

RESEARCH GUIDES

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# College of Liberal Arts and Sciences

Research Guides  
AY 2021-2022  
2nd 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>
ADV203	<a href="#"><u>Advertising Copywriting Brand AY 21-22</u></a>
ADV202	<a href="#"><u>English for the 21st Century Advertisers AY 21-22</u></a>
ADV204	<a href="#"><u>Art Direction: Visual Brand Storytelling AY 21-22</u></a>
ADV205	<a href="#"><u>Branding AY 21-22</u></a>
ADV206	<a href="#"><u>Digital Advertising AY 21-22</u></a>
ADV207	<a href="#"><u>Social Media Technologies for Communication Campaigns AY 21-22</u></a>
<b>Academic Program</b>	<b>AB Broadcasting</b>
<b>Subject Code</b>	<b>Subject Title</b>
BRD202	<a href="#"><u>Broadcast Principles and Practices AY 21-22</u></a>
BRD205	<a href="#"><u>Beat Coverage and Reporting AY 21-22</u></a>
BRD206	<a href="#"><u>Broadcast Radio Production AY 21-22</u></a>
BRD208	<a href="#"><u>Digital Broadcast Newsroom Management AY 21-22</u></a>
BRD207	<a href="#"><u>Cinematography AY 21-22</u></a>
<b>Academic Program</b>	<b>AB Communication Arts</b>
<b>Subject Code</b>	<b>Subject Title</b>
COM201	<a href="#"><u>Advertising Principles and Practices AY 21-22</u></a>
COM202	<a href="#"><u>English Communication for the Media Communicator AY 21-22</u></a>
COM215	<a href="#"><u>CSR and PR Principles and Practices AY 21-22</u></a>
COM211	<a href="#"><u>Communication Cognate 5 - The Theater AY 21-22</u></a>
<b>Academic Program</b>	<b>AB Journalism</b>
<b>Subject Code</b>	<b>Subject Title</b>

JRN202	<a href="#">Research for Journalism AY 21-22</a>
JRN205	<a href="#">Broadcast Journalism: Newsroom Management and Editorial AY 21-22</a>
JRN207	<a href="#">News Reporting and Writing Specialized Beat Reporting AY 21-22</a>
JRN208	<a href="#">Photojournalism AY 21-22</a>
<b>Academic Program</b>	<b>AB Legal Management</b>
<b>Subject Code</b>	<b>Subject Title</b>
LGM203	<a href="#">Introduction to Law with Legal Research AY 21-22</a>
LGM204	<a href="#">Operations Management and TQM for Legal Management AY 21-22</a>
LGM215	<a href="#">Administrative Law AY 21-22</a>
LGM218	<a href="#">Environmental Laws AY 21-22</a>
LGM216	<a href="#">Contemporary Legislation on Business Regulations and Real State AY 21-22</a>
<b>Academic Program</b>	<b>AB Political Science</b>
<b>Subject Code</b>	<b>Subject Title</b>
POL206	<a href="#">Politics and Governance in South East Asia AY 21-22</a>
POL212	<a href="#">Politics and Development of Latin American Countries AY 21-22</a>
POL204	<a href="#">Ancient and Medieval Political Theories AY 21-22</a>
POL211	<a href="#">Conflict Resolution in Case Study AY 21-22</a>
<b>Academic Program</b>	<b>BS Psychology</b>
<b>Subject Code</b>	<b>Subject Title</b>
PSY203	<a href="#">Psychological Statistics with Laboratory AY 21-22</a>
PSY206	<a href="#">Abnormal Psychology AY 21-22</a>
PSY207	<a href="#">Industrial Organizational Psychology AY 21-22</a>
PSY208	<a href="#">Psychological Assessment 2 with Laboratory AY 21-22</a>

