



OUTCOMES-BASED EDUCATION (OBE) COURSE SYLLABUS

Course No.: ELPr 143
Course Title: Language and Advertising

I. UNIVERSITY INFORMATION

1. Vision of the University

A globally competitive university for science, technology, and environmental conservation

2. Mission of the University

Development of a highly competitive human resource, cutting-edge scientific knowledge and innovative technologies for sustainable communities and environment.

3. VSU Quality Policy Statement

The Visayas State University (VSU), a globally competitive university of science and technology and environmental conservation, is created by law to develop highly competitive human resource, cutting-edge scientific knowledge and innovative technologies for sustainable communities and environment.

Towards this end, we, at the Visayas State University, commit to:

- Produce highly competent, quality and world-class manpower in science and technology, especially for agriculture, environmental management and industry who are proficient in communication skills, critical thinking and analytical abilities;
- Generate and disseminate relevant knowledge and technologies that lead to improved productivity, profitability and sustainability in agriculture, environment and industry; and
- Satisfy the needs and applicable requirements of the industry, the community and government sectors who are in need of quality graduates and technology ready for commercialization through the establishment, operation, maintenance and continual improvement of a Quality Management System (QMS) which is aligned with the requirements of ISO 9001:2015.

It shall be the policy of the university that the quality policies and procedures are communicated to and understood by all faculty, staff, students and other stakeholders and that the system be continually improved for its relevance and effectiveness.


EDGARDO E. TULIN
President
v0 07-16-2019

4. Quality Goals of the College of Arts and Sciences

- Sustained Excellence in Instruction. Produce highly competent and world-class manpower in science and technology (S&T), especially for agriculture, environmental management and industry who are proficient in communication skills, critical thinking, and analytical abilities,
- Innovative RDE System and Competitive S&T Products. Generate and disseminate relevant knowledge and technology that lead to improved productivity, profitability and sustainability in agriculture, environment, and industry,
- Adequate and Sustainable Resource Generation Activities. Generate adequate resources to support the University's instruction, research and extension pursuits and physical infrastructure needs in the face of declining government subsidy to state universities and colleges (SUCs),
- Efficient, Effective and Client-Centered Administrative Support Services. Provide a timely, accessible, acceptable and customer-friendly administrative support system that promotes partnership and sense of shared stewardship with students, faculty, alumni and other stakeholders.

5. Quality Objectives of the Department of Liberal Arts and Behavioral Sciences

Vision:

A center of excellence in the humanities and behavioral sciences genuinely concerned in the total development of the individual as a catalyst for societal change.

Mission:

Provide dynamic leaders who are globally competent through a strong foundation in both knowledge and skills in communication, human behavior, and the arts.

Goals:

1. Provide high professional instruction in the shaping of individuals as human beings vis-à-vis with their exposure to agriculture, technical and allied fields.
2. Promote research, extension, and production geared towards countryside development.

General Objectives

1. Develop high caliber VSU graduates with strong background in the humanities and social sciences and who can provide effective leadership in scientific investigation.
2. Become a center in the application of new knowledge for cultural and social upliftment.

Specific Objectives

1. Graduate Program

1. Provide a pragmatic leadership and expertise in language teacher training.
2. Promote productive scholarship through research-oriented projects and enriched curricular activities.

3. Encourage students to be self-reliant and practice independent thinking through extramural studies while still carrying out their jobs and other responsibilities.
2. General Preparatory Program

1. Provide basic liberal arts and social science courses such as English, Filipino, Humanities, Psychology, Social Science, Speech, Philosophy and Spanish, for all degree and non-degree programs of VSU.
2. Develop student's communication skills useful in their fields of specialization.
3. Provide students with experiences designed to enhance their fields of specialization.
4. Enliven teaching approaches by accelerating general teacher improvement through in-service trainings and professional exchange program.
5. Strengthen the development of instructional materials.
6. Continuously monitor and evaluate students' performance to seek venues for improving instructions.

3. Undergraduate Program

1. Prepare students for language and social science activities in agro-technical schools and colleges as well as language learning researches.
2. Expose students to language learning activities, theories and research methodologies in language, language acquisition, and language teaching.
3. Develop a sense of literary awareness, taste, and creativity and to promote appreciation of the performing arts.
4. Provide support to all students in understanding theories other courses through Instructional Materials (IM) that go across curriculum.

4. Research

1. Provide students and teachers a climate that inspires the development of research-oriented minds by leading them through instruction.
2. Conduct researches that are truly responsive to institutional, local, regional or national goals and studies that could strengthen the department's curricular programs.

5. Extension

1. Prepare, collect and evaluate scripts with environmental and developmental concerns.
2. Provide necessary training to target clientele for the development of the community's human resources for cultural and social development.
3. Present development plays, dramas with developmental themes that can really respond to the particular community needs.

4. Make all VSU staff available for consultancy and other services needed by target communities.

II. PROGRAM INFORMATION

1. Name of the Program	AB English Language Studies
2. CHED CMO Reference	CHED Memorandum Order No. 24, s. 2017
3. BOR Approval	BOR Resolution No. 58, s. 2018

4. Program Educational Objectives and Relationship to Institution Mission

Program Educational Objectives	Mission*		
	a	b	c
1. Provide comprehensive knowledge of the English language – its origin, growth, and development, structures and use.	√	√	√
2. Enhance the student's competencies in the use of the English language in real-world contexts.		√	
3. Present appropriate strategies of language use through a heightened awareness of how English works in different situations in the Philippines and in Asia and the rest of the world.		√	√

*a - development of a highly competitive human resource, b - cutting-edge scientific knowledge, c - innovative technologies for sustainable communities and environment

III. COURSE INFORMATION

1. Course Code	ELPr 143
2. Course Title	Language and Advertising
3. Pre-requisite	ELSt 101, ELSt 102, ELSt 103
4. Co-requisite	None
5. Credit	3 units
6. Semester Offered	2 nd semester
7. Number of hours	3 hours/week
8. Course Description	This course critiques the linguistic text of advertisements as well as the context and other elements that accompany this verbal text.

9. Program Outcomes (POs) in relation to the Program Educational Objectives (PEOs)				
Program Outcomes (POs)		Program Educational Objectives		
		1	2	3
a	Higher levels of comprehension (textual, visual, etc.)		√	√
b	Proficient and effective communication (writing, speaking, and use of new technologies)	√	√	√
c	Appreciation of human condition	√	√	√
d	Capacity to personally interpret the human experience	√	√	√
e	Problem-solving (including real-world problems)	√		√

10. Course Outcomes (COs) and Relationship to Program Outcomes (POs)					
After completing this course, the student must be able to perform the following COs:	Program Outcomes Code				
	a	b	c	d	e
CO1. Employ a deeper	I	D	E		E

understanding of how advertising uses linguistic structures to convey meaning.				E	
CO2. Demonstrate the effectiveness of incorporating language with the elements of advertisements	E	D	E	E	I
CO3. Demonstrate critical awareness of how the use of language in advertising works in different social issues	D	D	E	D	E

Legend: I – Introductory, E – Enabling, D – Demonstrative

Each letter indicates the expected level of competency that each CO should provide for each PO.

11. Course Content and Plan					
Week	Topics	Learning Outcomes	Teaching and Learning Activities		Assessment Tasks
			Teaching Activities	Learning Activities	
Class Orientation					
1	<p>OBE Course Syllabus and CMC Learning Guide Orientation</p> <p>1.VMGO 2.Core Values 3.Quality Policy Statement 4.Class Policies 5.Course content</p> <p>Values Integration: Truth</p>	<p>At the end of this lesson, students are able to:</p> <p>A. Recall the Vision, Mission, Goals, Objectives, Core Values, and Quality Policy Statement of the Visayas State University.</p> <p>B. Learn the course content, class policies, and grading system.</p>	<p>Online Mode: Virtual Meeting/ Viewing of recorded presentation: <i>Q & A for clarification, setting of expectations, and getting-to-know-each-other</i></p> <p><i>Class interaction</i></p> <p><i>Sharing of Ideas</i></p> <p><i>Feedbacks</i></p> <p>VSUEE/VC*: Familiarization of the virtual classroom</p>	<p>Online and Offline Mode: Opinion sharing</p>	<p>Online and Offline Mode: Opinion sharing</p>

			Offline Mode: Printed Learning Guide (independent study)		
CO1: Employ a deeper understanding of how advertising uses linguistic structures to convey meaning.					
2	Module 1: Introduction Lesson 1: Definition of Advertisement and Language Values Integration: Appreciation	At the end of this lesson, students are able to: A. Identify the definition of advertisement and advertising B. Identify the definition of language C. Identify the relationship of language in advertising	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Venn Diagram	Online and Offline Mode: Module Pretest and Posttest: Identification Assessment: Identification Due date: March 11, 2022
2	Lesson 2: Key Players of Advertising Values Integration: Compassion	At the end of this lesson, students are able to: A. Identify the key players of advertising B. Explain the importance of the view of the key players in feeding the public positive or negative advertisements	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Listing	Online and Offline Mode: Assessment: Essay Due date: March 18, 2022
3	Lesson 3: The Role of Language in Advertising Values Integration: Respect	At the end of this lesson, students are able to: A. Expound the role of language in advertising B. Compare the	Online Mode: Through the uploaded learning guide on Moodle	Online and Offline Mode: Learning Task: Venn Diagram	Online and Offline Mode: Assessment: Essay Due date: March 25,

		global language (English) to local language in effectively selling products in the Philippines	Offline Mode: Discussion through the learning guide (independent learning)		2022
4-5	Lesson 4: The Role of Language in Social Media Advertising Values Integration: Technology Savvy	At the end of this lesson, students are able to: A. Expound the role of language in social media advertising B. Examine the effectiveness of using specific language in social media advertising	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Selecting Social Media Advertisements	Online and Offline Mode: Assessment: Essay (Critical Analysis of the Selected Social Media Advertisements) Due date: April 1, 2022
6	Midterm Examination: Multiple Choice Examination (100 pts)				April 6-10, 2022
CO2: Demonstrate the effectiveness of incorporating language with the elements of advertisements.					
7	Module 2: Language as Part of the Elements of Advertising Lesson 1: Image Values Integration: Visual Beauty	At the end of this lesson, students are able to: A. Be knowledgeable of the concept of image in advertising B. Expound that language and image are key concepts in making effective advertisements	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Select advertisements with good visual image	Online and Offline Mode: Module Pretest and Posttest: Identification Assessment: Essay (Choose from the advertisement and write an analysis about it.) Due date: April 15, 2022
8	Lesson 2: Verbal Text	At the end of this lesson, students are	Online Mode: Through the	Online and Offline Mode:	Online and Offline Mode:

	Values Integration: Cultural Differences	able to: A. Explain the use of verbal text in advertising B. Identify the rhetorical devices in advertisements	uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Learning Task: Select advertisements with different verbal texts	Assessment: Essay (Choose from the advertisement and write an analysis about it.) Due date: April 22, 2022
9	Lesson 3: Layout Values Integration: Architectural Beauty	At the end of this lesson, students are able to: A. Define the importance of layout in advertising B. Define the relationship of layout and language (letters) in advertising	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Select advertisements with good layout	Online and Offline Mode: Assessment: Essay (Choose from the advertisement and write an analysis about it.) Due date: April 29, 2022
10	Lesson 4: Media Values Integration: Inclusion	At the end of this lesson, students are able to: A. Define the importance of media in advertising B. Identify the success of delivering advertisements through media by using language	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Select advertisements in various media	Online and Offline Mode: Assessment: Essay (Choose from the advertisement and write an analysis about it.) Due date: May 6, 2022
CO3: Demonstrate critical awareness of how the use of language in advertising works in					

different social venues					
11	Module 3: Linguistic Features of Advertising Language Lesson 1: Morphological Features	At the end of this lesson, students are able to: A. Identify the Morphologic features of Advertising B. Identify the Morphologic function of the advertising language.	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Article reading (Analyzing Linguistic Features of Advertising Language by Habeb Allah Abdulrahman Adam Link: http://repository.sustech.edu/bitstream/handle/123456789/23931/Analyzing%20Linguistic%20Features%20....pdf?sequence=1)	Online and Offline Mode: Module Pretest and Posttest: Identification Assessment: Task: Essay (Choose an Advertisement (English) and write an Essay (Morphologic features) about it. Due date: May 13, 2022
12	Lesson 2: Phonological Features	A. Identify the Phonologic features of Advertising B. Identify the Phonologic function of the advertising language.	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Article reading (Analyzing Linguistic Features of Advertising Language by Habeb Allah Abdulrahman Adam Link: http://repository.sustech.edu/bitstream/handle/123456789/23931/Analyzing%20Linguistic%20Features%20....pdf?sequence=1)	Online and Offline Mode: Assessment: Essay (Choose an advertisement (English) and write an essay (phonologic features) about it. Due date: May 20, 2022

13	Lesson 3: Syntactic Features	A. Identify the syntactic features of advertising B. Identify the syntactic function of the advertising language	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Article reading (Analyzing Linguistic Features of Advertising Language by Habeb Allah Abdulrahman Adam Link: http://repository.sustech.edu/bitstream/handle/123456789/23931/Analyzing%20Linguistic%20Features%20...pdf?sequence=1)	Online and Offline Mode: Assessment: Essay (Choose an advertisement (English) and write an essay (syntactic features) about it. Due date: May 27, 2022
14	Lesson 4: Semantic Features	A. Identify the semantic features of advertising B. Identify the semantic function of the advertising language.	Online Mode: Through the uploaded learning guide on Moodle Offline Mode: Discussion through the learning guide (independent learning)	Online and Offline Mode: Learning Task: Article reading (Analyzing Linguistic Features of Advertising Language by Habeb Allah Abdulrahman Adam Link: http://repository.sustech.edu/bitstream/handle/123456789/23931/Analyzing%20Linguistic%20Features%20...pdf?sequence=1)	Online and Offline Mode: Assessment: Essay (Choose an advertisement (English) and write an essay (semantic features) about it. Due date: June 3, 2022
15-16	Lesson 3: Pragmatic Features	A. Identify the pragmatic features of advertising B. Identify the pragmatic function of the	Online Mode: Through the uploaded learning guide on Moodle	Online and Offline Mode: Learning Task: Article reading	Online and Offline Mode: Assessment: Essay (Choose an advertisement

		advertising language.	Offline Mode: Discussion through the learning guide (independent learning)	(Analyzing Linguistic Features of Advertising Language by Habeb Allah Abdulrahman Adam Link: http://repository.sustech.edu/bitstream/handle/123456789/23931/Analyzing%20Linguistic%20Features%20....pdf?sequence=1)	t (English) and write an essay (pragmatic features) about it. Due date: June 10, 2022
17	Final Examination: Essay and Multiple Choice Examination (100 pts) Final Requirement: Mini Research				June 13-17, 2022
18	Grade Consultation				June 27-30, 2022
* VSUEE/VC – VSU E-Learning Environment/ Virtual Classroom					
12. Life-long Learning Opportunities The students will be able to apply the skills learned in the class by studying the association of language to the elements, truths, and lies of advertising.					
13. Contribution of Course to Meeting the Professional Component (%) General Education: 0 % Basic Education (<i>Foundation</i>): 0 % Professional Education (<i>Major Field</i>): 100 %					
14. References and Other Learning Resources A. Textbook(s)/ E-Books Bui, V. (2021). Gender language in modern advertising: An investigation. <i>Current Research in Behavioral Sciences</i> , 2, 100008. https://doi.org/10.1016/j.crbeha.2020.100008 Goddard, A. (1998). <i>The language of advertising: Written texts</i> . London: Routledge. Osman, A. (2018, December 29). Advertisement Role in Consumer Decision-Making Process (Web log post) Retrieved April 10, 2021, from https://medium.com/@ahmed-osman/advertisement-role-in-consumer-decision-making-process Pardun, C.J. (2013). (ed.). Advertising and Society: An Introduction 2nd Edition. Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. <i>Journal of Creative Communications</i> , 14(1), 54–68. https://doi.org/10.1177/0973258618822624 Wiley-Blackwell. Tellis, G.J. 2004. Effective advertising: understanding when, how, and why advertising works. Thousand Oaks, Calif: Sage Publication. Vestergaard, T. A. and Schroder, K. 1985. The language of advertising. New York: Blackwell. Williamson, J. 2010. Decoding Advertisements: Ideology and Meaning in Advertising, London: Marion Boyars					

**these are some suggestions but not limited to...*

15. Course Assessment and Evaluation

The performance of students will be assessed and evaluated based on the following:

50% Midterm + 50% Final Term = 100% (Overall Final)

Item No	Assessment Tasks	Percentage Contribution (1)	No. of Times in the Semester (2)	Individual Task % Contribution (1/2)
1	Assessment Tasks (AT)	20%	14	1.42%/AT
2	Learning Task (LT)	20%	14	1.42%/LT
3	Term Examination (TE)	30%	2	15%/TE
4	Mini Research	30%	1	30%/MR

COs	Assessment Tasks	Weight in Percent	Minimum Average for Satisfactory Rating	Target and Standards
CO 1	LT 1	1.42%	50 %	At least 70% of the students have at least 50% score
	LT 2	1.42%		
	LT 3	1.42%		
	LT 4	1.42%		
	LT 5	1.42%		
	AT 1	1.42%		
	AT 2	1.42%		
	AT 3	1.42%		
	AT 4	1.42%		
CO 2	MTE	15%	50 %	At least 70% of the students have at least 50% score
	LT 1	1.42%		
	LT 2	1.42%		
	LT 3	1.42%		
	LT 4	1.42%		
	AT 1	1.42%		
	AT 2	1.42%		
	AT 3	1.42%		
CO 1	AT 4	1.42%	50 %	At least 70% of the students have at least 50% score
	LT 1	1.42%		
	LT 2	1.42%		
	LT 3	1.42%		
	LT 4	1.42%		
	LT 5	1.42%		
	AT 1	1.42%		
	AT 2	1.42%		
	AT 3	1.42%		
	AT 4	1.42%		
	AT 5	1.42%		
	FTE	15%		
TOTAL		100%		

Grading System (% Passing: 50%)

Range	Grade	Range	Grade
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95-100	1.00	41-46	3.25
89-94	1.25	35-40	3.50
83-88	1.50	30-34	3.75
77-82	1.75	25-29	4.00
71-76	2.00	20-24	4.25
65-70	2.25	15-19	4.50

16. Course Policies

INSTRUCTIONS ON HOW TO SUBMIT YOUR OUTPUT

General Reminders:

- a. There are two ways you can send to your instructors your answers: offline and online. Online is a much better option since it is easier for both ends. Easier for you to send your answers quickly, and easier for your instructors to grade them. However, if internet is not accessible in your place, snail mail is the next best option. Consider the table below.

Instructions	ONLINE	OFFLINE
Grammar	Your answers must be in SENTENCE FORM all the time.	Your answers must be in SENTENCE FORM all the time.
Organization	Avoid text speak or abbreviation. Observe proper capitalization. Follow proper grammatical rules. Always put your name properly on your paper. Your username/email address will NOT be considered as your official name.	Avoid text speak or abbreviation. Observe proper capitalization. Follow proper grammatical rules. Always put your name properly on your paper. Your username/email address will not be considered as your official name.
After Submission	Text the instructor after you will have snail mailed/e-mailed your work. Your text message shall be considered as your official receipt of submission. The instructor will text you once he/she gets your papers.	Text the instructor after you will have snail mailed/e-mailed your work. Your text message shall be considered as your official receipt of submission. The instructor will text you once he/she gets your papers.
Structure	Paper: short (8.5" x 11") Margin: 1-inch margin of all sides Paragraph: justified Font: Arial, 12 Spacing: single spacing	Paper: short (8.5" x 11") Margin: 1-inch margin of all sides Paragraph: justified Font: write legibly Spacing: write legibly
Format of Work	Always follow the format of the Learning Tasks/Activities and Assessment.	Always follow the format of the Learning Tasks/Activities and Assessment.
Address and Instructions for Submission	You can submit through the VSU E-Learning Portal or through the email address of the instructor. Follow this format on your email: On the subject box, write the course title TO50 INTRODUCTION TO LINGUISTICS. On the message box, write these details: Course title:	Put your works in an envelope with these details at the back: Course title: Name: Student number: Class schedule: Class instructor: Send to the address of the office: DEPARTMENT OF LIBERAL ARTS AND BEHAVIORAL

Classroom	Name:	SCIENCES COLLEGE OF ARTS AND SCIENCES, Visayas State University, Baybay City, Leyte, Philippines, 6521-A.
	Student number:	None
	Class schedule	
Consultation	Class instructor:	
	The classroom online is Google Classroom. The official classroom is VSU E-Learning Portal. Please wait for further instructions regarding this. Visit the VSU Facebook page for details. Attending virtual classroom is not compulsory.	
	You can consult your instructors within the working hours (8:00am-5:00pm) through Facebook messenger, email, or text message.	You can consult your instructors within the working hours (8:00am-5:00pm) through Facebook messenger, email, or text message.
Content of Work	Please do not plagiarize. Read more on citation and take note of your resources.	Please do not plagiarize. Read more on citation and take note of your resources.
<p>b. This class policy serves as the written agreement for the whole semester. If there are any changes to enhance the class learning opportunity within the semester, it will be communicated accordingly.</p> <p>c. Contact Information of Instructor</p>		
Jett C. Quebec jett.québec@vsu.edu.ph		Mary Grace P. Enaya marygrace.perez@vsu.edu.ph

17. Course Materials and Facilities Available

1. Laptop/Cellphone
2. Ear/headphones with Microphone
3. Camera
4. Internet connection
5. Learning guide

18. Revision History

Revision number	Date of Revision	Date of implementation	Highlights of Revision
1	February 23, 2022	2 nd Sem. SY 2021-2022	1. ISO OBE format v1 11-19-2021 2. Module 3

19. Preparation

	Name	Signature	Date Signed
Prepared by	JETT C. QUEBEC		
	MARY GRACE P. ENAYA		

IV. INSTRUCTOR/PROFESSOR INFORMATION

1. Name of Instructor/Professor	Jett C. Quebec
2. Office and Department	DLABS
3. Telephone/Mobile Numbers	
4. Email Address	jett.quebec@vsu.edu.ph
5. Consultation Time	

1. Name of Instructor/Professor	Mary Grace P. Enaya
2. Office and Department	DLABS
3. Telephone/Mobile Numbers	
4. Email Address	marygrace.perez@vsu.edu.ph
5. Consultation Time	

20. Department Instructional Materials Review Committee:

Committee	Name	Signature	Date Signed
Member:	CHERRY N. ROLA, PhD		
Member:	SHEENA MAE P. LUBRIO		
Chairperson:	MARIA VANESSA E. GABUNADA, PhD		

	Name	Signature	Date Signed
Verified by:	MA. THERESA P. LORETO, Ph.D College Dean		
Validated by:	NANCY D. ABUNDA, Ph.D. Head, IMD		

Note:

- 1) The number of POs will depend on each degree program offered
- 2) COs and Relationship to POs
 - a. (I) - **Introductory** – an Introductory Course to an outcome
 - b. (E) - **Enabling** – an Enabling Course or a course that strengthens the outcome
 - c. (D) - **Demonstrated** – a Demonstrative Course or a course demonstrating an outcome.

REMINDER:

1. *The author should not be part of the DIMRC.*
2. **If the author is the Department Head, he/she will be replaced by another chairperson from among the senior faculty members.*
3. ***If the author is the College Dean, the Head of Instructional Materials Development will approve.*
4. *Follow the next higher supervisor, no same person*
5. *For the component campuses, if the author is the College Dean, the Director for Academic Affairs will approve.*
6. *If the author is the Department Head and at the same time the College Dean, the Director for Academic Affairs will be the Chairperson of the DIMRC, and the Chancellor will approve it.*

(3) Distribution of copies: OHIMD, Department, Faculty