing Communication Strategies
- COM 635 Seminar in Communication Management in the Philippines: Issues and Problems
- COM 636 Corporate Communication
- COM 637 Managing Public Information Programs and Campaigns
- COM 638 Organizational Culture and Communication Policy Planning
- COM 643 Cross-Cultural Research
- COM 645 Electronic, PR and Advertising Strategies and Communication Campaigns
- COM 646 Advanced RTV Production and Direction
- COM 647 Legal and Ethical Issues in Mass Media
- COM 648 Investigative Journalism & Development Communication

- COM 649 Seminar in Global Communication
 - For MC with specialization in Broadcast Journalism
- COM 633 Communication Management, Training and Consultancy
- COM 634 Integrated Marketing Communication Strategies
- COM 635 Seminar in Communication Management in the Philippines: Issues and Problems
- COM 636 Corporate Communication
- COM 637 Managing Public Information Programs and Campaigns
- COM 638 Organizational Culture and Communication Policy Planning
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- COM 643 Cross-Cultural Research
- COM 644 Emerging and Indigenous Communication Research Methods

D. Thesis (6 units)

- RSH 640 Thesis

E. Non-Thesis Option (2 Research-based courses, 6 units)

- COM 650 Research and Theory Construction in Communication
- COM 651 Qualitative Approaches in Communication Research

F. Additional Pre-Courses for Non-Communication Majors (18 Units)

- COM 530 Introduction to Communication Theories and Models
- COM 531 Introduction to Communication Research Methods
- COM 532 Communication and Development
- COM 533 Merging Communication Technologies
- COM 534 Social Dynamics of Multi-Media Communication
- COM 535 Advanced Grammar