

BACHELOR OF ARTS IN INTEGRATED COMMUNICATIONS AND PUBLIC RELATIONS

FIRST YEAR

FIRST SEMESTER			SECOND SEMESTER		
SELF	Understanding the Self	3	PCOMM	Purposive Communication	3
PHILHIST	Readings in Phil. History	3	MATH	Mathematics in the Modern World	3
EM-ELECTV	The Entrepreneurial Mind	3	HUMN	Art Appreciation	3
PE1	Physical Fitness	2	COMM 101	Introduction to Communication Media	3
NSTP 1	National Service Training Program 1	3	PE2	Rhythmic Activities	2
BBST 1	Biblical Doctrines	3	LEAD 1	Foundation of Christian Leadership	2
GReG1	Mentoring & Discipleship 1	1	GReG2	Mentoring & Discipleship 2	1
		18			17

SUMMER

FIL1	Sining ng Pakikipagtalastasan	3
FIL2	Retorika	3
NSTP2	National Service Training Program 2	3
		9

SECOND YEAR

FIRST SEMESTER			SECOND SEMESTER		
ETHICS	Ethics	3	RIZAL	The Life & Works of Rizal	3
STS	Science, Technology & Society	3	WORLD	The Contemporary World	3
PEE-ELECTV	People & the Earth's Ecosystem	3	PIC-ELECTV	Philippine Indigenous Communities	3
PE3	Individual/Dual Sports	2	COMM 102	Journalism Principles & Practices	3
CORE 1	Introduction to Communication Theory	3	COMM 103	Broadcasting Principles & Practices	3
BBST2	Inductive Bible Study	3	PE4	Team Sports	2
GReG3	Mentoring & Discipleship 3	1	LEAD 2	Interpersonal Relationships	2
		18	GReG4	Mentoring & Discipleship 4a	1
					20

THIRD YEAR

FIRST SEMESTER			SECOND SEMESTER		
CORE 3	Psychology of Persuasion	3	CORE 2	Interpersonal & Intercultural Communication	3
CORE 4A	Fields Method in Public Relations Research	3	CORE 4B	PR Campaign Research Proposal (PREQ: CORE 4A)	3
ICPR101	Introduction to Public Relations	3	COMM 104	Advertising Principles & Practices	3
ICPR 102	Integrated Marketing Communications (PREQ: ICPR 101)	3	ICPR 105	Community Relations	3
ICPR 104	Media Relations	3	ICPR 109	Direct Marketing	3
BBST 3	World Missions	3	GReG6	Mentoring & Discipleship 6	1
GReG5	Mentoring & Discipleship5	1			21
		19			

SUMMER

LEAD 3	Cross- Cultural Missions Exposure	1
INTERN	INTERNSHIP	3
		4

FOURTH YEAR

FIRST SEMESTER			SECOND SEMESTER		
CORE 5	Ethics and the Law in Communications & Public Relations	3	CORE 4C	PR Campaign Research Implementation (PREQ: CORE 4B)	3
COMM 105	Introduction to Media Writing	3	ICPR 107	Employee Relations	3
COMM 106	Introduction to Film	3	ICPR 108	Public Relations Campaign	3
ICPR 103	Public Relations Planning & Mgmt (PREQ: ICPR 102, 109)	3	PR-ELECTV	Topics in Integrated Communications & Public Relations	3
ICPR 106	Donor Relations	3	LEAD 4	Christian Home	2
BBST 4	Apologetics (PREQ: BBST 1)	3	LEAD 5	Principles of Leadership	2
GReG7	Mentoring & Discipleship7	1	GReG8	Mentoring & Discipleship 8	1
		19			17