



University of San Jose-Recoletos

Magallanes St., Cebu City, Philippines

College of Arts and Sciences



BACHELOR OF ARTS IN LIACOM Major in Communication and Marketing (BA LIACOM) (Effective 2014-2015)

NAME		STUDENT NO.	
CITY ADDRESS		ADVISER	
HOME ADDRESS		BATCH	
TEL. NO. /CELL NO.		E-MAIL ADDRESS	

FIRST YEAR – First Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Com Maj 1	Introduction to Mass Communication	3		
	English 1	Study and Thinking Skills	3		
	History 1	Philippine History and Geography	3		
	Psych 1	General Psychology with Drug Addiction Prevention	3		
	Filipino 1	Komunikasyon sa Akademikong Filipinos	3		
	ReEd 1	Revelation and Faith	3		
	Nat Sci 1	Earth Science	3		
	PE 1	Physical Fitness	2		
	CWTS 11/ROTC 11	Civic Welfare Training Services/Reserved Officer Training Corps.	3		
	Guidance 1	Adjustment to College Life (Phase 1)	-		
Total Units			26		

FIRST YEAR – Second Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Com Major 2	Introduction to Journalism	3	Com Maj 1	
	Mktg Major 1	Introduction to Marketing and it's Principles	3		
	Mktg Major 2	Consumer Behavior	3		
	Advert 1	Introduction to Advertising	3	Com Major 1	
	English 2	Writing in the Discipline	3	English 1	
	Math 1	College Algebra	3		
	ReEd 2	Christology	3	ReEd 1	
	PE 2	Rhythmic Activities	2	PE 1	
	CWTS 12/ ROTC 11	Civic Welfare Training Services/ Reserved Officer Training Corps.	3	CWTS 11	
	Guidance 2	Adjustment to College Life (Phase 2)	-	Guidance 1	
Total Units			26		

SECOND YEAR – First Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Com Major 5	Writing for Marketing Communication (copy-writing)	3	ComMaj 1-4, Mktg 1-2	
	Advert 2	Visual Literacy, Aesthetics and Design	3	Com Major 1 , Advert 1	
	Advert 3	Advertising Photography	3	Mktg Major 1-2, Advert 1	
	Mktg Major 3	Introduction to Market Research	3	Mktg Major 1-2	
	English 3	Speech Improvement and Oral Communication	3	English 1, 2	
	Math B	Mathematics of Investment	3	Math 1	
	Language Elect	French, Spanish, Nippongo, Chinese	3		
	ReEd 3	Church and Sacraments	3	ReEd 2	
	PE 3	Individual/ Dual Sports/ Games	2		
Total Units			26		

SECOND YEAR – Second Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Com Major 6	Media Laws and Ethics	3	Com Major 1- 5	
	Mktg Major 4	Marketing Management	3	Mktg Major 1-3	
	Advert 4	Lay-out through Photoshop and InDesign	3	Advert 1 - 3	
	Advert 5	Advertising and Promotion Campaign that Worked	3	Advert 1 - 3	
	Accounting A	Fundamentals of Financial Accounting	3		
	English 20	Advanced Grammar and Composition	3	English 1, 2	
	ReEd 4	Christian Morality	3	ReEd 1, 2, 3	
	PE 4	Team Sports	2	PE 1, 2, 3	
	Philosophy 1	Logic	3		
Total Units			26		

THIRD YEAR – First Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Com Major 7	Branding/ Product Presentation and Pitching	3	Com Major 1-6 Mktg Major 1-4	
	Com Major 8	News Writing	3	Com Major 1-6	
	Advert 6	Storyboard Making/Advertising Scriptwriting	3	Com Major 1-6 English 1, 2, 3, 20	
	Advert 7	Cinematography Techniques with Lighting and Set Design	3	Com Major 1-6	
	Advert 8	Audio-Video Production through PremierPro and AfterEffects	3	Com Major 1-6	
	Mktg Major 5	Distribution Marketing Management	3	Mktg Major 1-4	
	Mktg Major 6	Market Planning and Forecasting	3	Mktg Major 1-4	
	Com Major 9	Public Relations	3	Com Major 1-8	
	Com Major 10	Social Media Marketing and Web Advertising	3	Com Major 1-8	
Total Units			27		

THIRD YEAR – Second Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Science Elective	General Biology (lecture)	3	NatSci 2	
	EFCOM	Effective Communication	3	English 3	
	Com/Mktg	Events and Promotion Management	3	Third Year Standing	
	Com Major 11	Introduction to Developmental Communication	3	Com Maj. 1-10	
	Research 1	Intro to Communication and Marketing Research (Thesis 1)	3	Third Year Standing	
	Literature 1	The Literatures of the Philippines	3		
	Filipino 2	Pagbasa't Pagsulat sa Iba't Ibang Disiplina	3	Filipino 1	
	Pol Sci 1	Politics and Government with Philippine Constitution	3		
	Economics 1	Principles of Economics with Taxation and Land Reform	3		
Total Units			27		

THIRD YEAR - Summer

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Com Major 12	Crisis Communication	3	Com Maj 1-11	
	Com Major Sem	Seminar in Marketing and Communication	3		
	Mktg Major 8	International Marketing	3	Mktg Major 1-7	
Total Units			9		

FOURTH YEAR – First Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Research 2	Communication and Marketing Research (Thesis 2)	3	Research 1	
	Com/Mktg Elect A	Marketing Proposals and Collaterals	3	Fourth Year Standing	
	Psych 2	Personnel Psychology	3	Psych 1	
	PERD	Personality Development	3		
	Filipino 3	Retorika	3	Filipino 1, 2	
	Literature 2	The Literatures of the World	3	Literature 1	
	Humanities	Art Appreciation	3		
	So An	Sociology and Anthropology (with Family Planning)	3		
	Nat Sci 2	Biological Science with Ecology and Family Planning	3	Nat Sci 1	
Total Units			27		

FOURTH YEAR – Second Semester

FG	Course No.	Description	Units	Pre-requisites	SY/Term Taken
	Practicum	Practicum in Communication, Marketing, and Advertising	6	Fourth Year Standing	
	Rizal	Life and Works of Dr. Jose Rizal	3		
	English 6	Argumentation and Debate	3	English 3, EFCOM	
Total Units			12		

Summary

A. GEC A

Language and Literature	33 Units	
English	18 Units	
Filipino	9 Units	
Literature	6 Units	
Humanities and Social Sciences	21 Units	
Arts	3 Units	
Philosophy	3 Units	
Social Sciences	15 units	
Communication (EFCOM,PERD)	6 Units	
Mathematics and Natural Sciences	18 Units	
Mathematics	9 Units	
Natural Sciences	6 units	
Science Elective	3 Units	
Computer Science	6 Units	
Mandated Subjects (Rizal and History 1)	6 Units	

90 Units

B. Major Courses in Communication

C. Major Course in Marketing

D. Com /Marketing Electives, Media ED

E. Seminar, Research, Internship 1, Internship 2

F. Acctg A

G. Physical Education

H. Religious Education

I. CWTS

Total Number of Units

36 Units

30 Units

9 Units

12 Units

3 Units

8 Units

12 Units

6 Units

206 Units