

## Admission Requirements

Applicants for admission to the AIJC Graduate School may be admitted after satisfying the following requirements:

- a bachelors' degree, preferably in journalism or communication;
- a bachelor's degree in any course and at least two (2) years' work experience in any communication-related job;
- passing the admission test and interview;
- submission of required documents, such as evidence of high scholastic performance (GPA of at least 1.5 or B+) and transcript of records;
- submission of two (2) letters of recommendation from past professors and/or employers attesting to the applicant's goal-orientedness and commitment to the journalism or communication management profession.

All admission requirements shall be submitted to the Registrar.

A foreign student should present a Certificate of Eligibility and Study Permit from the Department of Education, and a copy of his/her Alien Certification and Registration.

Transferees shall be required to earn from AIJC seventy-five percent (75%) of the total number of units in the program being pursued.

## Learning Resources and Facilities

AIJC is located at Annapolis Wilshire Plaza, on Annapolis Street in the relatively quiet area of Greenhills, San Juan, Metro Manila. It is accessible to public transport, and parking facilities for private vehicles are available in the neighborhood.

Class hours are adapted to the schedule of the working professional. On weekdays, classes are from 5:30 to 8:30 pm; on Saturdays, classes are from 9:00 am to 7:00 pm (3 courses).

AIJC's faculty consists of professionals and academics with expertise and experience in print, broadcast, and educational media; communication management; communication research, and knowledge management.

Its 7500-volume specialized library is one of the biggest and most comprehensive collections on communication in the country. AIJC also manages the Philippine Communication Centrum, a UNESCO-funded interactive museum of communication artifacts and models. The virtual museum is accessible at [comcentrum.ph](http://comcentrum.ph).

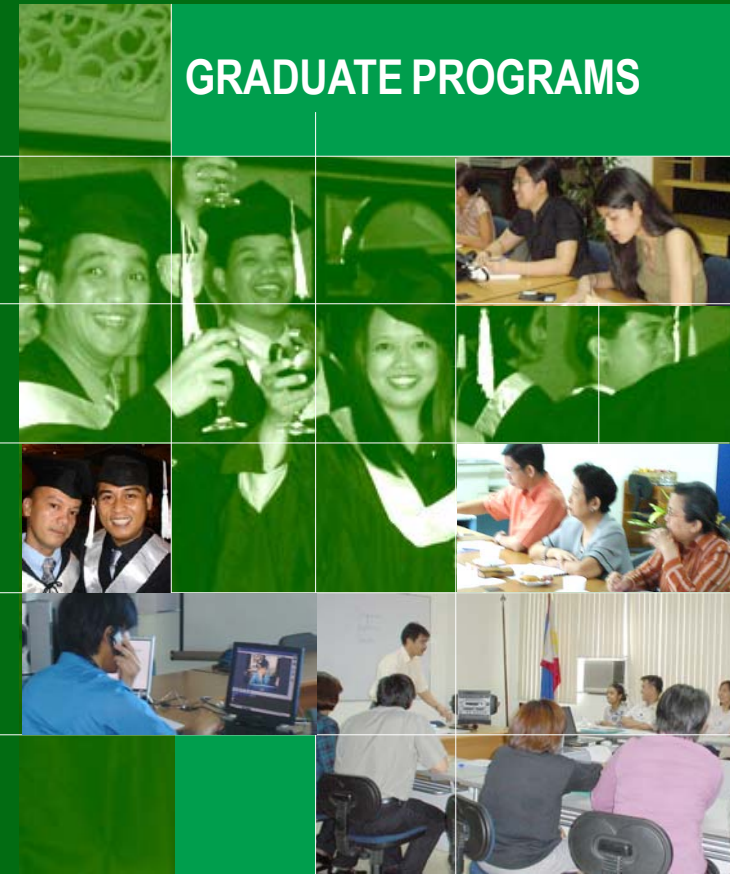
For more information, contact

The Associate Dean/ The Registrar  
Unit 802/902, Annapolis Wilshire Plaza  
# 11 Annapolis Street  
Greenhills, San Juan, Metro Manila  
Tel. Nos. (63-2) 724-4564; 727-6799  
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Asian Institute of Journalism  
and Communication

## GRADUATE PROGRAMS



## Rationale

Many leaders in the communication industry are 'home grown.' That is, they rose from the ranks of mass media, corporate, or public information practitioners to positions of leadership. To be well-prepared for this, communication practitioners need to develop superior professional and leadership skills through relevant continuing education that should begin early in their professional life.

## Vision

AIJC offers its Ladderized Masters Programs in Communication Management and in Journalism to provide communication practitioners with an opportunity for continuing education that has the depth, diversity, quality standard, and motivational element for career mobility, to prepare them for the challenge of leadership in the communication industry.

AIJC students are encouraged to explore emerging career paths, such as online journalism, design of distance education and other alternative learning systems, development of multimedia learning materials, change management, public information, knowledge management, and media entrepreneurship.

## Program Description

Designed to provide continuing education to the communication professional, AIJC's Ladderized Masters Programs enable the student to acquire knowledge and skills in journalism and communication management at three levels: Graduate Certificate, Graduate Diploma, and Masters Degree. Courses are clustered so as to give the student a set of usable skills and in-depth knowledge about a specific area as he/she proceeds from one level to the next.

Courses are taught in the blended mode, combining face-to-face and online methods. Course content integrates research outputs of AIJC's research and development projects.

## Master in Communication Management (MCM) Revised Ladderized Program

### Graduate Certificate in Communication Management

15 units

- Foundation Courses: (9 units)
- Craft of Communication 3
- Communication Issues 3
- Knowledge Management 3
- Major Courses: (6 units)
- Any two of the following:
- Management of Communication Resources 3
- Corporate Communication 3
- The Digital Learning Environment 3
- Multimedia-Based Instructional Design 3
- Development Communication 3
- Communication and Governance 3

### Graduate Diploma in Communication Management

(Graduate Certificate + 12 units)

- Required Major Courses (6 units)
- Advanced Communication Theory 3
- Information and Communication Technology Planning 3
- Elective Courses (6 units)
- Any two of the following:
- Integrated Marketing Communication 3
- Risk and Crisis Communication 3
- ICT in Communication Campaigns 3
- Online Course Development 3
- Management of E-Learning 3
- Cross-Cultural Communication 3
- Development Environment of Communication 3

### Master in Communication Management

(Graduate Diploma + 12 units)

- Communication Research Methods 3
- Statistics Applied to Communication 3
- Thesis/Special Project 6

**Total no. of units required 39 units**

## Master in Journalism (MJ) Ladderized Program

### Graduate Certificate in Journalism

15 units

- Foundation Courses (9 units)
- Craft of Communication 3
- Communication Issues 3
- Knowledge Management 3
- Major Courses (6 units)
- Any two of the following:
- News Development Techniques 3
- Civic Journalism 3
- Investigative Journalism 3
- Economic and Finance Reporting 3
- Science and Technology Communication 3

### Graduate Diploma in Journalism

(Graduate Certificate + 12 units)

- Required Major Courses (6 units)
- Advanced Communication Theory 3
- Information and Communication Technology Planning 3
- Elective Courses (6 units)
- Any two of the following:
- Online Journalism 3
- Broadcast Journalism 3
- Photojournalism 3
- Communication and Governance 3
- Editorial Clinic 3
- Communication Media Laws and Ethics 3
- Development Communication 3
- Development Environment of Communication 3

### Master in Journalism

(Graduate Diploma + 12 units)

- Communication Research Methods 3
- Statistics Applied to Communication 3
- Thesis/Special Project 6

**Total no. of units required 39 units**