

CODE	DESCRIPTIVE TITLE	UNITS
CURRICULUM		
DESCRIPTIVE TITLE		
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
MASTER'S THESIS		
DEVC 300-A/DEVC 301-A	Thesis A	3
DEVC 300-B/DEVC 301-B	Thesis B	3
MASTER'S PROJECT		
DEVC 300-A/DEVC 301-A	Master's Project A	3
DEVC 300-B/DEVC 301-B	Master's Project B	3
CURRICULUM REQUIREMENTS TO FINISH THE DEGREE		
CORE COURSES		9
MAJOR COURSES		15/21
ELECTIVE COURSES		6
MASTER'S THESIS		6
MASTER'S PROJECT		6
Major Requirements		
• COMPREHENSIVE EXAMINATION	✓	
• PROPOSAL & FINAL DEFENSE (THESIS TRACK)	✓	
• PROJECT PRESENTATION (NON-THESIS TRACK)	✓	
TOTAL		
THESIS TRACK		36
NON-THESIS TRACK		42

FEES

PARTICULARS	AMOUNT (PHP)
Admission Fee (new student):	
Local	100
Foreign	\$25
Tuition Fee Per Unit	450
Developmental Fee	100
Online Fee Per Course	
OFW / Foreign	5,000
Internet Fee	300
Medical Fee	100
Library Fee	350
ID Fee	186
Miscellaneous Fee	100

VISION

BSU as an international university engendering graduates to walk through the intergenerational highways

MISSION

BSU CARES to Challenge innovation; Advance technology and facility; Revitalize administration; Engender partnership; and Serve intergenerational roles

GOALS

- 1.To offer through distance learning degree and non-degree programs that are responsive to the needs of learners and the society of which they are part;
- 2.To develop a system of continuing education to sustain professional growth and promote life-long learning;
- 3.To develop and adapt delivery systems appropriate to distance learners
- 4.To provide leadership in development of open and distance education expertise;
- 5.To make instructional packages accessible to all public through collaboration, institutional agreement, and other appropriate mechanisms.

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“Bringing quality and affordable education to your doorsteps.”

MASTER IN DEVELOPMENT COMMUNICATION

BOR. Res. No. 44, s. 2023



BSU CARES

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 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 session 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

DEV204 METHODS OF RESEARCH IN DEVELOPMENT COMMUNICATION

This course prepares the students in the Graduate level for research in the academe and in the field. Different research methods used in Community Health Development 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) are emphasized that will improve the relevance, coverage and quality of the research.

DEV205 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 are presented in the earlier parts of this course. Such is geared towards equipping the students with tools necessary for defense, presentation and publication requirements of their research outputs. As culmination, a form of research is designed as an avenue for the research output presentation and dissemination.

DEV206 DEVELOPMENT COMMUNICATION CONCEPTS AND APPROACHES

This course includes the basic concepts, themes and approaches in development communication in order to facilitate social development. It will also explore on 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 on the emerging and alternative strategies of communicating social change.

DEV211 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 variety of concepts. Lastly, in order to investigate the factors that influence communication policy, students must undergo beyond conventional views of media and communication.

DEV221 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.

DEV231 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.

DEV241 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; concepts and practices in risk communication.

DEV251 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 on the role of community mobilization in the context of human-based approaches to community development.

DEV261 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 of media play in contemporary society and surveys the technological, social, cultural, economic, and political impact of communication, media, and their convergence.

DEV271 COMMUNICATION THEORY

This course will explore on 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 on the applications of various communication theories.

DEV281 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 on communication processes in dyads, small groups, teams, and in organizational settings. This course uses experiential and self-reflective approaches in order to develop personal strengths and self-awareness of students that would eventually contribute to the improvement of their communication skills.

DEV291 COMMUNICATION, CULTURE, AND SOCIETY

This course deals with the principles and processes of obtaining numerical measurements, organization of data into tables, graphs and charts, extracting relevant health information from which numerical description can be formulated and the task of drawing conclusions from the analyzed data, as they apply to various fields of endeavor.

DEV216 COMMUNICATION AND INDIGENOUS KNOWLEDGE SYSTEMS AND PRACTICES

This course shall provide critical analysis of the different concepts of culture, culture care, culture care diversity, culture care universality, cultural structure dimensions, environmental context, ethnohistory, generic (folk or lay) care system, culturally congruent care, culture care preservation, accommodation and culture care repatterning.

DEV217 PROJECT DEVELOPMENT AND MANAGEMENT

This course is designed to discuss vital principles and values of health policies, ordinances, executive orders and laws related to health. Moreover, to examine and critically analyze the national health laws such as universal health care, its application and guidelines that impact health care delivery system. Emphasis on legal and ethical principles applied by health care workers in decision making in any health community setting is enriched.

DEV218 ORGANIZATIONAL COMMUNICATION

This course is intended to provide the graduates the vital knowledge, skills and proper attitude in safeguarding the different workingman against the dangers of injury, sickness or death through safe and healthful working standards. Moreover, assuring health conservation of valuable manpower resources to prevent loss or damage to lives and properties, consistent with the national health development goals and with the government's commitment for a comprehensive health care system of every worker as a complete human being.

DEV219 COMMUNICATION AND DEVELOPMENT INTERVENTION

This course is designed to critically appraise and enhanced the knowledge and skills as well as attitudes of the students on the research process. It shall encourage the students to develop a final thesis proposal. Emphasis is on their application of thesis proposal writing and its presentation, analysis and interpretation of data and summary of findings and recommendations.

DEV300-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.

DEV301-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.

DEV300-A PROJECT A

This course intends to enhance and fine-tune his/her project management capabilities by planning a project related to their 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.

DEV301-B 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, co-implementers 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.