



Republic of the Philippines
BATANGAS STATE UNIVERSITY
ARASOF-Nasugbu
Nasugbu, Batangas

COLLEGE OF ARTS AND SCIENCES

BACHELOR OF ARTS IN COMMUNICATION (BA Comm)

Reference CMOs: CMO No. 35, s. 2017, CMO 4 s. 2018 and CMO No. 20 s. 2013

Nature of the Field of Study

Communication as a field of study covers the various ways by which human communicate. It focuses on how verbal and non-verbal messages are used to create meanings in different contexts using diverse media platforms. It includes a broad range of subject matter ranging from the study of communication in interpersonal relationships, group, organizations, and cultures.

Curriculum Description

The curriculum for Bachelor of Arts in Communication includes general education courses, core courses, required courses, electives, and the thesis/special project. Courses that would generate a particular track, concentration, or are specialization may also be offered.

Program Objectives

This program aims to equip students with the knowledge and skills in the theory and practice of communication applicable in various professions and context, with focus on media professions.

Student Outcomes

The graduates of the Bachelor of Arts in Communication are able to:

- Define and access information needs, assess and organize information and knowledge; produce, share and utilize information and knowledge;
- Communication in different formats and platforms (print, broadcast and online);
- Prepare communication/media plan;
- Conduct communication and media research and evaluation;
- Develop and produce communication materials in different formats and platforms;
- Demonstrate communication management and leadership skills;
- Develop entrepreneurial capabilities;
- Adhere to ethical standards and practices;
- Know and practice rights and responsibilities and accountabilities in the communication professions;
- Demonstrate a development orientation in communication work; and
- Apply communication theories/models, principles and tools in development work.