

# CURRICULUM

## Master of Arts in Integrated Marketing Communication (MA-IMC)

### Year 1, Sem 1

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
ART111	Visual Arts	3	Core Acad.	None
HIS112	The Contemporary World and Christianity	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
ENG111	Purposive Communication	3	Core Acad.	ENG010
MAT111	Math in the Modern World	3	Core Acad.	None
PHL111	Philosophical Anthropology	3	Core Acad.	None
LIT111	Shakespeare	3	Core Acad.	None
TH111	Creed	3	Core Acad.	None
DPE2	Physical Education 2	2	Non Acad.	CSR111
CSR112	NSTP2	3	Non Acad.	None

### Year 2, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
LIT112	Dante	3	Core Acad.	LIT111
PHL112	Ethics of Person	3	Core Acad.	PHL111
TH112	Sacraments	3	Core Acad.	TH111
ART112	Performing Arts	3	Core Acad.	None
PS102	Philippine Society and Culture	3	Core Acad.	None
FOS112	Political Thought & Governance	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
PHL113	Ethics of Community/Family	3	Core Acad.	PHL111
TH113	Morals	3	Core Acad.	TH111
SCI117	Science, Technology & Society	3	Core Acad.	None
HIS113	Rizal	3	Core Acad.	HIS111
APS111	Southeast Asian Studies	3	Core Acad.	None
DPE4	Physical Education 4	2	Non Acad.	None
CSR113	Intro to People Development	3	Major	None



# CURRICULUM

## Master of Arts in Integrated Marketing Communication (MA-IMC)

### Year 3, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
IMC2411	Understanding Media and It's Content	3	Major	None
IMC2412	Business Communication & Storytelling	3	Major	None
IMC2423	Marketing Communications Research	3	Major	None
IMC2414	Advertising Management	3	Major	None
IMC2415	Brand Communication Management	3	Major	None
CAS	Arts: Theatre	3	Major	None
CAS	Art: Film	3	Major	None

### Year 3, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
IMC2421	Business Math	3	Major	None
IMC2422	Communication Ethics & Law	4	Major	None
IMC2528	Applied Research & Analytics	3	Major	IMC2423
IMC2424	Human Insight	3	Major	None
IMC2425	Digital and Social Marketing	3	Major	IMC2415
IMC2426	Brand Activation	3	Major	IMC2414, IMC2415
<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
IMC2511	IMC Principles & Practice	3	Major	IMC2423, IMC2417, IMC2425, IMC2426
IMC2512	Sales & Channel Management	3	Major	None
IMC2514	Creative Strategy and Concept Development	3	Major	None
IMC2515	Media Decisions	3	Major	None
IMC2522	IMC Brand Analytics 1	3	Major	IMC2415
IMC2417	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
IMC2530	IMC Organizational Strategy and Leadership	3	Major	None
IMC2529	IMC Brand Analytics 2	3	Major	IMC2522
IMC2524	IMC Cases and Application	3	Major	IMC2511
IMC2526	Elective 2: Product Development	3	Major	None
IMC2527	Elective 3: Others	3	Major	None
IMC2531	E-Commerce & IMC	3	Major	All AB Subjects
IMC2532	Entrepreneurship & IMC	3	Major	All AB Subjects



## CURRICULUM

### Master of Arts in Integrated Marketing Communication (MA-IMC)

#### **Year 5, Sem 1**

<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>	<b>Unit Type</b>	<b>Pre-Requisite/Co-Requisite</b>
IMC2611	Professional Residency I	12	Major	All AB Subjects
IMC2525	Leadership in Media & MARCOM Organizations	3	Major	All AB Subjects
IMC2614	IMC Finance (IMC 522)	3	Major	All AB Subjects

#### **Year 5, Sem 2**

<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>	<b>Unit Type</b>	<b>Pre-Requisite/Co-Requisite</b>
IMC2621	Professional Residency II	12	Major	All AB Subjects
IMC2622	IMC Effectiveness	3	Major	All AB Subjects
IMC2623	Thesis Integration and Revalida	3	Major	All AB Subjects

#### **Summary**

<b>Unit Type</b>	<b>Units</b>
Core Academic Units	66
Non-academic Units	14
1Specialization/Major Units	121
Total Units	201

