

Master of Arts in **MARKETING** **COMMUNICATION**

PRE-REQUISITE

Course	Professor	Day/Time	Room
St. Thomas and Critical Thinking	E. DELA CRUZ	SAT 8-11	
St. Thomas and Critical Thinking	E. DELA CRUZ	SAT 11-2	
St. Thomas and Critical Thinking	J. AUREADA, O.P.	THU 6-9	
St. Thomas and Critical Thinking	F. TIMBREZA	WED 6-9	
St. Thomas and Critical Thinking	F. TIMBREZA	FRI 6-9	
St. Thomas and Critical Thinking	J. CARIÑO	TUE 6-9	
St. Thomas and Critical Thinking	M. VASCO	SAT 2-5	
St. Thomas and Critical Thinking	R. MATIENZO	TUE 6-9	
Research Methodology	R. LITAO	THU 6-9	
Research Methodology	A. DE GUZMAN	TUE 6-9	

CORE

Course	Professor	Day/Time	Room
Ethics in Marketing Communication	F. CORTEZ	THUR 6-9	
Advanced Creative Strategy & Management	G. PUSTA	SAT 8-11	

SPECIALIZATION

Course	Professor	Day/Time	Room
Content Development for Integrated Marketing Communication 2	J.A. SALANDANAN	SAT 11-2	

COGNATE

Course			
<i>Any 3 unit course that has substantial bearing on the thesis.</i>			

OTHER REQUIREMENTS: *(If required upon admission)*

Course	Professor	Day/Time	Room
Advanced Academic Writing (for Non-English Majors)	L. MOJICA	SAT 11-2	
Independent Research		SAT 2-5	

TERMINAL REQUIREMENTS

Course	Professor	Day/Time	Room
Thesis Writing I (TW1)	A. BERNARDO	SAT 2-5	
Thesis Writing II (TW2)			
Thesis Writing III (TW3)			