

LA SALLE UNIVERSITY
La Salle St., Brgy. Aguada, Ozamiz City

ACCREDITED: - Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) Level 3

BACHELOR OF ARTS IN COMMUNICATION (BA-COMM)
(Revised Effective S.Y. 2015-2016)

First Year
First Semester

Course No.	Descriptive Title	Units	Prerequisites	Grade
Co101	Integrated Application Software	3		
En111	Study and Thinking Skills in English	3		
Fi112	Komunikasyon sa Akademikong Filipino	3		
Hi101	Philippine History	3		
Ma101	Modern College Algebra	3		
NS101	Physical Sciences	3		
NSTP1	National Service Training Program 1	(3)		
PE111	Physical Fitness	2		
RE1	Outline to Salvation History	(3)		
	TOTAL	20 (6)		

Second Semester

En121	Writing in the Discipline	3	En111	
Fi122	Pagbasa at Pagsulat tungo sa Pananaliksik	3	Fi111	
Ma106	Plane Trigonometry	3	Ma101	
NS103	Biological Science	3	NS101	
NSTP2	National Service Training Program 2	(3)	NSTP1	
PE201	Rhythmic Activities	2	PE111	
SS101	The Humanities: Arts and Society	3		
	TOTAL	17(3)		

Second Year
First Semester

C211	Introduction to Communication Media	3		
En201	Speech and Oral Communication	3	En121	
En301	The Literatures of the Philippines	3	En121	
Hlth1	Personal & Community Health including Mental Health	3		
PE301	Individual/Dual Sports Games	2	PE201	
Po101	Philippine Gov't & Constitution	3		
RE2	Christology	(3)	RE1	
	TOTAL	17 (3)		

Second Semester

C221	Introduction to Communication Theory	3	C211	
C223	Journalism Principles and Practices	3	C211	
C224	Communication, Culture and Society	3	C211	
En403	The Literatures of the World	3	En301	
FL1	Foreign Language 1	3		
PE401	Team Sports and Games	2	PE301	
Phi1	Logic	3		
SS103	Society and Culture with Family Planning	3		
	TOTAL	23		

**Third Year
First Semester**

Course No.	Descriptive Title	Units	Prerequisites	Grade
C311	Introduction to Communication Research	3	C221	
C314	Broadcasting Principles and Practices	3	C223	
C315	Development Communication	3	C221	
C316	Game Development (Digital and Non-Digital)	3	C221	
C317	Multi-media Storytelling	3	En121	
Fi125	Retorika	3	Fi123	
RE3	Ecclesiology and Sacraments	(3)	RE2	
	TOTAL	21 (3)		

Second Semester

C321	Advertising Principles and Practices	3	C221	
C324	Thesis	3	C222	
C326	Digital Imaging (Photography and Videography)	3		
C327	Social Media Principles and Practices	3	C221	
Ec101	Principles of Econ. with Taxation and Agrarian Reform	3		
Hi102	World History and Contemporary Civilization	3	Hi101	
Py101	General Psychology with Drug Education	3		
	TOTAL	21		

Summer

C325	Internship	3		
	TOTAL	3		

**Fourth Year
First Semester**

C411	Communication Media Laws and Ethics	3	C315	
C412	Introduction to Film	3		
C413	Intro to Theater Arts	3		
C414	Communication Planning	3		
En405	Argumentation and Debate	3	En201	
Po103	Rizal's Life Works and Writings	3		
RE4	Basic Christian Morality	(3)	RE3	
		21 (3)		

Second Semester

C420	Performance Media	3	C314	
C426	Web Content Management	3		
C427	Communication Management	3	C321	
C428	Integrated Marketing Communication	3	C314	
C429	Public Information Principles and Practices	3	C315	
		15		

Total No. of Units = 164 (18)