

RESEARCH GUIDES

LIBRARY SERVICES DEPARTMENT

# College of Liberal Arts and Sciences

Research Guides  
AY 2020-2021  
1<sup>st</sup> Sem

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Instructions: Use Google Chrome as your default browser and log on using your official Letran E-mail. Click on the subject title to access the Research Guide. Make sure your device is connected to the Internet.

<b>Academic Program</b>	<b>AB Advertising</b>
<b>Subject Code</b>	<b>Subject Title</b>
ADV201	<a href="#">Introduction to Advertising Content to Concept</a>
ADV208	<a href="#">Advertising Research 1</a>
ADV209	<a href="#">Creative Development and Execution</a>
<b>Academic Program</b>	<b>AB Broadcasting</b>
<b>Subject Code</b>	<b>Subject Title</b>
LAS211	<a href="#">Communication Media</a>
BRD203	<a href="#">Broadcast Criticism</a>
BRD201	<a href="#">The Use of English for Broadcasting</a>
BRD208	<a href="#">Digital Broadcast Newsroom Management</a>
BRD213	<a href="#">Introduction to Film</a>
BRD210	<a href="#">Digital Broadcast Media Promotion</a>
<b>Academic Program</b>	<b>AB Communication</b>
<b>Subject Code</b>	<b>Subject Title</b>
COM201	<a href="#">Advertising principles and practices</a>
COM209	<a href="#">Developmental Communication</a>
COM203	<a href="#">Introduction to Film</a>
COM215	<a href="#">CSR and PR Principles and Practices</a>
<b>Academic Program</b>	<b>AB Journalism</b>
<b>Subject Code</b>	<b>Subject Title</b>
JRN204	<a href="#">Journalism Studies</a>
JRN203	<a href="#">Journalism Ethics</a>

JRN201	<a href="#">Professional English for Journalism</a>
JRN210	<a href="#">Opinion and Commentary</a>
<b>Academic Program</b>	<b>AB Political Science</b>
<b>Subject Code</b>	<b>Subject Title</b>
POL201	<a href="#">Fundamentals of Political Science</a>
POL207	<a href="#">Government and Politics of Developed Countries</a>
POL202	<a href="#">Introduction to Comparative Politics</a>
POL208	<a href="#">Political Behavior, Processes and Movements</a>
POL203	<a href="#">Social Legislation</a>
<b>Academic Program</b>	<b>BS Psychology</b>
<b>Subject Code</b>	<b>Subject Title</b>
PSY204	<a href="#">Biopsychology</a>
PSY212	<a href="#">Clinical Psychology</a>
PSY209	<a href="#">Cognitive Psychology</a>
PSY201	<a href="#">Experimental Psychology (with Laboratory)</a>
PSY202	<a href="#">Introduction to Psychology</a>
PSY205	<a href="#">Psychological Assessment 1 (with Laboratory)</a>
PSY215	<a href="#">Selection and Recruitment</a>
PSY201	<a href="#">Technical Writing in Psychology</a>



