UNIVERSITY OF SAN JOSE – RECOLETOS
Cebu City

GRADUATE SCHOOL OF ARTS AND SCIENCES

MASTER OF MEDIA STUDIES (MMS)

Effective School Year 2014 - 2015

I.	**FOUNDATION COURSES**		**12 units**
	MMS 101	Media Research	3 units
	MMS 102	Ethical Issues in Media Practice	3 units
	MMS 103	Understanding Media Studies	3 units
	MMS 104	Media Theories	3 units
II.	**MAJOR COURSES**		**18 units**
	MMS 105	Management of Media Organization	3 units
	MMS 106	Research Methods for Media Activism	3 units
	MMS 107	Methods for Media Criticism	3 units
	MMS 108	Market Research for Media Managers	3 units
	MMS 109	Documentary Research Methods	3 units
	MMS 110	Designing Methodologies for Studying Media	3 units
III.	**ELECTIVES**		**9 units**
	MMS 111	Communication Policies and Planning	3 units
	MMS 112	Educational Communication Systems Management	3 units
	MMS 113	Public Information and Public Relations Campaigns	3 units
	MMS 114	Communication in the Asian Context	3 units
	MMS 115	Knowledge Management	3 units
	MMS 116	Media and Culture	3 units
IV.	**THESIS/ PROJECT STUDY/ SPECIAL PROJECT**		**6 units**
	MMS 117	THESIS/ PROJECT STUDY/ SPECIAL PROJECT 1	3 units
	MMS 118	THESIS/ PROJECT STUDY/ SPECIAL PROJECT 2	3 units
	TOTAL UNITS		**45 units**

/nbrc/ 9/Dec/2014