CURRICULUM

CODE	DESCRIPTIVE TITLE	UNITS
CORE COURSES		
DEVC 204	Methods of Research in Development Communication	3
DEVC 205	Research Presentation and Publication	3
DEVC 206	Development Communication Concepts and Approaches	3
MAJOR COURSES		
DEVC 211	Communication Policies and Ethics	3
DEVC 221	Production and Management of Print and Broadcast Materials	3
DEVC 231	Production and Management of Multimedia and Digital Media	3
DEVC 241	Communication of Scientific and Technical Information	3
DEVC 251	Advocacy, Communication, and Social Mobilization	3
DEVC 261	Introduction to Communication Media	3
DEVC 271	Communication Theory	3
DEVC 281	Interpersonal Communication in Development	3
DEVC 291	Communication, Culture, and Society	3
ELECTIVE COURSES		
DEVC 216	Communication and Indigenous Knowledge Systems	3
DEVC 217	Project Development and Management	3
DEVC 218	Organizational Communication	3
DEVC 219	Communication and Development Intervention	3
MASTERS THESIS		
DEVC 300-A	Thesis A	3
DEVC 300-B	Thesis B	3
MASTERS PROJECT		
DEVC 301-A	Master's Project A	3
DEVC 301-B	Master's Project B	3

CURRICULUM REQUIREMENTS TO FINISH THE DEGREE

THESIS TRACK

CORE COURSES	9
MAJOR COURSES	15
ELECTIVE COURSES	6
MASTER'S THESIS	6

- Pass a Comprehensive Exam
- Master's Thesis
- Evidence of submission of publication in a refereed journal and proof that the journal is peer reviewed

(BOR Res. No. 44, s. 2023; CMO 15 s. 2019, CMO 21 s. 2025, Admin Memo 0015 s. 2026)

TOTAL UNITS: 36

NON-THESIS TRACK

CORE COURSES	9
MAJOR COURSES	21
ELECTIVE COURSES	6
MASTER'S PROJECT	6

- Pass a Comprehensive Exam
- Master's Project
- Evidence of submission of publication in a refereed journal and proof that the journal is peer reviewed

(BOR Res. No. 44, s. 2023; CMO 15 s. 2019, CMO 21 s. 2025, Admin Memo 0015 s. 2026)

TOTAL UNITS: 42

FEES
(EFFECTIVE SY 2025-2026)

PARTICULARS	AMOUNT
Admission Fee (new student):	₱ 100.00
- local	$ 25.00
- foreign	₱ 1,000.00
Tuition Fee Per Unit	₱ 3,000.00
Technology Fee	₱ 100.00
Medical-Dental Fee	₱ 350.00
Library Fee	₱ 186.00
ID Card Fee (new student only)	₱ 100.00
Miscellaneous Fee	₱ 100.00
Entrance Fee (new student only)	₱ 12.00
ID Validation Fee (every semester)	

VISION
Glocally renowned community of learning promoting collaboration, research, innovation, and knowledge sharing beyond traditional landscape.

MISSION
Provide quality life-long education for all through open, distance, and e-learning systems.

GOALS
1. To design and deliver accessible, high-quality degree programs through distance learning, leveraging technology, industry partnerships, and learner support services to meet the evolving needs of students and society.

2. To establish a sustainable continuing education system that fosters professional growth and lifelong learning through accessible, high-quality programs and industry-aligned opportunities.

3. To design and implement flexible and innovative delivery systems tailored to the needs of distance learners, ensuring accessibility, engagement, and effective learning outcomes.

4. To cultivate leadership in open and distance education by advancing expertise, research, and best practices in innovative and inclusive learning methodologies.

5. To ensure the accessibility of instructional packages for all learners through strategic collaboration, institutional partnerships, and innovative distribution mechanisms.

Benguet State University
OPEN UNIVERSITY

MASTER IN DEVELOPMENT COMMUNICATION

BOR. Res. No. 44, s. 2023

"Bringing quality and affordable education to your doorsteps."

CONTACT US

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ABOUT THE PROGRAM

PROGRAM DESCRIPTION

The Master in Development Communication (MDC) is a two-year graduate program designed to provide communication professionals with a stronger foundation in development communication theories and to provide them with the necessary skills in development communication work. It contains a greater depth and breadth discussion of the relationship of communication and development. The MDC by distance education aims to serve communication practitioners who aspire for a graduate formal degree in communication and who are unable to attend the formal residential mode of instruction.

MODE OF INSTRUCTION

A combination of self-study modules and synchronous sessions at designated learning centers (online) will be provided to participants once a month in a semester. Field activities, assignments, and examinations will supplement this.

COURSE DESCRIPTION

DEVC 204: METHODS OF RESEARCH IN DEVELOPMENT COMMUNICATION

This course prepares the students at the graduate level for research in the academy and in the field. Different research methods used in development communication are introduced. Quantitative, qualitative, or mixed research designs are discussed in detail, with examples in contrived and actual/field settings. Alignment between problem statements and research methodologies (design, sampling, instrumentation, and data-gathering procedure) is emphasized, which will improve the relevance, coverage, and quality of the research.

DEVC 205: RESEARCH PRESENTATION AND PUBLICATION

Statistics and its uses in research are introduced in this course, together with various statistical software and applications used in data analysis presented in the earlier parts of this course. Such is geared towards equipping the students with tools necessary for the defense, presentation, and publication requirements of their research outputs. As a culmination, a form of research is designed as an avenue for the research output presentation and dissemination.

DEVC 206: DEVELOPMENT COMMUNICATION CONCEPTS AND APPROACHES

This course includes the basic concepts, themes, and approaches in development communication in order to facilitate social development. will also explore the roles of media and communication in development issues. It aims to critically assess the strategic use of communication and media tools in advancing the goals of social, cultural, and political change. Lastly, it will try to look into the various approaches, models, and strategies of development communication in theory and historical points of view. Lastly, it will explore the emerging and alternative strategies of communicating social change.

DEVC 211: COMMUNICATION POLICIES AND ETHICS

This course discusses communication planning, its approaches, strategies, tactics, and code of ethics in communication. It will also tackle policy engagements in development communication applicable for the present time. The course will look into the conceptual perspectives and approaches for understanding and evaluating communication ethics in a variety of concepts. Lastly, in order to investigate the factors that influence communication policy, students must go beyond conventional views of media and communication.

DEVC 221:PRODUCTION AND MANAGEMENT OF PRINT AND BROADCAST MATERIALS

Topics of the course include theories, concepts, and guidelines on the design and production of print and broadcast materials. The advantages and disadvantages as well as the different types of print and broadcast materials are included.

DEVC 231: PRODUCTION AND MANAGEMENT OF MULTIMEDIA AND DIGITAL MEDIA

The course will look into the processes, techniques, and guidelines of development communication multimedia materials and digital media production and management from conceptualization, design, and utilization. The differences and similarities of multimedia and digital media are included in the course. This will include current trends within the digital media industry as well as in the multimedia industry.

DEVC 241: COMMUNICATION OF SCIENTIFIC AND TECHNICAL INFORMATION

Concepts on the development of science communication: the generation and organization of scientific knowledge, acquisition of information, and its storage and retrieval; varied ways of disseminating the developed scientific knowledge and technical information; and concepts and practices in risk communication.

DEVC 251: ADVOCACY, COMMUNICATION, AND SOCIAL MOBILIZATION

The course includes the application of advocacy and social mobilization concepts and approaches and the interplay of men and women, indigenous knowledge, local leaders, women's groups, and the community in the success of a communication campaign. This course will explore the role of community mobilization in the context of human-based approaches to community development.

DEVC 261: INTRODUCTION TO COMMUNICATION MEDIA

The course will provide an overview of communication as a discipline, as a field of study, and as a profession. It will also look into the communication process and its elements, history, growth, and development of communication media. The course will examine the crucial role media play in contemporary society and survey the technological, social, cultural, economic, and political impact of communication, media, and their convergence.

DEVC 271: COMMUNICATION THEORY

This course will explore the theories, principles, and concepts in communication issues and perspectives in the study of communication. Specifically, this course explores basic elements in the communication process as they occur in the context of interpersonal relationships, groups and organizations, and various cultural contexts. It will also look into the development of theoretical inquiry in the field of communication as well as evaluate the utility of theory by applying specific criteria and standards. Lastly, it will explore the applications of various communication theories.

DEVC 281: INTERPERSONAL COMMUNICATION IN DEVELOPMENT

This course covers theories, principles, concepts, and processes of person-to-person communication and their application to participatory development work. It would explore communication processes in dyads, small groups, teams, and organizational settings. This course uses experiential and self-reflective approaches in order to develop personal strengths and self-awareness in students that would eventually contribute to the improvement of their communication skills.

DEVC 291: COMMUNICATION, CULTURE, AND SOCIETY

This course will look into existing and emerging global and national communication media landscapes; the role of communication and culture in society with emphasis on the issues In the Philippine setting; and the rights and responsibilities of communicators

DEVC 216: COMMUNICATION AND INDIGENOUS KNOWLEDGE SYSTEMS AND PRACTICES

This course will look into the meanings, relationships, and understanding of local ways in knowing and innovating among IPs/ICCs. It will also explore on the processes, strategies, and interfaces of indigenous knowledge as well as communication in promoting participatory development. Lastly, it will include on the media and communication approaches used to understand existing indigenous knowledge systems and practices..

DEVC 217: PROJECT DEVELOPMENT AND MANAGEMENT

This course will look into the models, concepts, practices, and processes on project development and management. Specifically, it will look into participatory planning, implementation, and evaluation of development projects with basic insight in risk assessment methods and response planning.

DEVC 218: ORGANIZATIONAL COMMUNICATION

This course discusses principles, concepts, and application of organizational communication; knowledge management in the organization; communicating gender at work; communication and leadership; and power and resistance at work. It will also look into the overviews of contemporary philosophies, methods and designs for studying the communications systems within organizations of varying sizes. This will explore on the organizational needs assessment and variety of methods available for improving communication in an organization.

DEVC 219: COMMUNICATION AND DEVELOPMENT INTERVENTION

Models, concepts, and approaches in communication applied in facilitating participation and engagement among specific stakeholders such as children, women, IPs, families, policy makers, and communities in both development and humanitarian contexts and interventions. Both theoretical and practical application will be explored in order to plan and implement interventions for interpersonal, group, inter-group, or organization-wide change.

DEVC 300-A: THESIS A

Independent research study in consultation with the advisory committee is a must. This course requires the student to write his/her thesis proposal and be able to defend it.

DEVC 300-B: THESIS B

Independent research study in consultation with the advisory committee is a must. This course requires the student to write, defend, and bind his/her final manuscript.

DEVC 301-A: MASTER'S PROJECT A

This course intends to enhance and fine-tune his/her project management capabilities by planning a project related to his/her degree program for implementation and evaluation in the succeeding semester. This course enables them to put into practice the management theories and concepts that they learned from their respective degree programs. Under the guidance of their advisers, they prepare a development project proposal/outline based on an overview of all the courses in their degree program. Specifically, they are to identify possible project ideas based on a needs determination process applied to a chosen host organization/community. They must prioritize the project ideas using a set of criteria and choose one with the best comparative advantage.

DEVC 301-B: MASTER'S PROJECT B

With the guidance of the students' advisers, this course facilitates the implementation, documentation, and reporting of the results of the approved Development Project Proposal/Outline. The implementation starts with organizing the resources to be used, including linkages with the project stakeholders identified in the proposal as partners, coimplementers, and beneficiaries. Implementation is monitored and evaluated with appropriate documentation tools and strategies (both narratives supplemented with video and/or photo documentation). The result of the implementation is presented in a knowledge-sharing session initiated by the OU (or in a virtual presentation, as deemed proper). This serves as his/her oral presentation before his/her advisory panel.