

CURRICULUM

Master of Arts in Media and Entertainment Management (MA-MEM)

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
MEM1411	Understanding Media and its Content	3	Major	LIT111
ART112	Performing Arts	3	Core Acad.	None
ART213	Theater	3	Major	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	3	Non Acad.	None

Year 2, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
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
ART214	Film	3	Core Acad.	None
MEM1412	Business Communication & Storytelling	3	Core Acad.	None
LIT112	Dante	3	Non Acad.	None
DPE4	Physical Education 4	2	Non Acad.	None



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Year 3, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
MEM1431	Digital Storytelling	3	Major	MEM1412
MEM1317	Fundamentals of Show Business Management	3	Major	None
MEM1318	The Language of Entertainment Business	3	Major	None
MEM1319	Essentials of Screenwriting	3	Major	None
MEM1414	Brand Communication Management	3	Major	None
MEM1416	Digital Media Technology	3	Major	None
MEM1418	Fundamentals of Media Research	3	Major	None

Year 3, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
MEM1425	Communication Ethics and Law	4	Major	MEM1411
MEM1428	Audience Research	3	Major	MEM1418
MEM1423	Digital Marketing	3	Major	MEM1431
MEM1422	Content of Broadcast Media	3	Major	MEM1317/MEM1318
MEM1429	Business and Content of Film	3	Major	MEM1317/MEM1318
MEM1517	Multi-Platform Journalism	3	Major	None
MEM1430	Distribution Channels & Methods	3	Major	None

Year 4, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
MEM1513	Entertainment, Culture, and Society	3	Major	MEM1425
MEM1514	Media and Integrated Marketing	3	Major	MEM1418/MEM1428/MEM1414/MEM1423
MEM1515	Entertainment Marketing	3	Major	MEM1428/MEM1423
MEM1520	Entertainment Production Management: The Producer	3	Major	MEM 1417/1415/1519
MEM1518	MEM elective 1	3	Major	None
MEM1522	MEM elective 2	3	Major	None

Year 4, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
MEM2525	Understanding and Navigating Today's Music Industry	3	Major	None
MEM2526	State of the Gaming Industry	3	Major	None
MEM2527	Intellectual Property & Licensing	3	Major	None
MEM2528	Media & Entertainment Finance	3	Major	None
MEM2529	Sports & Events Management	3	Major	None
MEM2530	Entertainment Business Models & Strategy	3	Major	None



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Master of Arts in Media and Entertainment Management (MA-MEM)

Year 5, Sem 1

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
MEM2611	Professional Residency I	12	Major	All AB subjects
MEM2612	Professional Residency Integration	3	Major	All AB subjects
MEM2613	Leadership in Media & MARCOM	3	Major	All AB subjects

Year 5, Sem 2

Course Code	Course Title	Units	Unit Type	Pre-Requisite/Co-Requisite
MEM2621	Professional Residency II	12	Major	All AB subjects
MEM2622	Special Topics in Media & Entertainment	3	Major	All AB subjects
MEM2623	The Final Show (Revalida)	3	Major	All AB subjects

Summary

Unit Type	Units
Core Academic Units	69
Non-academic Units	14
1 Specialization/Major Units	127
Total Units	210

