

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 | WED 6-9 | |
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| Research Methodology | R. LITAO | THU 6-9 | |
| Research Methodology | A. DE GUZMAN | TUE 6-9 | |

CORE

| Course | Professor | Day/Time | Room |
|--------------------------------|-----------|----------|------|
| Marketing Communication Theory | G. PUSTA | SAT 11-2 | |
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SPECIALIZATION

| Course | Professor | Day/Time | Room |
|------------------------------|---------------|----------|------|
| Brand Management | J. SALANDANAN | SAT 8-11 | |
| Contemporary Marketing Tools | G. PUSTA | WED 6-9 | |

COGNATE

| Course | | | |
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| <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 | WED 6-9 | |
| Thesis Writing II (TW2) | | | |
| Thesis Writing III (TW3) | | | |