



Republic of the Philippines
Department of Education
Region VII, Central Visayas



DIVISION OF CEBU PROVINCE

Sudlon, Lahug, Cebu City

17 November 2014

DIVISION MEMORANDUM

No. 636 s. 2014

**FEASIBILITY STUDY ON A NEW COURSE TRACK TO BE OFFERED
BY THE UNIVERSITY OF THE PHILIPPINES CEBU**

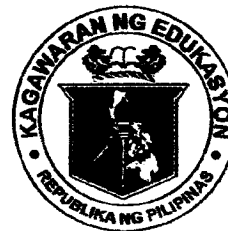
**To: Assistant Superintendents
Education Supervisors/Coordinators
District Supervisors/OICs
Elementary School Heads
Heads, Private Elementary Schools**

1. Attached is Regional Memorandum No. 693, dated November 5, 2014, entitled, "**Feasibility Study on a New Course Track to be Offered by the University of the Philippines Cebu**".
2. Immediate dissemination of this Memorandum is desired.

ARDEN D. MONISIT, Ed.D.
Schools Division Superintendent



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
REHIYON VII, GITNANG VISAYAS
REGION VII, CENTRAL VISAYAS
Sudlon, Lahug, Cebu City



NOV 05 2014


REGIONAL MEMORANDUM

No. 693, s. 2014

FEASIBILITY STUDY ON A NEW COURSE TRACK TO BE OFFERED BY THE
UNIVERSITY OF THE PHILIPPINES CEBU

TO: Schools Division Superintendents
Officer-in-Charge of Regular Divisions

1. Attached is a letter from Mr. Gregg S. Loren, Faculty for Advertising, Multimedia Arts, and English, Arts and Humanities Cluster of the University of the Philippines Cebu, requesting permission to conduct a survey among the targeted students in high school in the Divisions of Region VII.
2. Please extend your support and cooperation to the team members in the collection of data in your respective localities.
3. For information and guidance.


CARMELITA T. DULANGON
Director III
Officer-in-Charge

CTD/MCG/cf

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; 255-4542 Field Technical Assistance Division (FTAD),
Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030;
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

"ESD 2015: Kamapagan ng Lahat, Pannanagutan ng Lahat"



RD2014-20003

31 - Oct

University of the Philippines Cebu

Use the prescribed UP letterhead

October 30, 2014

Dr. Carmelita T. Dulangon
Region VII, Director
Department of Education
Sudlon, Lahug, Cebu City

Dear Dr. Dulangon:

Greetings from UP Cebu!

The Arts & Humanities Cluster of the University of the Philippines Cebu is proposing for the institution of a new course track, BA Communication major in Creative Communication, as part of endeavor to update the BA Mass Communication program of the university. The course is designed to respond to the need of providing academic training for students who are inclined towards communication studies with creative and humanistic focus. The track is also designed for students of communication to become prepared for the advances of the new media.

One of the components of the proposal to be submitted to UP System is a feasibility study that would establish the statistical data that support the need for the track among potential communication students. This study targets graduating high school students for AY 2014-2015. May we, therefore, request for your permission to allow us to conduct the survey among the targeted students in high schools within your jurisdiction in Region VII?

We look forward to your favorable response as I remain

Sincerely,



Gregg S. Lloren
Faculty for Advertising, Multimedia Arts, and English
Arts and Humanities Cluster

Endorsed by:



Prof. Lilia Tio
Chair, Arts & Humanities Cluster