

Mission Statement

We are a Catholic institution of learning dedicated to advancing the frontiers of knowledge in the theoretical and applied fields through quality graduate education that is comprehensive and responsive to the needs of society.

We are committed to the formation of scholars and high-quality professionals who are ethical, competent, compassionate, and committed to the service of their respective professions, the church, the nation, and the global community.

Vision Statement

We envision a Graduate School that stands for excellence and innovation and that is globally recognized for its distinct degree programs and quality research outputs.

Goals and Objectives

The Graduate School commits itself to develop:

1. competent professionals who, inspired by the ideals of St. Antoninus of Florence, promote excellence in the production, advancement, and transmission of specialized knowledge and skills in the sciences, the arts, and community service;
2. scholarly researchers and creative thinkers who, kindled by St. Thomas Aquinas' ardour for truth, aspire to become founts of intellectual creativity and, in their quest for quality research, are proficient and critical in assessing and communicating information in various fields that impact the professions, the church, the nation, and the global community;
3. professional Christian leaders who, touched by St. Dominic de Guzman's apostolic fire and warmed by Mary's motherly care, articulate ethics and truth, high level of moral maturity in resolving issues and promoting social justice and compassion for the poor, and care for the environment;
4. globally engaged citizens who, with ardent advocacy for life, promote a deeper understanding of tolerance and justice as well as linguistic, religious, and cultural diversities as a result of precise evaluation of modern problems and inquiries;
5. committed scholars who, nurtured by the dogmas of Christian faith and values, are dedicated to the pursuit of truth through the promotion of an intellectual culture that values academic rigor and freedom of scientific investigations; and

6. lifelong learners who, empowered by St. Antoninus of Florence's zeal for learning, are committed to the advancement of a higher culture through a continuous search for intellectual inquiries and new knowledge as well as faithfulness to Catholic intellectual traditions.

Program Intended Learning Outcomes (PILO)

After completing the degree program, the student must be able to:

1. Promote a program of study and a culture of research that integrates marketing and communication concepts drawn from a variety of fields that include marketing, public relations, the creative and production aspects of marketing communication, new media studies and marketing communication research, among others.
2. Demonstrate ability to conceptualize, strategize and execute marketing communication ideas through creative tools, guided by the principles and applications of critical thinking.
3. Exemplify values-driven leadership, ethical conduct and business acumen both in professional practice and in the conduct of marketing communication research.
4. Display proficiency in delivering marketing communication outputs through the various media platforms. Likewise, demonstrate oral presentations and written skills in disseminating marketing communication research outputs.
5. Manifest local and global awareness by exploring the uses and applications of the various media convergences in the digital world for both professional practice and graduate research.
6. Engage in the continuing quest for outstanding marketing communication practice that is matched by excellent research production in the academe in the hope to catch up with the rapid changes in the technological, marketing and communication arenas.

MASTER OF ARTS IN MARKETING COMMUNICATION

PREREQUISITE COURSES: (6 UNITS)

GS 500 – St. Thomas and Critical Thinking

Principles of and skill on critical thinking according to St. Thomas Aquinas in the areas of mental cognition, simple apprehension, judgment and reasoning and of common fallacies towards the acquisition of the art of argumentation.

GS 501 – Research Methods

General strategies of Research including design, basic statistical techniques, writing, evaluation and ethics. Submission of an approved proposal is required.

CORE COURSES: (12 UNITS)

Marketing Communication Theory Marketing Communication Research Advanced Creative Strategy and Management Ethics in Marketing Communication

SPECIALIZATION COURSES: (12 UNITS)

Marketing

Contemporary Marketing Tools Brand Management Strategic Thinking Seminar in New Media

Public Relations

Public Relations Management Digital PR Crisis Planning and Management

Creative

Content Development for Integrated Marketing Communication 1 Content Development for Integrated Marketing Communication 2 Management Creativity

Production

Multi-Platform Production Research Retail Research Consumer Research

Product Research Special Topics

COGNATES: (3 UNITS)

Any course in MBA and MA Communication.

OTHER REQUIREMENTS: (9 UNITS)

Written Comprehensive Examinations (WCE)
TW I - 3 units (Thesis Proposal)
TW II - 3 units (Research Colloquium)
TW III - 3 units (Thesis Defense)

Total = 42 Units

Summary of Program Requirements

Degree Requirements	units
Prerequisite Courses	6
Core Courses	12
Specialization Courses	12
Cognate Courses	3
Written Comprehensive Exam	--
Thesis Writing I	3
Thesis Writing II	3
Thesis Writing III	3
TOTAL	42

**UST Graduate School Administration
Officials and Faculty Set-up**

MARILU R. MADRUNIO, Ph.D.
Dean

FR. JOSÉ ANTONIO E. AUREADA, O.P., S.Th.D.
Regent

ALEJANDRO S. BERNARDO, Ph.D.
Faculty Secretary

GRECEBIO JONATHAN D. ALEJANDRO, Dr.rer.nat.
Director for Graduate Research

JOYCE L. ARRIOLA, Ph.D.
Program Lead
Communication and
Marketing Communication

PROFESSORIAL STAFF
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Christie Que, MS
Jaek Shim, PhD



University of Santo Tomas
THE CATHOLIC UNIVERSITY OF THE PHILIPPINES
MANILA, PHILIPPINES
The Graduate School

MASTER OF ARTS IN
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AY 2014 - 2017