

Curriculum A

CENTRO ESCOLAR UNIVERSITY

Manila * Malolos

School of Education, Liberal Arts, Music and Social Work

FOUR-YEAR PROGRAM LEADING TO THE DEGREE

BACHELOR OF ARTS IN COMMUNICATION AND MEDIA

Effective School Year 2020-2021

FIRST YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM120	Sociology of Mass Media	3	0	0	3	3	0	0	3	NONE
PCCM100	Introduction to Communication and Media in Global Society	3	0	0	3	3	0	0	3	NONE
PCCM101	Theories and Models of Communication and Media	3	0	0	3	3	0	0	3	NONE
COMA11	Mathematics in the Modern World	3	0	0	3	3	0	0	3	NONE
COPY11	Understanding the Self	3	0	0	3	3	0	0	3	NONE
COSH43	The Life and Works of Rizal	3	0	0	3	3	0	0	3	NONE
COPE21	PATH-FIT 1: Movement Competency Training	2	0	0	2	2	0	0	2	NONE
COSH11	Empowering the Self	2	0	0	2	2	0	0	2	NONE
COSH21	Religion: History and Texts	3	0	0	3	3	0	0	3	NONE
TOTAL		25	0	0	25	25	0	0	25	

Second Semester

Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM121	Writing for News and Public Affairs	3	0	0	3	3	0	0	3	PCCM100
PRCM122	Risk, Disaster, and Humanitarian Communication	3	0	0	3	3	0	0	3	PCCM100, PRCM120
PRCM123	Journalism Principles and Practices	3	0	0	3	3	0	0	3	PCCM100
PCCM102	Communication and Media Laws & Ethics	3	0	0	3	3	0	0	3	PCCM100
COLA31	Foreign Language 1	3	0	0	3	3	0	0	3	NONE
COLA51	Expository Writing for Global Communication	3	0	0	3	3	0	0	3	NONE
COSH31	Art Appreciation	3	0	0	3	3	0	0	3	NONE
COSH41	Readings in Philippine History	3	0	0	3	3	0	0	3	NONE
COPE22	PATH-FIT 2: Swimming/ Recreation	2	0	0	2	2	0	0	2	NONE
TOTAL		26	0	0	26	26	0	0	26	

SECOND YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM124	Communication and Media Speech and Performance	3	0	0	3	3	0	0	3	PCCM100
PRCM125	Writing Scripts for Drama	3	0	0	3	3	0	0	3	PCCM100
PRCM126	Audio and Video Editing	3	0	0	3	3	0	0	3	PCCM100
PRCM127	Investigative Reporting	3	0	0	3	3	0	0	3	PCCM100, PRCM123
PRCM128	Online Journalism	3	0	0	3	3	0	0	3	PCCM100, PRCM123
COLA11	Purposive Communication	3	0	0	3	3	0	0	3	NONE
COLA32	Foreign Language 2	3	0	0	3	3	0	0	3	COLA31
CONS21	Science, Technology and Society	3	0	0	3	3	0	0	3	NONE
COPE23	PATH-FIT 3: Dance/Individual-Dual Sports	2	0	0	2	2	0	0	2	NONE
CONP11	NSTP 1	3	0	0	3	3	0	0	3	NONE
TOTAL		29	0	0	29	29	0	0	29	

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Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM129	Broadcast and Emerging Media Industry Immersion	3	0	0	3	3	0	0	3	PRCM126
PRCM130	Print and Emerging Media Industry Immersion	3	0	0	3	3	0	0	3	PRCM126, PRCM128
PRCM131	Writing News and Opinion for Print Media	3	0	0	3	3	0	0	3	PRCM123
PRCM132	Graphics Design and Digital Arts Techniques	3	0	0	3	3	0	0	3	PCCM100, PRCM126
COSH32	Ethics	3	0	0	3	3	0	0	3	NONE
COSH42	The Contemporary World	3	0	0	3	3	0	0	3	NONE
COPE24	PATH-FIT 4: Team Sports/Games	2	0	0	2	2	0	0	2	NONE
CONP12	NSPT 2	3	0	0	3	3	0	0	3	CONP11
TOTAL		23	0	0	23	23	0	0	23	

THIRD YEAR										
First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM133	Radio Production	3	0	0	3	3	0	0	3	PRCM121, PRCM125, PRCM127
PRCM134	TV Production	6	0	0	6	6	0	0	6	PRCM121, PRCM125
PRCM135	Political Economy of the Media	3	0	0	3	3	0	0	3	PCCM100, PRCM120
PRCM136	Communication and Media Management	3	0	0	3	3	0	0	3	PCCM100
PRCM137	Researching for Communication and Media Programs	3	0	0	3	3	0	0	3	PCCM100, PRCM120, PRCM125, PRCM127
COLA21	Malikhaing Komunikasyon Gamit ang Panitikang Popular	3	0	0	3	3	0	0	3	NONE
COLA52	Philippine Literature	3	0	0	3	3	0	0	3	NONE
TOTAL		24	0	0	24	24	0	0	24	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM138	Advertising, Public Relations and Events	6	0	0	6	6	0	0	6	PRCM133, PRCM134
PRCM139	Research Methodologies	3	0	0	3	3	0	0	3	PCCM101
PRCM141	Intro to Film and Criticisms	3	0	0	3	3	0	0	3	PRCM120
PRCM191	Introduction to Communication Media Research (Undergraduate Research 1)	3	0	0	3	3	0	0	3	PCCM101
COLA22	Kontekstwalisadong Komunikasyon sa Filipino	3	0	0	3	3	0	0	3	NONE
COEF21	Environmental Stewardship	3	0	0	3	3	0	0	3	NONE
COSH12	Living and Loving Relationships	2	0	0	2	2	0	0	2	NONE
COSH22	Man, Church and Society	3	0	0	3	3	0	0	3	NONE
TOTAL		26	0	0	26	26	0	0	26	

FOURTH YEAR										
First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM142	Knowledge Management	3	0	0	3	3	0	0	3	PRCM120
PRCM143	Film Production	3	0	0	3	3	0	0	3	PRCM141
PRCM192	Communication and Media Research (Undergraduate Reseach 2)	3	0	0	3	3	0	0	3	PRCM191
TOTAL		9	0	0	9	9	0	0	9	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM183	Practicum (300 hours)	0	0	6	6	3	0	17	20	PRCM129, PRCM130
TOTAL		0	0	6	6	3	0	17	20	



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FOUR-YEAR PROGRAM LEADING TO THE DEGREE
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA
WITH 21 UNITS OF EDUCATION
Effective School Year 2020-2021

FIRST YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM120	Sociology of Mass Media	3	0	0	3	3	0	0	3	NONE
PCCM100	Introduction to Communication and Media in Global Society	3	0	0	3	3	0	0	3	NONE
PCCM101	Theories and Models of Communication and Media	3	0	0	3	3	0	0	3	NONE
COMA11	Math in the Modern World	3	0	0	3	3	0	0	3	NONE
COPY11	Understanding the Self	3	0	0	3	3	0	0	3	NONE
COSH43	The Life and Works of Rizal	3	0	0	3	3	0	0	3	NONE
COPE21	PATH-FIT 1: Movement Competency Training	2	0	0	2	2	0	0	2	NONE
COSH11	Empowering the Self	2	0	0	2	2	0	0	2	NONE
COSH21	Religion: History and Texts	3	0	0	3	3	0	0	3	NONE
TOTAL		25	0	0	25	25	0	0	25	

Second Semester

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM121	Writing for News and Public Affairs	3	0	0	3	3	0	0	3	*PCCM100
PRCM122	Risk, Disaster, and Humanitarian Communication	3	0	0	3	3	0	0	3	*PCCM100, *PRCM120
PRCM123	Journalism Principles and Practices	3	0	0	3	3	0	0	3	*PCCM100
PCCM102	Communication and Media Laws and Ethics	3	0	0	3	3	0	0	3	*PCCM100
COLA31	Foreign Language 1	3	0	0	3	3	0	0	3	NONE
COLA51	Expository Writing for Global Communication	3	0	0	3	3	0	0	3	NONE
COSH31	Art Appreciation	3	0	0	3	3	0	0	3	NONE
COSH41	Readings in Philippine History	3	0	0	3	3	0	0	3	NONE
COPE22	PATH-FIT 2: Swimming/ Recreation	2	0	0	2	2	0	0	2	NONE
TOTAL		26	0	0	26	26	0	0	26	

SECOND YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM124	Communication and Media Speech and Performance	3	0	0	3	3	0	0	3	*PCCM100
PRCM125	Writing Scripts for Drama	3	0	0	3	3	0	0	3	*PCCM100
PRCM126	Audio and Video Editing	3	0	0	3	3	0	0	3	*PCCM100
PRCM127	Investigative Reporting	3	0	0	3	3	0	0	3	*PCCM100, *PRCM123
PRCM128	Online Journalism	3	0	0	3	3	0	0	3	*PCCM100, *PRCM123
COLA11	Purposive Communication	3	0	0	3	3	0	0	3	NONE
COLA32	Foreign Language 2	3	0	0	3	3	0	0	3	*COLA31
CONS21	Science, Technology and Society	3	0	0	3	3	0	0	3	NONE
COPE23	PATH-FIT 3: Dance/Individual-Dual Sports	2	0	0	2	2	0	0	2	NONE
CONP11	NSTP 1	3	0	0	3	3	0	0	3	NONE
TOTAL		29	0	0	29	29	0	0	29	

Second Semester

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM129	Broadcast and Emerging Media Industry Immersion	3	0	0	3	3	0	0	3	*PRCM126
PRCM130	Print and Emerging Media Industry Immersion	3	0	0	3	3	0	0	3	*PRCM126, *PRCM128
PRCM131	Writing News and Opinion for Print Media	3	0	0	3	3	0	0	3	*PRCM123
PRCM132	Graphics Design and Digital Arts Techniques	3	0	0	3	3	0	0	3	*PCCM100, *PRCM126
COSH42	The Contemporary World	3	0	0	3	3	0	0	3	NONR
COSH32	Ethics	3	0	0	3	3	0	0	3	NONE
COPE24	PATH-FIT 4: Team Sports/Games	2	0	0	2	2	0	0	2	NONE
CONP12	NSTP 2	3	0	0	3	3	0	0	3	*CONP11
TOTAL		23	0	0	23	23	0	0	23	

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SUMMER										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCED100	The Teaching Profession	3	0	0	3	3	0	0	3	NONE
PCED101	The Child and Adolescent Learners and Learning Principles	3	0	0	3	3	0	0	3	**PCED103
PCED103	Facilitating Learning Centered Teaching	3	0	0	3	3	0	0	3	**PCED101
TOTAL		9	0	0	9	9	0	0	9	

THIRD YEAR										
First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM133	Radio Production	3	0	0	3	3	0	0	3	*PRCM121,*PRCM125, *PRCM127
PRCM134	TV Production	6	0	0	6	6	0	0	6	*PRCM121, *PRCM125
PRCM135	Political Economy of the Media	3	0	0	3	3	0	0	3	PCCM100, PRCM120
PRCM136	Communication and Media Management	3	0	0	3	3	0	0	3	PCCM100
PRCM137	Researching for Communication and Media Programs	3	0	0	3	3	0	0	3	PCCM100, PRCM120, PRCM125, PRCM127
COLA21	Malikhaing Komunikasyon Gamit ang Panitikang Popular	3	0	0	3	3	0	0	3	NONE
COLA52	Philippine Literature	3	0	0	3	3	0	0	3	NONE
TOTAL		24	0	0	24	24	0	0	24	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM138	Advertising, Public Relations and Events	6	0	0	6	6	0	0	6	*PRCM133, *PRCM134
PRCM139	Research Methodologies	3	0	0	3	3	0	0	3	*PCMC101, **PRCM191
PRCM141	Intro to Film and Criticisms	3	0	0	3	3	0	0	3	*PRCM120
PRCM191	Introduction to Communication Media Research (Undergraduate Research 1)	3	0	0	3	3	0	0	3	*PCMC101, **PRCM139
COEF21	Environmental Stewardship	3	0	0	3	3	0	0	3	NONE
COLA22	Kontekstwalisadong Komunikasyon sa Filipino	3	0	0	3	3	0	0	3	NONE
COSH12	Living and Loving Relationships	2	0	0	2	2	0	0	2	NONE
COSH22	Man, Church and Society	3	0	0	3	3	0	0	3	NONE
TOTAL		26	0	0	26	26	0	0	26	

SUMMER										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PCED104	Teaching Methods and Strategies	3	0	0	3	3	0	0	3	*PCED100, *PCED101, *PCED103, **PCED111
PCED111	Assessment of Learning 1	3	0	0	3	3	0	0	3	*PCED100, *PCED101, *PCED103, **PCED104
TOTAL		6	0	0	6	6	0	0	6	

FOURTH YEAR										
First Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM142	Knowledge Management	3	0	0	3	3	0	0	3	*PRCM120
PRCM143	Film Production	3	0	0	3	3	0	0	3	PRCM141
PRCM192	Communication and Media Research (Undergraduate Research 2)	3	0	0	3	3	0	0	3	*PRCM191
PCED183	Teaching Internship (300 hours)	0	0	6	6	3	0	17	20	*PCED100, *PCED101, *PCED103 *PCED104, *PCED111
TOTAL		9	0	6	15	12	0	17	29	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				*Pre-requisites **Co-requisites
		Lec	Lab	Int	Total	Lec	Lab	Int	Total	
PRCM182	Practicum (300 hours)	0	0	6	6	3	0	17	20	*PRCM129, *PRCM130
TOTAL		0	0	6	6	3	0	17	20	

