

Colegio de San Juan de Letran Calamba

Brgy. Bucal, City of Calamba, Laguna

BACHELOR OF ARTS IN COMMUNICATION

Curriculum Year 2023-2024

COURSE CODE	COURSE TITLE	Lec	Lab		TOTAL	PRE-REQUISITES/ CO-REQUISITES
		Units/Hrs	Units	Hrs		
FIRST YEAR, First Semester						
BACOMM003	Introduction to Communication Media	3			3	
BACOMM013	Communication Theory	3			3	
BACOMM143	Communication Culture and Society	3			3	
GEC003	Understanding the Self	3			3	
GEC023	Mga Babasahin Hinggil sa Kasaysayan ng Pilipinas	3			3	
GEC043	The Contemporary World	3			3	
LQEC23-013	Letran Quality Enhancement Course I (Letran Calamba Identity and 21st Century Learning Skills)	3			3	
RELED053	The Catholic Christian Faith	3			3	
	Total	24	0	0	24	
FIRST YEAR, Second Semester						
BACOMM023	Communication Media Laws and Ethics	3			3	BACOMM003
BACOMM093	Development Communication	3			3	BACOMM003, BACOMM143
BACOMM223	Communication Planning	3			3	
GEC053	Art Appreciation	3			3	
GEC063	Purposive Communication	3			3	
LQEC23-023	Letran Quality Enhancement Course II (21st Century Literacy Skills & Life Skills and Sustainability)	3			3	LQEC23-013
NSTP1-18	National Service Training Program 1	3			3	
PATHFIT1002	Movement Competency Training	2			2	
	Total	23	0	0	23	
SECOND YEAR, First Semester						
BACOMM193	Public Relation Principles and Practices	3			3	BACOMM023
BACOMM283	Organizational Culture and Communication	3			3	BACOMM003, BACOMM013
BACOMM403	Risk, Disaster, and Humanitarian Communication	3			3	BACOMM093
BACOMM413	Integrated Marketing Communication	3			3	
BACOMM233	Creative Writing	3			3	
GECELEC2	The Entrepreneurial Mind	3			3	
NSTP2-18	National Service Training Program 2	3			3	NSTP1-18
PATHFIT2022	Exercise Based Fitness Activities	2			2	PATHFIT1002
RELED083	Christian Ethics	3			3	RELED053
	Total	26	0	0	26	
SECOND YEAR, Second Semester						
BACOMM153	Journalism Principles and Practices	3			3	BACOMM003, BACOMM013
BACOMM163	Broadcasting Principles and Practices	3			3	BACOMM093
BAELEC-2	Philippine Arts	3			3	
BAELEC-3L	Digital Imaging Lab		1	3	1	co-req BAELEC-3, BAELEC-5, BAELEC-5L
BAELEC-3	Digital Imaging	2			2	co-req BAELEC-3L, BAELEC-5, BAELEC-5L
BAELEC-5	Basic Photography	2			2	co-req BAELEC-5L, BAELEC-3, BAELEC-3L
BAELEC-5L	Basic Photography Lab		1	3	1	co-req BAELEC-5, BAELEC-3, BAELEC-3L
GEC013	Science, Technology, and Society	3			3	
GECELEC1	Living in the IT Era	3			3	
RELED063	Contemporary Issues in Christian Marriage	3			3	RELED053
PATHFIT3032	Individual/Dual Sports	2			2	PATHFIT1002, PATHFIT2022
	Total	24	2	6	26	

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		Units/Hrs	Units	Hrs		
THIRD YEAR, First Semester						
BACOMM133	Communication Research	3			3	BACOMM013
BACOMM183	Advertising Principles and Practices	3			3	BACOMM193
BACOMM263	Communication Management	3			3	BACOMM283
BACOMM423	Social Media and Mobile Technology for Communication Campaigns	3			3	
BACOMM243	Performance Media	3			3	BACOMM163
GEC033	Mathematics in the Modern World	3			3	
PATHFIT4042	Contemporary Dance	2			2	PATHFIT1002, PATHFIT2022
RELED073	Contemporary Issues About Church and Human Society with Immersion	3			3	RELED053
	Total	20	0	0	20	
THIRD YEAR, Second Semester						
BACOMM203	Knowledge Management	3			3	BACOMM283
BAELEC-6	Web Content Management	3			3	BACOMM263
BACOMM-THA	Thesis 1	3			3	BACOMM133
BAELEC-7	Film Production	2			2	BAELEC-5, BAELEC-5L, co-req BAELEC-7L
BAELEC-7L	Film Production Lab		1	3	1	BAELEC-5, BAELEC-5L, co-req BAELEC-7
GEC073	Ethics	3			3	
GECELEC3	Philippine Pop Culture	3			3	
	Total	17	1	3	18	
FOURTH YEAR, First Semester						
BACOMM121L	Introduction to Theater Arts Lab		1	3	1	BACOMM223, co-req BACOMM122
BACOMM122	Introduction to Theater Arts	2			2	BACOMM223, co-req BACOMM121L
BACOMM433	Multimedia and Mobile Technology for Communication Campaigns	3			3	BACOMM313
BACOMM-THB	Thesis 2	3			3	BACOMM-THA
RZL023	Buhay at Gawa ni Rizal	3			3	
	Total	11	1	3	12	
FOURTH YEAR, Second Semester						
BACOMM-PRC6	*Communication Internship (600 hrs)	6			6	BACOMM263, BACOMM-THB
	Total	6	0	0	6	
	GRAND TOTAL	151	4	12	155	

**Practicum/Internship - No simultaneous enrollment is allowed.*