

**[ CHED MEMORANDUM ORDER (CMO) NO. 27  
SERIES OF 2011, September 05, 2011 ]**

**POLICIES, STANDARDS AND GUIDELINES (PSG) FOR THE  
MASTER OF ARTS IN COMMUNICATION PROGRAM**

SUBJECT: POLICIES, STANDARDS AND GUIDELINES (PSG) FOR THE  
MASTER OF ARTS IN COMMUNICATION PROGRAM

In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994," CHED Memorandum Order (CMO) No. 36, s.1998, (*"Policies and Standards on Graduate Education"*), CMO No. 9, s. 2003 (*"Addendum to CMO No. 36, s. 1998 Policies and Standards on Graduate Education"*), and by virtue of CEB Resolution No. 208-2011, dated August 22, 2011 and for the purpose of rationalizing the graduate degree programs in Communication in all Higher Education Institutions (HEIs) in the country, this set of Policies, Standards and Guidelines (PSG) is hereby adopted and promulgated by this Commission.

ARTICLE I

INTRODUCTION

**SECTION 1. *Rationale and Background.***—The Master of Arts in Communication (MA in Communication) program provides students with higher order and advanced communication competencies needed in professional practice, teaching and communication studies. The curriculum is responsive to the demands of the changing communication media landscape and the broader socio-political and economic environment. The program prepares students to take a more active, strategic and critical role in shaping the direction of Philippine communication. Students are expected to exercise leadership in the communication profession; undertake research and evaluation in the discipline; and become effective instruments in articulating the needs and aspirations of the Filipino people.

The MA in Communication program is linked with related advanced communication programs in journalism, broadcasting, development communication, and allied programs such as multimedia (digital) arts/studies, public relations and advertising. This graduate program is enriched by various disciplines from the social sciences, humanities and the arts.

ARTICLE II

AUTHORITY TO OPERATE

**SEC. 2.** All Higher Education Institutions (HEIs), both private and public (State Universities and Colleges [SUCs] and Local Colleges and Universities [LCUs]), intending to offer graduate degree programs in communication must secure proper authority from the Commission on Higher Education in accordance with existing

rules and regulations.

## ARTICLE III

### PROGRAM SPECIFICATIONS

**SEC. 3. *Degree Name.***—The degree name shall be Master of Arts in Communication (MA in Communication).

**SEC. 4. *Program Description/ Objectives.***—The MA in Communication program is an integrated, comprehensive approach to the study of communication. It aims to enhance creative and critical thinking; upgrade competencies in communication planning, management, education and training, and research and development; and promote adherence to ethical standards and responsibility.

**SEC. 5. *Specific Professions/ Careers/ Occupations that Graduates of this Program May Go Into.***—Individuals who earned a degree in MA Communication are expected to occupy middle to top management positions in communication-related occupations in any of the following settings: corporate communication, public information, public relations and advertising, mass media, communication education, and research and development. They are also expected to be equipped to pursue new and emerging career options as communication consultants, knowledge managers, multimedia content managers, or planners/designers of alternative learning systems.

**SEC. 6. *Allied Programs.***—Allied programs refer to academic programs that provide similar or related competencies and skills to MA Communication graduates. These programs can also trace some of their disciplinary or theoretical roots to communication.

MA Communication allied programs are Journalism, Broadcasting, Development Communication, Multimedia (Digital Media) Arts/Studies, Public Relations and Advertising.

## ARTICLE IV

### COMPETENCY STANDARDS

**SEC. 7.** Graduates of MA in Communication are expected to have attained a higher level of competency in as many of the following areas:

1. communication policymaking;
2. planning management of and communication programs and campaigns;
3. planning and designing communication learning systems;
4. conducting communication and media research (including monitoring and evaluating communication programs/ projects and outputs); and
5. communication teaching and training (including curriculum planning and learning materials development).

## ARTICLE V

### CURRICULUM

**SEC. 8. Curriculum Description.**—The MA in Communication curriculum reflects a holistic approach to the study of communication. It expands the students' understanding of the strategic use of communication in various contexts and settings, by allowing them to take courses in the various areas of communication.

It has a total of thirty-six (36) units, of which six (6) units are Basic Courses, twelve (12) units are Required Courses, six (6) units are Electives and six (6) units are Thesis or Special Project.

### **SEC. 9. Curriculum Outline**

	NO. OF COURSES	EQUIVALENT UNITS PER COURSE	TOTAL UNITS
<b>BASIC COURSES</b>	2		6
Communication Research Statistical Applications in Communication		3 3	
<b>REQUIRED COURSES</b>	4		12
Communication Theory Communication Media laws and Ethics Communication and Management Information and Communication Technology		3 3 3 3	
<b>ELECTIVES</b>	2	3	6
Communication Policies and Planning Political Economy of Communication Educational Communication Systems Management Public Information and Public Relations Campaigns Communication in the Asian Context Knowledge Management			
<b>COGNATES</b>	2	3	6
The student may take any six units of courses from any of the disciplines in die social sciences und the humanities, including die following: sociology, anthropology, psychology, political science, economics, public administration, art			

studies, linguistics, speech and drama, and other related disciplines.			
<b>COMPREHENSIVE EXAMINATION</b>	<b>REQUIRED</b>		
A student must pass the comprehensive examination to be given upon completion of all academic units/requirements prior to thesis writing.			
<b>THESIS OR SPECIAL PROJECTS</b>	1	6	6
<b>SUMMARY OF UNITS</b>			
Basic Courses	2		6
Required Courses	4		12
Electives	2		6
Cognates	2		6
Thesis or Special Projects	1		6
<b>TOTAL NO. OF UNITS</b>			36

*Section 10. Sample Program of Study*

Year 1			
First Semester		Second Semester	
Course	Unit	Course	Unit
Communication Theory	3	Communication Research	3
Statistical Applications in Communication	3	Communication and Management	3
Cognate (Social Science/Humanities)	3	Communication Media Laws and Ethics	3
		Cognate (Social Science/Humanities)	3
<b>Total</b>	<b>9</b>	<b>Total</b>	<b>12</b>

Year 2			
First Semester		Second Semester	
Course	Unit	Course	Unit
Information and Communication Technology	3	Thesis / Special Project	6
Elective 1 (Communication)	3		
Elective 2 (Communication)	3		
Comprehensive Examination <sup>[*]</sup>			
<b>Total</b>	<b>9</b>	<b>Total</b>	<b>6</b>

<sup>[\*]</sup> Comprehensive examination is taken after completion of all academic requirements.