

RESEARCH GUIDES

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College of Liberal Arts and Sciences

Research Guides
AY 2021-2022
1st Sem

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Academic Program	AB Advertising
Subject Code	Subject Title
ADV208	<u>Advertising Research 1 AY 21-22</u>
ADV209	<u>Creative Development and Execution AY 21-22</u>
ADV215	<u>Audio Production for Advertising AY 21-22</u>
ADV210	<u>Print Production AY 21-22</u>
ADV216	<u>Creative Production and Brand Content AY 21-22</u>
ADV217	<u>Data Analytics AY 21-22</u>
ADV219	<u>Media Planning and Buying AY 21-22</u>
Academic Program	AB Broadcasting
Subject Code	Subject Title
BRD209	<u>Broadcast TV Production AY 21-22</u>
BRD211	<u>Post Production AY 21-22</u>
BRD212	<u>Production Design AY 21-22</u>
BRD203	<u>Broadcast Criticism AY 21-22</u>
BRD204	<u>Sound Design AY 21-22</u>
BRD210	<u>Digital Broadcast Media Promotion AY 21-22</u>
BRD217	<u>Broadcasting Media Management AY 21-22</u>
BRD201	<u>The Use of English for Broadcasting AY 21-22</u>
BRD219	<u>Directing AY 21-22</u>
BRD222	<u>Broadcast Research 2 AY 21-22</u>

BRD218	Contemporary Filipino Literature AY 21-22
BRD220	Production Budgeting, Planning and Distribution AY 21-22
BRD221	Social Networks AY 21-22
Academic Program	AB Communication Arts
Subject Code	Subject Title
COM209	Developmental Communication AY 21-22
COM203	Introduction to Film AY 21-22
COM210	Radio and TV Production AY 21-22
COM219	Media Management AY 21-22
COM220	Multimedia Portfolio Management with Laboratory AY 21-22
COM218	Integrated Marketing Communication AY 21-22
COM207	Communication Cognate 3- Specialized Journalism Beat Coverage and Reporting AY 21-22
COM221	Disaster, Risk and Humanitarian Communication AY 21-22
COM222	Communication Research 2 AY 21-22
COM208	Communication Cognate 4 Scriptwriting for the Movies AY 21-22
Academic Program	AB Journalism
Subject Code	Subject Title
JRN209	Communication Performance for Journalism AY 21-22
JRN212	Business and Economic Reporting AY 21-22
JRN213	Disaster Risk Reduction and Conflict Sensitive Reporting AY 21-22
JRN214	Political Journalism AY 21-22
JRN215	Sports and Entertainment Journalism AY 21-22
JRN203	Journalism Ethics AY 21-22

JRN204	Journalism Studies AY 21-22
JRN201	Professional English for Journalism AY 21-22
JRN216	Thesis 2 AY 21-22
Academic Program BS Political Science	
Subject Code	Subject Title
POL215	Qualitative and Quantitative Analysis of Political Data AY 21-22
POL207	Government and Politics of Developed Countries AY 21-22
POL202	Introduction to Comparative Politics AY 21-22
POL208	Political Behavior, Processes and Movements AY 21-22
Academic Program BS Psychology	
Subject Code	Subject Title
PSY202	Introduction to Psychology AY 21-22
PSY201	Technical Writing in Psychology AY 21-22
PSY204	BioPsychology AY 21-22
PSY216	Research Methods in Psychology 2 AY 21-22
Academic Program Legal Management	
Subject Code	Subject Title
LGM201	Human Resources Management for Legal Management AY 21-22
LGM205	Business Law (Obligations and Contracts) AY 21-22
LGM211	Business Protection Laws AY 21-22
LGM212	Law on Business and Transfer Tax AY 21-22
LGM202	Microeconomics Theory and Practice AY 21-22
LGM220	Research Method in Legal Management 2 AY 21-22

LGM206 [Social Responsibility with Legal Ethics AY 21-22](#)

LGM214 [Retail Trade Laws and Consumer Act AY 21-22](#)