

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

**September 2024-November 2025  
AY 2024-2025**

**Basic Courses (6 units required)**

1	<p><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></p>	<p><u>5 Saturdays</u> <b>2024</b> September 28 October 5, 12, 19, 26</p> <p><b>(1<sup>st</sup> Trimester AY 2024-2025)</b></p>
2	<p><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></p>	<p><u>5 Saturdays</u> <b>2024</b> November 9, 16, 23 December 7, 14</p> <p><b>(1<sup>st</sup> Trimester AY 2024-2025)</b></p>
<b>Sub total</b>		<b>6 units</b>

**Required Courses (9 units required)**

1	<p><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></p>	<p><u>5 Saturdays</u> <b>2024</b> December 28 <b>2025</b> January 4, 11, 18, 25</p> <p><b>(1<sup>st</sup> Trimester AY 2024-2025)</b></p>
2	<p><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></p>	<p><u>5 Saturdays</u> <b>2025</b> February 1, 8, 15, 22 March 1</p> <p><b>(2<sup>nd</sup> Trimester AY 2024-2025)</b></p>
3	<p><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></p>	<p><u>5 Saturdays</u> <b>2025</b> March 15, 22, 29 April 5, 12</p> <p><b>(2<sup>nd</sup> Trimester AY 2024-2025)</b></p>
<b>Sub total</b>		<b>9 units</b>

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

	<b>Elective 1</b>	<p><u>5 Saturdays</u> <u>2025</u> April 26 May 3, 10, 17, 24</p> <p><b>(2nd Trimester AY 2024-2025)</b></p>
	<b>Elective 2</b>	<p><u>5 Saturdays</u> <u>2025</u> June 7, 14, 21, 28 July 5</p> <p><b>(3rd Trimester AY 2024-2025)</b></p>
1	<p><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></p>	
2	<p><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></p>	
3	<p><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></p>	
4	<p><b>Issues Management and Crisis Communication</b> Issues Management &amp; Crisis Communication. 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></p>	
5	<p><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></p>	
6	<p><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></p>	
	<b>Sub total</b>	<b>6 units</b>

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

	<b>Cognate 1</b>	<p><u>5 Saturdays</u> <b>2025</b> July 19, 26 August 2, 9, 16</p> <p><b>(3rd Trimester AY 2024-2025)</b></p>
	<b>Cognate 2</b>	<p><u>5 Saturdays</u> <b>2025</b> August 30 September 6, 13, 20, 27</p> <p><b>(3rd Trimester AY 2024-2025)</b></p>
1	<p><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></p>	
2	<p><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></p>	
3	<p><b>Identity, Brand and Reputation Management</b> Theories, principles, and best practices in crafting and managing identify, brand, and reputation. <b>3 units</b></p>	
	<b>Sub total</b>	<b>6 units</b>
	<b>Comprehensive Examinations</b>	<b>October 2025</b>

**Capstone Project**

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. It can be featured through a long-term investigative project that concludes in a final output, presentation, or performance. A typical form is when a student may be required to choose a topic or a problem that interests them, perform a research on these topics and generate a final output (for example, in the form of essay, case study, research paper, or a short film or multimedia presentation) indicative of the student’s acquisition of learning. The student presents the capstone project to a panel or committee of experts for grading and evaluation.”</p>	<b>October - November 2025</b>
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	<p>As final requirement for the program, students shall conduct a research-based capstone project. This may be any of the following: a) media production where the student-proponent plays a major technical and creative role; b) communication audit of the proponent's organization; c) training or instructional modules on any aspect of communication for the organization's members or stakeholders; d) a communication campaign plan, or e) any similar project that the proponent should present to a graduate committee for its approval.</p> <p>The special project also may be in the form of a reentry plan. This document 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 reentry plan shall identify research-based innovative strategies and activities and the expected outcomes. Evidence of the reentry plan's realism and practicability, degree of ease in implementation, and feasibility in terms of cost should be given special attention.</p> <p><b>3 units</b></p>	
	<b>Sub total</b>	<b>3 units</b>
	<b>TOTAL:</b>	<b>30 units</b>