

HOLY ANGEL UNIVERSITY
REGISTRAR'S OFFICE
COLLEGE OF ARTS, SCIENCES AND EDUCATION
BACHELOR OF ARTS IN COMMUNICATION ARTS
With Area of Specialization in Advertising and Public Relation
EFFECTIVE S.Y. 2003-2004

FIRST YEAR, FIRST SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
1ENGLISH	Reading and Writing	3	0	3	NONE
1INTLIT	Introduction to Literature	3	0	3	NONE
2COLALG	College Algebra	3	0	3	NONE
3FILSIN	Sining ng Pakikipagtalastasan	3	0	3	NONE
4PHILHIS	Philippine History	3	0	3	NONE
5GODCAL	Responding to God's Call in Faith	-3	0	-3	NONE
4GENPSY	General Psychology	3	0	3	NONE
7SELECT	Self-Testing Activities	2	0	2	NONE
9EARTSCN	Earth Science	3	0	3	NONE
NSTP1	National Service Training Program1	<u>-3</u>	<u>0</u>	<u>-3</u>	NONE
	TOTAL	23	0	23	

FIRST YEAR, SECOND SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
1DEVRED	Developmental Reading	3	0	3	1ENGLISH
1LIT1	Literature of the Philippines	3	0	3	1INTLIT
3FILBAS	Pagbasa at Pagsulat sa Iba't Ibang Disiplina	3	0	3	3FILSIN
4GENSOC	General Sociology	3	0	3	NONE
5MORAL	Moral Life	-3	0	-3	5GODCAL
6WORDP	Word Processing	0	3	3	NONE
4PHIGOV	Politics and Governance w/ Phil. Constitution	3	0	3	4PHILHIS
9BIOSCN	Biology	3	0	3	NONE
7RHYACT	Fundamentals of Rhythmic Activities	2	0	2	7SELECT
NSTP2	National Service Training 2	-3	0	-3	
	TOTAL	23	3	23	

SECOND YEAR, FIRST SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
1BUSTECH	Business Correspondence and Technical Writing	3	0	3	1ENGLISH, 1DEVRED
3FILRET	Retorika	3	0	3	3FILBAS
1LIT2	Literature of the World	3	0	3	1INTLIT, 1LIT1
4LOGIC	Fundamentals of Logic	3	0	0	NONE
4RIZAL	Life and Works of Rizal	3	0	0	NONE
5PRAYER	Worship, Prayer, and Sacrament	-3	0	-3	5MORAL
6COMGRAD	Computer Applications with Graphics Presentation and Desktop Publishing	0	3	2	6WORDP
9ENVSCN	Environmental Science	3	0	3	
7FUNGAM	Fundamentals of Games and Sports	2	0	2	7SELECT
	TOTAL	20	3	23	

SECOND YEAR, SECOND SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
1INTCOM	Introduction to Communication Theory	3	0	3	1BUSTECH
1SPEECH1	Speech and Oral Communication	3	0	3	1ENGLISH
1EXPOWR	Expository Writing	3	0	3	1ENGLISH, 1DEVRED
2PROSTA	Probability and Statistics	3	0	3	2COLALG
4ARTAPP	Appreciation of Visual and Performing Arts	3	0	3	NONE
4WORCIV	World Civilization	3	0	3	4HISGOV
5INVOLVE	Involvement of the Laity	-3	0	-3	5PRAYER
4 PHILOMAN	Philosophy of Man	3	0	3	4LOGIC
7REACT	Recreational Activities	2	0	2	7SELECT
	TOTAL	23	0	23	

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THIRD YEAR, FIRST SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
____ 1SPEECH2	Public Speaking with emphasis on Argumentation and Debate	3	0	3	1ENG, 1SPEECH, 1BUSTECH, 1DEVRED
____ 1LEMM	Law and Ethics of Mass Media	3	0	3	1INTCOM
____ 1PRINTMED	Print Media Principles and Practices	3	0	3	1INTCOM
____ 1RTVPRAC	Radio and Television Principles and Practices	3	3	3	1INTCOM
____ 1FILJOURN	Filipino Journalism	3	0	3	1INTCOM
____ 1INTPHOTO	Introduction to Photography	3	0	3	1INTCOM
____ 1ELECTIVE1	Information Communication/Campaign	2	1	21	1INTCOM

THIRD YEAR, SECOND SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
____ 1INTCORE	Introduction to Communication Research	3	0	3	JUNIOR STANDING
____ 4PRINECO	Principles of Economics with Taxation and Land Refo	3	0	3	NONE
____ 1INFOGRAD	Information and Graphic Design	2	1	3	
____ 1PHOTOJOURN	Photojournalism	2	1	3	1LEMM, 1INTPHOTO
____ 1INTROAD	Introduction to Advertising	3	0	3	1LEMM
____ 1COPYAD	Copywriting	2	1	3	1LEMM
____ 1ELECTIVE3	Media Management	3	0	3	
	TOTAL	18	3	21	

THIRD YEAR, SUMMER TERM		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
____ Practicum		3	0	3	completed 3rd yr. subjects
	TOTAL	3	0	3	

FOURTH YEAR, FIRST SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
____ 1ADMANAGE	Advertising Management	3	0	3	1INTROAD
____ 1CORESPRO	Communication Research and Thesis Proposal	3	0	3	1INTCORE
____ 1PSYCOMM	Psychology of Communication	3	0	3	1INTCOM
____ 1DEVCOMM	Developmental Communication	3	0	3	1LEMM, 1 PRINTMED
____ 1PUBREL	Public Relations	3	0	3	1FILJOURN
____ 1ADMAR	Principles of Advertising, Marketing and Public Inform	3	0	3	1INTCOM, 1INTROAD
____ 1TRENDAD	Trends in Advertising	3	0	3	
____ 1ELECTIVE3	Educational and Instructional TV	2	1	3	1LEMM
	TOTAL	22	1	23	

FOURTH YEAR, SECOND SEMESTER		LEC	LAB	CREDIT	PREREQUISITE
COURSE NO.	DESCRIPTION	HRS	HRS	UNITS	
____ 1COTESWRI	Thesis Writing in Communication	3	0	3	1CORESPRO
____ 1NEW MEDIA	New Media	2	1	3	
____ 1CREATE-AD	Creativity in Advertising	2	1	3	
	TOTAL	7	2	9	







