

NEW AND REVISED COURSES UNDER THE SCHOOL OF ARTS AND SCIENCES, LA CONSOLACION COLLEGE MANILA

- **BACHELOR OF ARTS IN ADVERTISING****

The course is designed to provide graduates with skills in both traditional and new/electronic media, print, radio, television, and other related fields of communication, such as the advertising, cinema, and the internet. Graduates may end up as copywriters, editors, product researchers, graphics and audio-visual designers, advertising managers, or events organizers and planners.

- **BACHELOR OF ARTS IN BROADCASTING****

The course is designed to provide graduates with skills in both traditional and new/electronic media, print, radio, television, and other related fields of communication, such as the advertising, cinema, and the internet. Graduates may end up as scriptwriters, newscasters, broadcast journalist, field reporters, news writers, TV/radio/film directors, assistant directors, actors, or TV/radio producers.

- **BACHELOR OF ARTS IN MULTI-MEDIA ARTS***

The course combines evolving areas such as digital media and the internet with core skills in communications, programming and graphic design. Graduates may end up as computer graphics engineers, digital video editors, scriptwriters, or radio/TV/film directors.

- **BACHELOR OF ARTS IN PERFORMANCE IN MEDIA ARTS***

The course is designed to fulfill the multi-tasking demands of the current new media industry, combining synergistic elements in digital media arts performance. Graduates may end up as actors, events and TV hosts, researchers, newscasters, broadcast journalists, field reporters, or news writers.

- **BACHELOR OF ARTS IN INTERDISCIPLINARY STUDIES***

The course is designed to establish the inter-connecting relationships of the various disciplines in liberal arts, such as communications, literature, philosophy, sociology, anthropology, psychology and the humanities, towards understanding better holistic industry and academe needs. Graduates are honed to mold their multi-intelligent potentials, ready to relate one's acquired knowledge and skills towards one's preferred choice of discipline. Thus career opportunities available here are enormous and endless.

- **BACHELOR OF ARTS IN CORPORATE COMMUNICATION****

The course is designed to provide graduates with skills in both traditional and new/electronic media, print, radio, television, and other related fields of communication, such as the advertising, cinema, and the internet. Graduates may end up as researchers, public relations officers, corporate communications managers, publications specialists, personnel managers, human relations supervisors as well as community and corporate communication officers.

- **BACHELOR OF ARTS IN JOURNALISM****

The course is designed to provide graduates with skills in both traditional and new/electronic media, print, radio, television, and other related fields of communication, such as the advertising, cinema, and the internet. Graduates may end up as researchers, journalists (traditional and new/electronic), public relations specialists, news writers, newspaper editors, feature writers, as well as in on-line publication writers and publishers.

*NEW

**REVISED

