

Lyceum of the Philippines University
College of Arts & Sciences

Bachelor of Arts in Communication Major in Integrated Marketing Communications

Effective: AY2022-2023

FIRST YEAR – Semester One

Course Code	Course Title	Pre-Requisite	Credit
STSN01A	Science, Technology and Society		3
PCCN01A	Purposive Communication		3
RSPN10A	Developing Reading Skills for Media and Communication Professionals		3
IMCN11A	(PR1) Fundamentals of Marketing		3
ICMN02A	Introduction to Communication & Media		3
TCMN01A	Theories of Communication and Media		3
PHFN01A	Physical Activities Toward Health and Fitness 1		2
LIFN01A	MyLPU Life (Leadership, Involvement, Formation and Engagement)		(3)
			23 units

FIRST YEAR – Semester Two

Course Code	Course Title	Pre-Requisite	Credit
ARTN01A	Art Appreciation		3
ETHN01A	Ethics		3
MMWN01A	Mathematics in the Modern World		3
CCSN05A	Communication, Culture and Society	ICMN02A; TCMN01A	3
PSYN40A	Psychology of Consumers		3
JPLN01A	The Life of Dr. Jose P. Laurel: Nationalist and Nation Builder		3
PHFN02A	Physical Activities Toward Health and Fitness 2		2
			20 units

SECOND YEAR – Semester One

Course Code	Course Title	Pre-Requisite	Credit
RPHN01A	Readings in Philippine History		3
UTSN01A	Understanding the Self		3
MCBN14A	Broadcasting Principles & Practices	ICMN02A	3
IMCN12A	(PR2) Market Research & Consumer Insighting	IMCN11A	3
RDHN01A	Risk, Disaster and Human Communication	ICMN02A	3
LITN20A	Panitikan ng Pilipinas		3
PHFN03A	Physical Activities Toward Health and Fitness 3		2
NSTP01N	National Service Training Program 1		(3)
			23 units

SECOND YEAR – Semester Two

Course Code	Course Title	Pre-Requisite	Credit
FILN21A	Pampropesyunal na Filipino		3
IMCN14A	Advertising Principles	IMCN11A	3
CPLN03A	Communication Planning	ICMN02A	3
IMCN13A	Integrated Marketing Communications		3
IMCN15A	Public Relations with CSR	ICMN02A	3
TCWN01A	The Contemporary World		3
PHFN04A	Physical Activities Toward Health and Fitness 4		2
NSTP02N	National Service Training Program 2		(3)
			23 units

THIRD YEAR – Semester One

Course Code	Course Title	Pre-Requisite	Credit
MCRN06A	Communication Research	TCMN01A; ICMN02A	3
	Indigenous Peoples Studies: A New Perspective		3
SMPN02A	Social Media Principles & Practices	ICMN02A	3
CPMN04A	Communication Management	CPLN03A	3
	Elective 1		3
	Elective 2	TCMN01A, ICMN01A	3
	Elective 3	IMCN11A, IMCN13A	3
			21 units

THIRD YEAR – Semester Two

Course Code	Course Title	Pre-Requisite	Credit
DEVN10A	Development Communication	ICMN02A	3
THCN90A	Thesis 1	ICMN02A; TCMN01A; MCRN06A	3
	Elective 4		3
	Elective 5	TCMN01A, ICMN01A	3
	Elective 6	IMCN11A, IMCN13A	3
	Elective 7		3
			18 units

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THIRD YEAR - Summer Period

Course Code	Course Title	Pre-Requisite	Credit
MITN07A	Internship (400 hours)	Senior Standing	3

FOURTH YEAR – Semester One

Course Code	Course Title	Pre-Requisite	Credit
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THCN91A	Thesis 2	ICMN02A; TCMN01A; MCRN06A; THCN90A	3
MLEN06A	Communication Media Laws & Ethics	ICMN02A	3
	Elective 8	TCMN01A, ICMN01A	3
	Elective 9	IMCN11A, IMCN13A	3
			12 units

FOURTH YEAR – Semester Two

Course Code	Course Title	Pre-Requisite	Credit
MKMN04A	Knowledge Management		3
TNRN01A	The Life and Works of Rizal		3
			6 units

Total Curriculum Units: 149

List of Electives

(Students may choose from the Comm-IMC list, or choose relevant GEE or professional courses from Broadcasting, Journalism and MMA programs)

Course Code	Course Title	Credit
CCDN40A	Concept & Creative Development	3
MCWN17A	Creative & Copywriting	3
CPPL10A	Content Planning & Production	3
IMCN23A	Digital Marketing	3
BCPL16A	Basic Photography	3
MMEL20A	Creative Techniques in Photography	3
MCMN24A	Marketing and Advertising Analytics	3
IMCN17A	Direct Marketing and Sales Promotion	3
MPLN25A	Media Planning	3
MCBN26A	Brand Management and Activation	3
IMCN20A	Events Planning, Organizing & Management	3
IMCN28A	IMC Cases, Planning and Execution	3
MMSL35A	Mutimedia Storytelling	3
DGPL36A	Digital Publishing	3
PRIN35A	Investor Relations	3
FILN22A	Pagsasalang Wika sa Iba't Ibang Disiplina	3
ORGN20A	Communication in Organizations	3

Comparative Difference - CHED required: 125 units; Revised Curriculum 2022: 149 units

Prepared by:

MARIA REBECCA NIETO-LITAN
Program Head

Recommending Approval::

DR. MARILYN L. NGALES
Dean of CAS

Approved by:

MS. JENNIFER D. TUCPI
Officer-in-Charge for Academic Affairs