

RESEARCH GUIDES

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College of Liberal Arts and Sciences

Research Guides
AY 2022-2023
1st Sem

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Academic Program	AB Advertising
Subject Code	Subject Title
ADV201	<u>Introduction to Advertising Concept to Content AY 22-23</u>
ADV210	<u>Print Production AY 22-23</u>
ADV209	<u>Creative Development and Execution AY 22-23</u>
ADV215	<u>Audio Production for Advertising AY 22-23</u>
ADV216	<u>Creative Production and Brand Content AY 22-23</u>
ADV219	<u>Media Planning and Buying AY 22-23</u>
Academic Program	AB Broadcasting
Subject Code	Subject Title
BRD201	<u>The Use of English for Broadcasting AY 22-23</u>
BRD203	<u>Broadcast Criticism AY 22-23</u>
BRD204	<u>Sound Design AY 22-23</u>
BRD209	<u>Broadcast TV Production AY 22-23</u>
BRD208	<u>Digital Broadcast Newsroom Management AY 22-23</u>
BRD210	<u>Digital Broadcast Media Promotion AY 22-23</u>
BRD212	<u>Production Design AY 22-23</u>
Academic Program	AB Communication Arts
Subject Code	Subject Title
COM203	<u>Introduction to Film AY 22-23</u>
COM210	<u>Radio and TV Production AY 22-23</u>

COM209	Developmental Communication AY 22-23
COM218	Integrated Marketing Communication AY 22-23
COM219	Media Management AY 22-23
Academic Program	AB Journalism
Subject Code	Subject Title
JRN201	Professional English for Journalism AY 22-23
JRN203	Journalism Ethics AY 22-23
JRN204	Journalism Studies AY 22-23
JRN209	Communication Performance for Journalism AY 22-23
JRN212	Business and Economic Reporting AY 22-23
Academic Program	BS Political Science
Subject Code	Subject Title
POL201	Fundamentals of Political Science AY 22-23
POL202	Introduction to Comparative Politics AY 22-23
POL203	Social Legislation AY 22-23
POL207	Government & Politics of Developed Countries AY 22-23
Academic Program	BS Psychology
Subject Code	Subject Title
PSY201	Technical Writing in Psychology AY 22-23
PSY202	Introduction to Psychology AY 22-23
PSY204	BioPsychology AY 22-23
PSY205	Psychological Assessment 1 with Laboratory AY 22-23

PSY209	Cognitive Psychology AY 22-23
Academic Program	Legal Management
Subject Code	Subject Title
LGM201	Human Resources Management for Legal Management AY 22-23
LGM202	Microeconomics Theory and Practice AY 22-23
LGM205	Business Law Obligations and Contracts AY 22-23