

Preparing for the K-12: Curriculum Review and Revision of the Communication Research Program

Department of Communication Research

UP College of Mass Communication

Phase 1: Situation Analysis

- Review of communication programs offered by local and foreign higher education institutions
- Consultations with students, alumni, industry representatives, and academics.



Phase 1 – Surveillance of Comm Programs

Review of communication programs offered by local and foreign
Higher Educational Institutions

PROGRAM NAME	DESCRIPTION	CORE COURSES	ELECTIVES	HIGHLIGHTS
<ul style="list-style-type: none">• Communication• Communication + Field of Social Science• Media Studies	<ul style="list-style-type: none">• Bachelor of Arts degree• Taken around 3 to 4 years	<ul style="list-style-type: none">• Communication Theory• Communication Research	<ul style="list-style-type: none">• Production specialization (broadcast, print, film, advertising)• Research specialization	<ul style="list-style-type: none">• Interdisciplinary• Honors program



Phase 1 – Consultations

Insights from Focus Group Discussions with students, alumni, industry representatives, and academics.

COMMRES PROGRAM IMPRESSIONS:
Graduates seen as competitive.

PROGRAM NAME:
Retain, due to its brand and distinction in the academe and industry.

EDUCATION IN COMM AND MEDIA:
There is a need to instill “real-world” knowledge.

INTERESTING OPTION:
Cluster-based/disciplinary minor program.

ASSESSMENT OF COMM & MEDIA INDUSTRY:
Turbulent and changing because of digital media.



Phase 1 – Key Take-Away

**Retain the
BA Communication
Research program name**

**Explore (optional)
Disciplinary Minor Program
tracks**



Phase 2: Framework Development



Phase 2 – Courses Changes

**Comm Res 140: Theoretical
and Methodological
Perspectives in Filipino
Communication Practices**

**Comm Res 145: Theoretical
and Methodological
Perspectives in Message
Production**

**Comm Res 160: Mass
Media Research Methods**

**Comm Res 150: Data
Interpretation**

**Comm Res 155: Research
Dissemination**

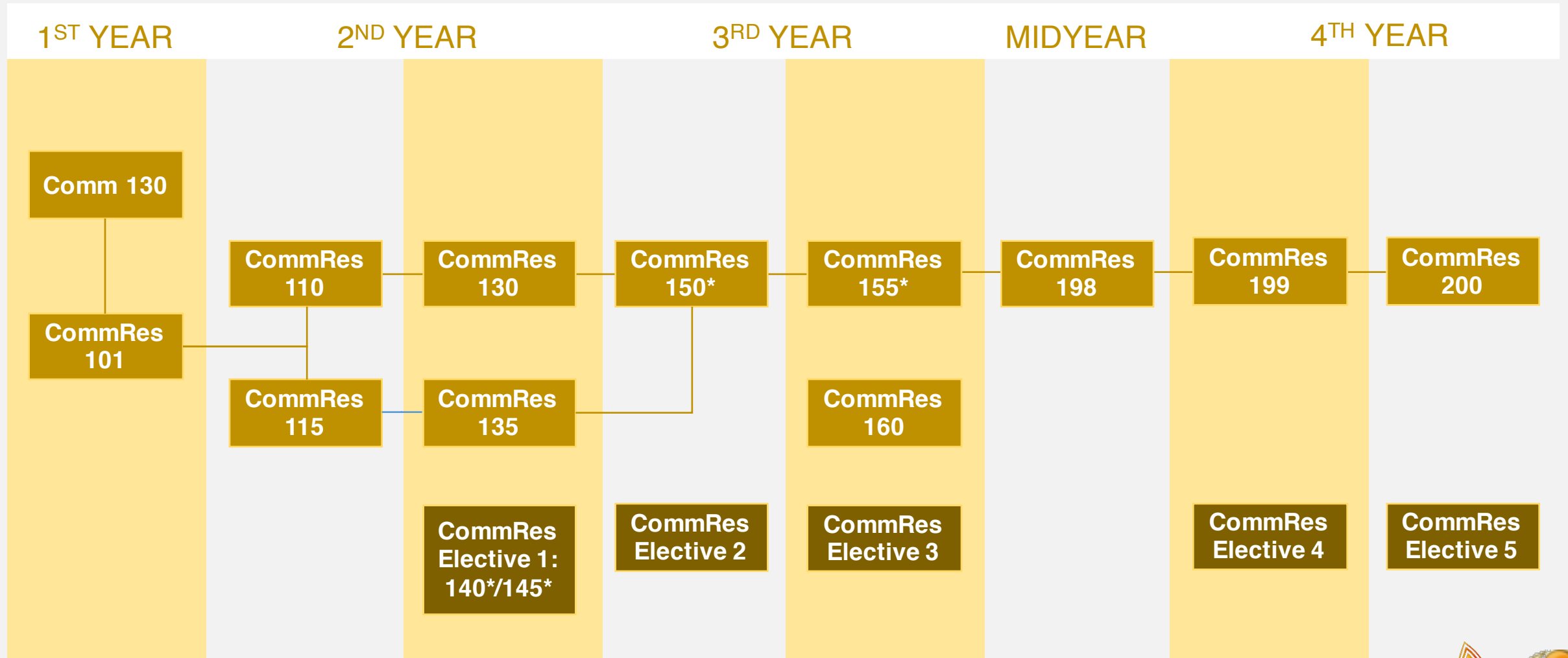


Phase 2 – Renumbering of Courses

Old Course Number	New Course Number	Course Title
CommRes 120	CommRes 135	Quantitative Analysis in Communication Research
CommRes 190	CommRes 160	Mass Media Research Methods
CommRes 195	CommRes 165	Surveys in Communication
CommRes 180	CommRes 177	Project Development in Communication Research
CommRes 160	CommRes 198	Internship



Phase 2 – Major Program Design



Phase 2 – Prospective Minor Program Partners

Bachelor of Arts
Anthropology

Bachelor of Arts
Political Science

Bachelor of Arts
Psychology

Bachelor of Arts
Sociology



Phase 2 – Prospective Minor Program Partners

Initial consultation with program representatives

Minor in SOCIOLOGY

- Students who will minor should take Socio 101 first
- Socio 180 is a 5-unit course
- Socio 110 to 153 are open courses
- For non-majors taking Sociology as a minor, Socio 171 and 172 are advised

Minor in POLITICAL SCIENCE

- The department has an honors program
- There should be a pre-enlistment survey so class size will be determined
- Political Science method classes (PolSc 103 and PolSc 115) are limited to 15 students only
- Theory courses are taken on the third year



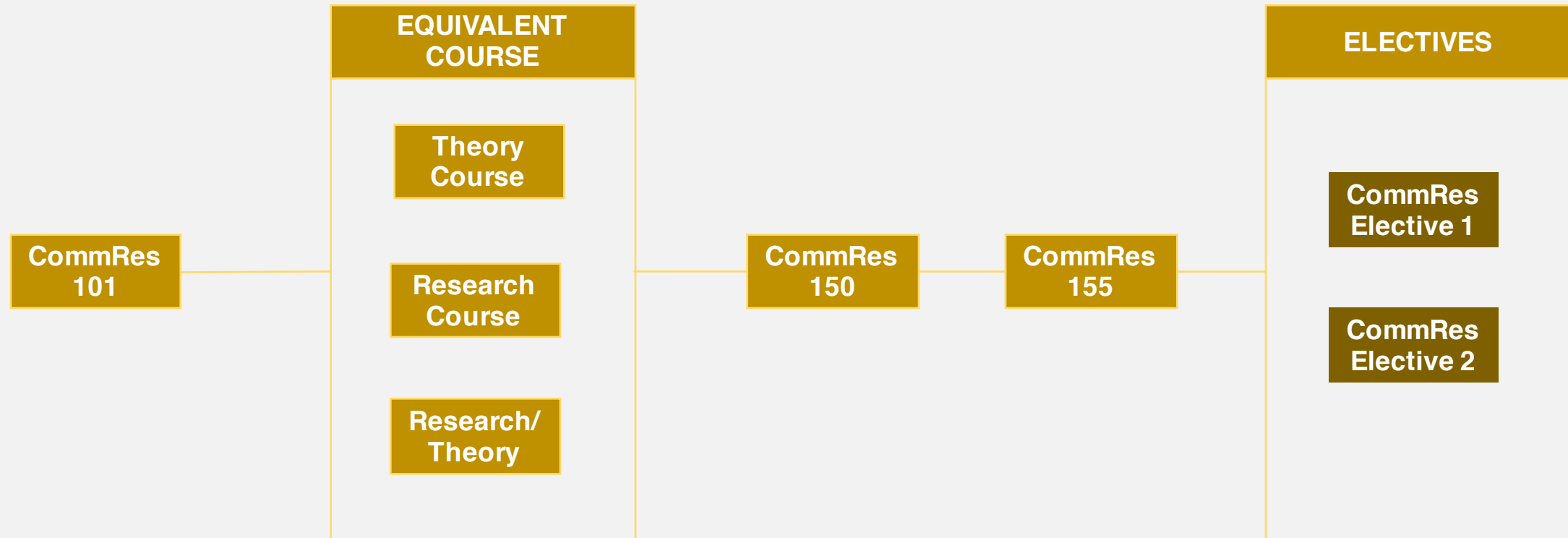
Phase 2 – Proposed program loading

Tatak	Course type	Current load 141 u	Proposed load		Balance
			141 u	147 u	
COMRES	Major	45	48	48	+3
	Core courses	(30)	(33)	(33)	(+ 3)
	Electives	(15)	(15)	(15)	(0)
	Minor/Non-CMC electives	12*	15	15	+3
CMC	Common courses	15	12	12	-3
	Introductory program courses	9	9	9	0
	Electives	0	12**	12**	+12
UP	Common courses	15	15	15	0
	GE	45	30	36	-15; -9

*Non-CMC electives (100 and above);

**CMC courses (100 and above) other than the common courses and the introductory program courses

Phase 2 – Minor in Communication Research Program Design



Transitioning to Phase 3

**Minimum number of
GEP units**

**Change of
prerequisite course
for Communication
130**

**Minor program
collaboration**



Phase 3: Curricular Proposal Development

