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**PUBLIC RELATIONS  
SOCIETY OF THE  
PHILIPPINES**



**Asian Institute of Journalism  
and Communication**

# **MASTER IN COMMUNICATION MAJOR IN PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

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## **MASTER IN COMMUNICATION MAJOR IN PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

The Asian Institute of Journalism and Communication (AIJC), in partnership with Public Relations Society of the Philippines (PRSP), has launched the Master in Communication Major in Public Relations and Corporate Communication program. The newly-approved program is the first professional master's program in communication and the first to emphasize academe-industry partnership.

The Program is best suited for PR and marketing communication practitioners and can be completed in fifteen (15) months because it requires only 30 units inclusive of three (3) units of a capstone or practice-based project.

The capstone or practice-based project may include an evidence-based PR plan, research-based PR tools, evaluation of PR campaign, mobile apps for PR campaigns, and comprehensive PR and Marketing Communication training design, enhancement of APR program, etc.



**COURSE WORK, DESCRIPTION, and COURSE DATES OF EACH COURSE**

**BASIC COURSES (6 units required)**

1	<b>Communication and Related Social Science Models and Theories</b> Survey of major social science models and theories which impact on communication processes including persuasion, behavior and social change, etc. <b>3 Units</b>	3 September 10 September 17 September 24 September 1 October
2	<b>Communication Audit</b> The communication audit is a process that companies go through in order to determine how good their communications are. Communication involves how a company or organization sends and receives information; or shares it with varying audiences. <b>3 Units</b>	8 October 15 October 22 October 29 October 5 November
	<b>Sub total</b>	<b>6 Units</b>

**REQUIRED COURSES (9 units required)**

1	<b>Strategic Communication Program Management</b> Strategic leadership and communication program development, management and evaluation. It emphasizes basic communication research, strategic communication objectives and message design, selection of media, development of materials, management of teams and impact evaluation. <b>3 Units</b>	12 November 19 November 26 November 3 December 10 December
2	<b>Stakeholder Relations Management</b> Communication strategies and tools in establishing, sustaining, and enhancing relationship with internal (e.g., governing board, stakeholders, employees) and external (e.g., government, customers, suppliers and the community) stakeholders. <b>3 Units</b>	17 December 7 January 14 January 21 January 28 January
3	<b>Ethics, Media Laws, and Relevant Transnational Agreements.</b> Ethics is a system of principles that guides action. While the law establishes what can and cannot be done in given situations, an ethical lapse can erode public trust; and in turn devalue the work of all PR practitioners. Ethics upholds personal, professional, social and moral values. Ethics and Law create a moral compass for navigating ethical dilemmas. The course features a survey of national laws and international agreements and protocols which impact on the communication profession and its practice. <b>3 Units</b>	4 February 11 February 18 February 25 February 4 March
	<b>Sub total</b>	<b>9 Units</b>

**ELECTIVES (6 units; take any 2 of the following courses)**

**Elective 1:** 11 March, 18 March, 25 March, 1 April, 15 April

**Elective 2:** 29 April, 6 May, 13 May, 20 May, 27 May

1	<b>Managing Communication Research, Assessment, and Evaluation Programs</b> Techniques and tools in using quantitative and qualitative communication research methods including conduct of online research. <b>3 Units</b>	
2	<b>Social Media Management</b> Social media ecosystems, digital media policies, social media analytics for strategy planning and decision-making, and engaging content and messages. <b>3 Units</b>	
3	<b>Government Relations and Lobbying</b> Effective communication with governmental offices, especially regulatory agencies, reviewing the foundations of governmental representation, and designing lobbying strategies. <b>3 Units</b>	
4	<b>Issues Management and Crisis Communication</b> Managing existing or emerging issues to prevent the onset of a crisis situation and strategies to prevent escalation and/or resolve crisis situations. Application of communication principles, techniques, and tools before, during, and after emergency and disaster situations. <b>3 Units</b>	
5	<b>Communication for Development</b> The course begins with a review of development models and theories including development criteria and indicators. Development is viewed from a comprehensive perspective, i.e. economic, political and socio-cultural. Also discussed are development issues and concerns at the global, national and local community level. <b>3 Units</b>	
6	<b>Global Communication Environment</b> An analysis of current and emerging global (but with focus on Asia Pacific) socio-cultural, economic, and political issues and events influencing communication content, processes, and structures. <b>3 Units</b>	
	<b>Sub total</b>	<b>6 Units</b>

\*The student selects 2 courses as Electives, which will be offered by PRSP-AIJC during the period covered.

**COGNATES (6 units; take any 2 of the following courses)**

**Cognate 1: 3 June, 10 June, 17 June, 24 June, 1 July**

**Cognate 2: 8 July, 15 July, 22 July, 29 July, 5 August**

1	<b>Business for Communication</b> Business for Communication. Understanding and analysis of business operations and reports, including financial reports as bases for stakeholders' communication including public relations. <b>3 Units</b>	
2	<b>Consumer Behavior and Change Communication</b> The theory of consumer behavior as influenced by marketing (persuasive) communication strategies. Also how social and behavioral sciences can impact on consumer (individual) decision making. Also incorporates Behavior Change Communication: Theories and Practices. <b>3 Units</b>	
3	<b>Identity, Brand and Reputation Management</b> Theories, principles, and best practices in crafting and managing identify, brand, and reputation. <b>3 Units</b>	
	<b>Sub total</b>	<b>6 Units</b>

\*The student selects 2 courses as Cognates, which will be offered by PRSP-AIJC during the period covered.

## COMPREHENSIVE EXAMINATION

### CAPSTONE PROJECT: 3 units

1	<p>According to CMO 15, s 2019, a capstone project “culminates the student’s academic or learning experience. It provides the student an opportunity to exhibit the knowledge and skills obtained during the course of graduate study. The student presents the capstone project to a panel or committee of experts for grading and evaluation.”</p> <p>The capstone project also may be in the form of a reentry plan. It will identify the concrete changes to be made by the student in the performance of his/her work, incorporating lessons gained or competencies acquired from the graduate program he/she is about to complete. The capstone project shall identify research-based innovative strategies and activities and the expected outcomes.</p> <p>Evidence of the capstone project's realism and practicability, degree of ease in implementation, and feasibility in terms of cost should be given special attention. <b>3 Units</b></p>	<p>26 August 2 September 9 September 16 September 9 September 16 September 23 September 20 September 7 October 14 October 21 October 28 October 5 November 12 November 19 November</p>
	<b>Sub total</b>	<b>3 Units</b>
	<b>TOTAL:</b>	<b><u>30 Units</u></b>

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### CHECKLIST FOR ADMISSION

1. Passed entrance exam
2. Passed interview
3. Completion of an undergraduate degree, preferably in public relations, communication, and journalism  
OR  
Completion of an undergraduate degree in any course, with at least two (2) years' experience in any PR-related or communication-related job  
OR  
Completion of an A. B. or B. S. degree, major in English, Philosophy, Social Sciences, Business Management, or Education; in this case, the student will be required to take up a one-week Orientation Course on Public Relations and Corporate Communication before starting the graduate degree course.
4. Official transcript of records
5. Evidence of high scholastic performance (B+ or better)
6. Two letters of recommendation from past professors and/or employers of the applicant showing proof of applicant's seriousness in taking up graduate studies and his/her commitment to the field of PR and Corporate Communication

### FOR TRANSFEREES

Transferees shall be required to earn seventy-five percent (75%) of the total number of units at AIJC.





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