



## Institute of Arts and Sciences Master of Arts in Communication

The FEU Master of Arts in Communication program aims to enhance the leadership communication competencies of its graduates through discourses on the evolving trends in the management and innovation of structures, processes, and interventions in different organizations. It focuses on the strategic use of communication to strengthen the objectives on an organization as a component of social and national development.

### Program Objectives

1. Demonstrate the ability to conduct projects and programs in various communication setups
  - Design communication programs and campaigns;
  - Conduct research or project in communication / media studies;
  - Strategically incorporate the use of communication technologies in communication related-projects
2. Demonstrate the ability to make strategic, collaborative descriptions
  - Demonstrate an understanding of the interplay of influences on the communication systems of organizations within national and global milieus;
  - Formulate managerial and strategic decisions as communication specialists in a globalized environment;
  - Demonstrate development of personal and collaborative decision skills
3. Understand more comprehensively professional ethics and social consciousness in the communication practice
  - Identify the characteristics and scope of ethical and legal implications of communication plans and policies, and propose course of action in the individual and organizational level
  - Describe and provide examples to the administration of socially relevant projects

### Admission Requirements

Applicants must have:

- a Bachelor's degree, preferably in communication, mass communication, or a related program, from any recognized institution; and
- at least two years work experience, preferably in communication, media or its allied fields.

The following documents should be submitted to the FEU Admission and External Relations Office:

- Official and original Transcript of records (TOR) showing good academic standing.
- Photocopy of the diploma.
- Submission of two (2) sealed recommendation letters from current/ former employers or former professors.
- Submission of a one (1) page, single spaced essay on his/ her reasons for taking graduate studies, his/ her area of concentration and why.
- Satisfactory performance in the Graduate Level Test (GLT).
- Honorable Dismissal.
- International Student applicants need to secure the necessary visas and undergo English Language assessment.

### Curriculum

The program consists of a total of 39 units of course work, of which 24 units are major courses, nine (9) units are electives, and six (6) are cognate courses.



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BASIC COURSES – 6 units

MCOM 100 - Communication Research (3 units)

Development of research design; application of qualitative and quantitative research methods; problems of measurement; data collection, processing, analysis and interpretation. Preparation of the research report – form, content, and style. Lessons on the use of computer software in conducting and processing research data.

MCOM 101 Communication Research Statistics (3 units)

Basic statistical principles useful in communication media organizations are presented. Topics include statistical sampling, probability theory, statistical estimation, hypothesis testing, regression, and correlation analysis and chi-square application. It relates statistics with communication theory and development communication. The use of computer for statistical analysis and computation (e.g. SPSS) is introduced.

REQUIRED COURSES – 12 units

MCOM 200 – Communication Theory (3 units)

Theories and models of the communication discipline examined in terms of established genres and traditions; comparison of the eastern and western theories; impact of ICT, globalization and other megatrends on theory building; basic concepts in theory construction and model building; and intertwining of theory and research.

MCOM 201 – Communication & Management (3 units)

Concepts and techniques of communication as applied in the management of public, private, and non-governmental organizations.

MCOM 202 - Communication Media Laws & Ethics (3 units)

Legal principles, laws, and policies affecting mass media, telecommunications and electronic media (including the Internet). In addition to laws on press freedom, libel, obscenity and pornography, among others, the course will also include intellectual property rights, public domain, e-commerce. Regulations adopted by self-regulatory bodies and professional organizations will also be discussed. Ethical principles in the practice of communication media.

MCOM 203 – New Media Technologies (3 units)

The course examines the role of new media technologies in society and culture. It looks at a range of intellectual traditions and disciplines that will help broaden our understanding of how new media technologies are changing politics, how convergence determines the landscape of our local media, and, how it shapes our identities, our interactions, and our understanding of a new social order. Lastly, this course focuses on the local setting especially on how Filipinos are utilizing technology as a form of expression, as extensions of themselves, and as a tool for development and empowerment.

THESIS/SPECIAL PROJECT – 6 units

This course combines relevant theoretical knowledge in order to produce an independent study on a particular communication phenomenon with practicable results. The student is also required to present their study in appropriate venues and to publish a journal article as part of their output.



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ELECTIVES - 9 units (3 of any of the following)

MCOM 204 - Communication Policies and Planning

Communication policymaking and planning frameworks, processes and stakeholders; areas for policymaking and planning; inventory of communication media policies and plans; issues and advocacies in communication policymaking and planning.

MCOM 205 - Integrated Marketing Communications

A management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force to achieve well-defined organizational objectives.

MCOM 206 - Political Economy of Communication

This course looks at the interplay of communication industries and its links to the larger political and economic roles they play in society. This course is designed to help the students understand how today's communication industries are becoming key players in the local and global business arena and are influencing key policies that shape the way society is structured. Key concepts such as ownership, market, practices, regulation and policies are central to the understanding of this course. Lastly, this course aims to develop critical thinking from a political and economic perspective with an end goal of using this knowledge to create relevant policies that will help shape the future of communication industries.

MCOM 207 - Communication Project Management

The course provides management competencies for communication-related program and projects from initiation stage to implementation, monitoring, and evaluation. It also covers areas related to strategic planning, goal-setting, and leadership styles and strategies.

MCOM 208 - Organizational Communication

Study of organizational patterns, structures and development, with emphasis on communication as a tool and process in achieving effectiveness in the operations of a particular organization, including the analyses of the interrelationships of management theories, principles, and trends.

MCOM 209 - Development Communication

This course provides an examination of communication for planned change. It surveys the use of information, development and communication media in basic communication policies and strategies in relation to problems of modernization and globalization.

It aims to train students in competencies that include: information gathering and processing, knowledge management and problem solving, decision analysis and community development.

MCOM 210 - Digital Media Arts & Multimedia Production (3 units)

A hands-on introductory course that integrates the principles and practices in the use of digital technology for multimedia productions that can be distributed and exhibited in multi-platforms, taking into account the output's educational, entertainment, and informative value.

MCOM 211 – Multimedia Presentation Skills (3 units)

Advanced course on oral presentation that focuses on the use of in-depth, research-based audience analysis, methods of delivery; application of theories of persuasion and multi-media techniques.



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MCOM 212 - Media and Information Literacy (3 units)

This course is designed to develop the students' understanding of communication practices and techniques with the end goal of combining critical approaches with praxis that is responsive to the needs of the current communication landscape. As media and communication practitioners exerting considerable influence in shaping public and private agenda, this course will explore the effects of media to understand how it can work for us, to deconstruct the different myths surrounding media and technology, to create responsible media content, and to develop a media and information literate audience.

MCOM 213 - International/Intercultural Communication (3 units)

This course identifies the key challenges presented by intercultural interaction and how these challenges affect people, their jobs and their relationships. It focuses on the strategies and skills needed to deal effectively with these challenges in a broad variety of interaction contexts.

COGNATES - 6 units (2 of any of the following)

PSY 214 – Group Process (3 units)

This involves exposure to actual group interaction techniques for further development of human resources in the world of work. In addition, this involves the application of leadership skills and coping strategies with the sudden changes in corporate policies

PSY 220 – Seminar on Filipino Personality (3 units)

Study of concepts and indigenous methods in Sikolohiyang Pilipino and its applications in various fields of psychology specifically in the area of research.

PSY 222 – Organizational Development (3 units)

Pragmatic application of the holistic approach to industrial challenges through the use of psychological strategies for problems and solutions related to the development of the field.

EDUC 203B - Curriculum Planning and Development (3 units)

This course discusses the fundamental areas that affect the design and development of a curriculum. It covers theories and principles governing curriculum development, designing and evaluating curriculum and developing instructional materials.

Graduates of non-communication programs will also be required to take the following courses based on the recommendation of the program head:

COMM1 – Introduction to Communication Media (3 units)

This course is an overview of communication as a discipline, a field of study, a profession and an industry. It specifically covers the nature, process and dynamics of communication and the history and growth of mass communication.

COMM 2 – Introduction to Communication Theory (3 units)

This course focuses on the discussion of communication theories, principles and concepts, and their application to real world situations. It will highlight the critical analysis of issues and perspectives in communication and the formulation of solutions to communication problems aided by communication theories.

COMM-RES 1 – Introduction to Communication Research (3 units)

An overview of the concepts, methods, and tools in the design, conduct, analysis, interpretation and critical evaluation of scholarly and industry-based communication research.



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COMM 5 – Communication Management & Entrepreneurship (3 units)  
Application of management theories, principles, and strategies in communication organizations  
(including programs and projects)

**Contact Us**

For questions on application for admission, contact:  
Admission and External Relations Office  
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