



LPU

LYCEUM OF THE PHILIPPINES UNIVERSITY
MANILA • MAKATI • BATANGAS • LAGUNA • CAVITE

BACHELOR OF ARTS IN COMMUNICATION

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

Graduates of AB Communication program are expected to attain the following objectives 3 to 5 years after graduation:

- Applied acquired knowledge and developed relevant skills expected of Liberal Arts professionals in the field of Mass Communication.
- Become liberal and creative thinking individuals who contribute to the development in their chosen field in local, national and global work.
- Participated in the conduct of relevant researches and or special projects in Mass Communication.
- Actualized the knowledge acquired into social responsibility through community involvement.

STUDENT OUTCOMES (SO) AND PERFORMANCE INDICATORS (PI)

The Communication student should attain the following by the time of graduation:

a. Communicate effectively through various media forms and situations

Performance Indicators

- a.1. Apply different levels of reading comprehension skills in understanding various reading texts.
- a.2. Demonstrate efficiency in writing business letters, literary genres and library research using grammatically correct sentences.
- a.3. Distinguish and interpret significant details in listening discourse and relate them to social, political and environmental issues.

b. Design, produce, and evaluate print, broadcast, audio-visual, electronic and multimedia outputs

Performance Indicators

- b.1. Analyze the effectiveness of the design of the tri-media.
- b.2. Improved the design for the different types of audiences.
- b.3. Apply the skills in producing & evaluating the media outputs.

c. Engage in research and/or special projects and utilize results for professional and socio-economic development

- c.1. Identify research topic relevant to the field of study.
- c.2. Formulate research problem, purpose of research and hypothesis.
- c.3. Apply ethical principles and guidelines in the conduct of research study.

d. Manifest preparedness and competence for local and global employment

- d.1. Apply the knowledge learned in the corporate world.
- d.2. Prepared to do the task in the workplace.
- d.3. Demonstrate the skills & values learned in the workplace.

e. Adhere to ethical standards and practices

- e.1. Strong foundation in moral philosophy and ethical system.
- e.2. Clear understanding of professional codes of conduct, standards and practices.
- e.3. Ethical in making choices and decisions professionally