

Master in Communication
Major in Public Relations and Corporate Communication

SCHEDULE OF CLASSES
3rd Trimester 2025-2026
July 4, 2026, to October 24, 2026

Course Title, Day, Time	Dates	Number of Sessions
Elective Saturday, whole day	July 4, 11, 18, 25 August 1	5 sessions
Managing Communication Research, Assessment, and Evaluation Programs Saturday, whole day	To be finalized	5 sessions
Social Media Management Saturday, whole day	To be finalized	5 sessions
Government Relations and Lobbying Saturday, whole day	To be finalized	5 sessions
Communication for Development Saturday, whole day	To be finalized	5 sessions
Global Communication Environment Saturday, whole day	To be finalized	5 sessions
Cognate 1 Saturday, whole day	August 15, 22, 29 September 5, 12	5 sessions
Cognate 2 Saturday, whole day	September 26 October 3, 10, 17, 24	5 sessions
Business for Communication Saturday, whole day	To be finalized	5 sessions
Consumer Behavior and Change Communication Saturday, whole day	To be finalized	5 sessions
Identity, Brand and Reputation Management Saturday, whole day	To be finalized	5 sessions
Comprehensive Examinations	November 2026	
Capstone Project As final requirement for the program, the student will 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. It may also be in the form of a reentry plan, which will identify the concrete	November – December 2026	

<p>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 and identifying research-based innovative strategies and activities and expected outcomes.</p>		
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