



**Faculty of Education and Liberal Studies
School of Humanities and Social Sciences**

Module Selection Guide

**Bachelor of Arts in Communication Arts and Technology
(BA CAT)**



**Course Code: UBACOATFXUIA
Academic Year 2023-2024**

**ALL BACAT CORE MODULES AND ELECTIVES
WILL BE OFFERED FACE TO FACE**

Student's Name:

Student's ID#:

Start Date: Expected End Date:

Contact #:Email:

Module Code	Module Name	Pre-requisite (P) Exemption (E) Transfer Credits (T)	Credits	Semesters	Pass/Fail	Modality
Year 4						
CAT4002	Communication Studio 5	(P) CAT3000 & CAT3009	3	1		F2F
CAT4001	Media Project 1	(P) CAT3000,3009,3017,3019	3	1		F2F
CAT4000	Practicum	ALL writing and studio modules	3	1		F2F
CAT4005	Communication Studio 6	(P) CAT3000 & CAT3009	3	2		F2F
CAT4003	Media Project 2	(P) CAT3000, CAT3009 CAT4001	3	2		F2F
Total				15		
General Education Modules						
RES3001	Research Methods		3			(B)
ENT3001	Entrepreneurship		3			F2F & online
Total				6		
University Elective						
***	Student Choice		3			
TOTAL CREDITS FOR GRADUATION				120-121		

The BACAT offers 3 areas of concentration:

- Journalism
- Public Relations and
- Advertising

P.S. During the second and final years, students are encouraged to choose electives from the areas of concentration.

Revised July 2023

Modality Key:

Face-to-Face (F2F)
Blended (B) Online (O)

Modules offered across Semesters (*)

Note: Lecturer to confirm unassigned modules

Module Code	Module Name	Pre-requisite (P) Exemption (E) Transfer Credits (T)	Credits	Semesters	Pass/Fail	Modality
	YEAR 1					
CAT1004	Communication & Media Theories		3	1		F2F
CAT1001	Writing Workshop 1		3	1		F2F
COM1002	Oral Communication		2	1		F2F
CAT1002	Introduction to Communication Arts and Technology 1		4	1		F2F
CAT1006	Media, Culture, and Society 1		2	2		F2F
CAT1003	Writing Workshop 2	(P) CAT1001	3	2		F2F
CAT1005	Introduction to Communication Arts and Technology 2		4	2		F2F
CAT1008	Professional Seminars 1		1	2		F2F
Total			22			
	General Education Modules					
MAT1044*	College Mathematics 1A		4			(B)
INT1001 *	Information Technology		3			F2F
CSP1001 *	Community Service Project		1			F2F & online
ENS3001 *	Environmental Studies		3			(B)
Total			11			
	YEAR 2					
CAT2012	Fundamentals of Journalism	(P) CAT1001	3	1		F2F
CAT2000	Introduction to Research for Communicators		3	1		F2F
CAT2002	Communication Studio 1	(P) CAT1002	4	1		F2F
CAT2013	Writing Workshop 3	(P) CAT1001	2	1		F2F
CAT2001	Legal & Ethical Issues in Media & Communication		3	1		F2F
CAT2007	Communication Studio 2	(P) CAT1005	4	2		F2F
CAT2014	Writing Workshop 4	(P) CAT1003	2	2		F2F
CAT2006	Intro to Comm. Analysis Planning & Design		3	2		F2F
Total				24		

Module Code	Module Name	Pre-requisite (P) Exemption (E) Transfer Credits (T)	Credits	Semesters	Pass/Fail	Modality
BACAT Course Elective						
CAT2011	Contemporary Prose		4	2		F2F
CAT2003	Organizational Communication	(P) CAT1001	4	1		F2F
CAT2004	Principles of Advertising	(P) CAT1001	4	2		F2F
CAT2008	Journalism Processes and Practices		4	2		F2F
CAT2010	Advertising Processes and Practices		4	1		F2F
Total				20		
General Education Modules						
SOC3002*	Social Psychology		3			F2F & online
COM2016*	Critical Thinking, Reading, and Writing		3			F2F
Total				6		
YEAR 3						
CAT3019	Scriptwriting 1	(P) CAT2013	3	1		F2F
CAT3017	Professional Voice and Speech	(P) COM1002	3	1		F2F
CAT3000	Communication Studio 3	(P) CAT2002	4	1		F2F
CAT3009	Communication Studio 4	(P) CAT2002 & CAT2007	4	2		F2F
CAT3023	Media, Culture, and Society 2		2	2		F2F
CAT3024	Professional Seminars 2		2	2		F2F
Total				18		
BACAT Course Elective						
CAT2009	Public Relations Processes and Practices	(P) CAT1001	4	1		F2F
CAT3020	Documentary Photojournalism	(P) CAT1005	4	2		F2F
CAT3003	Creative Strategies in Advertising	(P) CAT2004	4	2		F2F
CAT3002	Public Relation Strategies	(P) CAT2013	4	1		F2F
CAT3010	Journalism and New Media	(P) CAT2012	4	1		F2F
CAT3007	Communication Analysis, Planning & Design		4	2		F2F
CAT3012	Case Studies in Advertising		4	2		F2F
Total				28		

