

**[ CHED MEMORANDUM ORDER (CMO) NO. 26  
SERIES OF 2011, September 05, 2011 ]**

**POLICIES, STANDARDS AND GUIDELINES (PSG) FOR THE  
MASTER OF SCIENCE IN DEVELOPMENT COMMUNICATION  
PROGRAM**

SUBJECT POLICIES, STANDARDS AND GUIDELINES (PSG) FOR THE MASTER  
: OF SCIENCE IN DEVELOPMENT COMMUNICATION PROGRAM

In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994," CHED Memorandum Order (CMO) No. 36, s. 1998 ("*Policies and Standards on Graduate Education*"), CMO No. 9, s. 2003 ("*Addendum to CMO No. 36, s. 1998 Policies and Standards on Graduate Education*"), and by virtue of CEB Resolution No. 208-2011, dated August 22, 2011 and for the purpose of rationalizing the graduate degree programs in Development Communication in all Higher Education institutions (HEIs) in the country, this set of Policies, Standards and Guidelines (PSG) is hereby adopted and promulgated by this Commission.

ARTICLE I

INTRODUCTION

**SECTION 1. *Rationale and Background.***—The Master of Science in Development Communication program provides students with higher order and advanced communication competencies needed in professional practice, teaching and communication studies. The curriculum is responsive to the demands of the changing communication media landscape and the broader socio-political and economic environment. It prepares students to take a more active, strategic and critical role in shaping the direction of Philippine communication media and in applying communication in development. Students are expected to exercise leadership in the communication profession; undertake research and evaluation in the discipline; and become effective instruments in articulating the needs and aspirations of the Filipino people.

The MS in Development Communication program is linked with related advanced communication programs in journalism and broadcasting and allied programs such as public relations and advertising. It is enriched by various disciplines from the social sciences, humanities and the arts.

ARTICLE II

AUTHORITY TO OPERATE

**SEC. 2.** All Higher Education Institutions (HEIs), both private and public (State Universities and Colleges [SUCs] and Local Colleges and Universities [LCUs]), intending to offer graduate degree programs in development communication must

secure proper authority from the Commission on Higher Education.

## ARTICLE III

### PROGRAM SPECIFICATION

**SEC. 3. Degree Name.**—The degree name shall be Master of Science (MS) in Development Communication.

**SEC. 4. Program Description/ Objectives.**—The MS in Development Communication program aim to develop advanced competencies in any or all of the following communication areas applied in development: theory-building, research, education and training, policy development and program planning and management.

**SEC. 5 Specific Professions/Careers/Occupations that Graduates of this Program May Go into**— Individuals who earned a degree in MS Development Communication are expected to occupy middle to top management positions in communication-related occupations in any of the following settings: corporate communication, public information, public relations and advertising, mass media, communication education, and research and development. They are also expected to be equipped to pursue new and emerging career options as communication consultants, knowledge managers, multimedia content managers, or planners/designers of alternative learning systems.

**SEC. 6. Allied Programs.**—Allied programs refer to academic programs that provide similar or related competencies and skills to MS Development Communication graduates. These programs can also trace some of their disciplinal or theoretical roots to communication.

MS Development Communication allied programs are Communication, Journalism, Broadcasting, Multimedia (digital media) Arts/Studies, Public Relations and Advertising.

## ARTICLE IV

### COMPETENCY STANDARDS

**SEC. 7.** Graduates of MS in Development Communication are expected to have acquired the following competencies:

- expertise in teaching
- expertise in conducting research and evaluation;
- expertise in developing and managing systems, programs and projects in communication for development; and
- knowledge on development theories and paradigms, current and emerging development issues and the role of communication in the development context.

ARTICLE V

CURRICULUM

**SEC. 8 Curriculum Description.**—The MS in Development Communication curriculum is a holistic approach to the study of the strategic use of communication theories, paradigms, policies, strategies and tools in addressing diverse development issues and concerns affecting communities and societies in different socio-political and economic settings. The program seeks to offer a balanced curriculum in terms of theory, research and practice.

It has a total of thirty-six (36) units, of which six (6) units are Basic Courses, twelve (12) units are Required Courses, six (6) units are Electives and six (6) units are Thesis or Special Projects. Seminar courses offer lectures and/or presentations from resource persons/experts who will take different relevant topics. Non-seminar courses, however, may also include lectures by resource persons/guest lectures, and are basically conducted in the traditional manner, and may adopt other methodologies.

**SEC. 9. Curriculum outline**

	NO. OF COURSES	EQUIVALENT UNITS PER COURSE	TOTAL UNITS
<b>1. BASIC COURSES</b>	2		<b>6</b>
Development Communication Research		3	
Statistical Applications in Communication		3	
<b>2. REQUIRED COURSES</b>			<b>12</b>
Communication Theory		3	
Communication and Development		3	
ICT in Development		3	
Research method course: Quantitative Approaches to Communication Research <u>or</u> Qualitative Approaches to Communication Research		3	
Graduate Seminar in Development Communication		(1)	
<b>3. ELECTIVES</b>	2	3	6
Development Communication Approaches			
Participatory Development Communication			
Development Broadcasting			
Communication and Culture			
Organizational Communication and Communication Networks			
Educational Communication			
Science Communication			

Development Journalism Knowledge Management			
<b>4. COGNATES</b>	2	3	6
May all be taken in any other discipline offered in die university/school in the humanities, social sciences, natural sciences, or technical fields.			
<b>5. COMPREHENSIVE EXAMINATION</b>	REQUIRED		
A student must pass the comprehensive examination to be given upon completion or all academic units /requirements prior to thesis writing.			
<b>6. SUMMARY OP UNITS</b>			
Basic Courses	2		6
Required Courses	4		12
Electives	2		6
Cognates	2		6
Thesis or Special Projects	2		6
<b>TOTAL NO. OF UNITS</b>			<b>36</b>

**Section 10. Sample Program of Study**

<b>Year 1</b>			
<b>First Semester</b>		<b>Second Semester</b>	
<b>Course</b>	<b>Unit</b>	<b>Course</b>	<b>Unit</b>
Communication Theory	3	Development Communication Approaches	3
Development Communication Research	3	Communication and Development	3
Statistical Applications in Communication	3	ICT in Development	3
Elective 1	3	Elective 2	3
<b>Total</b>	<b>12</b>	<b>Total</b>	<b>12</b>

<b>Year 2</b>			
<b>First Semester</b>		<b>Second Semester</b>	
<b>Course</b>	<b>Unit</b>	<b>Course</b>	<b>Unit</b>
Research Methods course	3	Graduate Seminar in Development Communication	1
Cognate 1	3	Thesis or Special Projects	6
Cognate 2	3		
Comprehensive Examination <sup>[*]</sup>			