

CURRICULUM

Bachelor of Arts in Integrated Marketing Communication (AB-IMC)

Year 1, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
ENG111	Purposive Communication	3	Core Acad.	ENG010
MAT111	Math in the Modern World	3	Core Acad.	None
LIT111	Shakespeare	3	Core Acad.	None
SCI117	Science, Technology & Society	3	Core Acad.	None
TH111	Creed	3	Core Acad.	None
ART111	Visual Arts	3	Core Acad.	None
DPE1	Physical Education 1	2	Non Acad.	None
CSR111	NSTP1	3	Non Acad.	None

Year 1, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
FIL111	Retorikang Filipino	3	Core Acad.	None
MAT112	Mathematical Sciences	3	Core Acad.	MAT111
HIS111	Philippine History	3	Core Acad.	None
PHL111	Philosophical Anthropology	3	Core Acad.	None
APS111	Southeast Asian Studies	3	Core Acad.	None
PS102	Philippine Society and Culture	3	Core Acad.	None
DPE2	Physical Education 2	2	Non Acad.	None
CSR112	NSTP2	3	Non Acad.	CSR111

Year 2, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
ART112	Performing Arts	3	Core Acad.	None
SCI117	Science, Technology & Society	3	Core Acad.	None
PHL112	Ethics of Person	3	Core Acad.	PHL111
HIS112	The Contemporary World and Christianity	3	Core Acad.	None
TH112	Sacraments	3	Core Acad.	TH111
CSR113	Intro to People Development	3	Core Acad.	None
DPE3	Physical Education 3	2	Non Acad.	None

Year 2, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
LIT112	Dante	3	Core Acad.	LIT111
FOS112	Political Thought & Governance	3	Core Acad.	None
HIS113	Rizal	3	Core Acad.	HIS111
TH113	Morals	3	Core Acad.	TH111
PHL113	Ethics of Community/Family	3	Core Acad.	PHL111
APS111	Southeast Asian Studies	3	Core Acad.	None
DPE4	Physical Education 4	2	Non Acad.	None



CURRICULUM

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Year 3, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
CAS	Arts: Theater	3	Core Acad.	None
CAS	Arts: Film	3	Core Acad.	None
IMC1411	Understanding Media and It's Content	3	Major	None
IMC1412	Business Communication & Storytelling	3	Major	None
IMC1423	Marketing Communications Research	3	Major	None
IMC1421	Advertising Management	3	Major	None
IMC1415	Brand Communication Management	3	Major	None

Year 3, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
IMC1427	Business Math	3	Major	None
IMC1422	Communication Ethics & Law	4	Major	None
IMC1528	Applied Research & Analytics	3	Major	IMC1423
IMC1424	Human Insight	3	Major	None
IMC1425	Digital and Social Marketing	3	Major	IMC1415
IMC1426	Brand Activation	3	Major	IMC1421, IMC1415
<i>SED111H</i>	<i>Psychology</i>	<i>3</i>	<i>Major</i>	<i>None</i>

Year 4, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
IMC1511	IMC Principles & Practice	3	Major	IMC1423, IMC1417, IMC1425, IMC1426
IMC1512	Sales & Channel Management	3	Major	None
IMC1514	Creative Strategy and Concept Development	3	Major	None
IMC1515	Media Decisions	3	Major	None
IMC1522	IMC Brand Analytics 1	3	Major	IMC1427
IMC1517	Public Relations & Corporate Communication	3	Major	None
	Elective 1: Branding Strategy	3	Major	None

Year 4, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
IMC1530	IMC Organizational Strategy and Leadership	3	Major	None
IMC1529	IMC Brand Analytics 2	3	Major	IMC1522
IMC1524	IMC Cases and Application	3	Major	IMC1511
IMC1526	Elective 2: Product Development	3	Major	None
IMC1527	Elective 3: Others	3	Major	None

Summary

Unit Type	Units
Core Academic Units	66
Non-academic Units	14
1 Specialization/Major Units	79
Total Units	159

