

RESEARCH GUIDES

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College of Liberal Arts and Sciences

Research Guides
AY 2021-2022
2nd Sem

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.

Academic Program	AB Advertising
Subject Code	Subject Title
ADV203	<u>Advertising Copywriting Brand AY 21-22</u>
ADV202	<u>English for the 21st Century Advertisers AY 21-22</u>
ADV204	<u>Art Direction: Visual Brand Storytelling AY 21-22</u>
ADV205	<u>Branding AY 21-22</u>
ADV206	<u>Digital Advertising AY 21-22</u>
ADV207	<u>Social Media Technologies for Communication Campaigns AY 21-22</u>
ADV212	<u>ATL Advertising AY 21-22</u>
ADV213	<u>BTL Advertising AY 21-22</u>
ADV214	<u>CSR and PR Advertising AY 21-22</u>
Academic Program	AB Broadcasting
Subject Code	Subject Title
BRD202	<u>Broadcast Principles and Practices AY 21-22</u>
BRD205	<u>Beat Coverage and Reporting AY 21-22</u>
BRD206	<u>Broadcast Radio Production AY 21-22</u>
BRD208	<u>Digital Broadcast Newsroom Management AY 21-22</u>
BRD207	<u>Cinematography AY 21-22</u>
BRD213	<u>Introduction to Film AY 21-22</u>
Academic Program	AB Communication Arts
Subject Code	Subject Title

COM201	<u>Advertising Principles and Practices AY 21-22</u>
COM202	<u>English Communication for the Media Communicator AY 21-22</u>
COM215	<u>CSR and PR Principles and Practices AY 21-22</u>
COM211	<u>Communication Cognate 5 - The Theater AY 21-22</u>
COM206	<u>Social Media Principles and Practices AY 21-22</u>
COM204	<u>Communication Cognate 1 Art Thinking AY 21-22</u>
COM212	<u>Communication Elective 1 - Creative Writing AY 21-22</u>
Academic Program	AB Journalism
Subject Code	Subject Title
JRN202	<u>Research for Journalism AY 21-22</u>
JRN205	<u>Broadcast Journalism: Newsroom Management and Editorial AY 21-22</u>
JRN207	<u>News Reporting and Writing Specialized Beat Reporting AY 21-22</u>
JRN208	<u>Photojournalism AY 21-22</u>
JRN206	<u>News Editing and Production AY 21-22</u>
Academic Program	AB Legal Management
Subject Code	Subject Title
LGM203	<u>Introduction to Law with Legal Research AY 21-22</u>
LGM204	<u>Operations Management and TQM for Legal Management AY 21-22</u>
LGM215	<u>Administrative Law AY 21-22</u>
LGM218	<u>Environmental Laws AY 21-22</u>
LGM216	<u>Contemporary Legislation on Business Regulations and Real State AY 21-22</u>
LGM207	<u>Alternative Dispute Resolutions AY 21-22</u>
LGM208	<u>Banking Laws AY 21-22</u>

