

**Communication Factors in Management and Process of CLSU Multi-Purpose Center for
Agriculture Research and Technology Products (UMART) in the Commercialization of
Central Luzon State University Products**

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**An undergraduate thesis submitted to the faculty of the Department of
Development Communication, College of Arts and Sciences,
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of the requirements for the degree**

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APPROVAL SHEET

This undergraduate thesis entitled **COMMUNICATION FACTORS IN MANAGEMENT AND PROCESS OF CLSU MULTI-PURPOSE CENTER FOR AGRICULTURE RESEARCH AND TECHNOLOGY PRODUCTS (UMART) IN THE COMMERCIALIZATION OF CENTRAL LUZON STATE UNIVERSITY PRODUCTS** prepared, presented and submitted by **DIORELA NADINE A. YAGO** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


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ABSTRACT

YAGO, DIORELA NADINE, AQUINO. Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. June 2018. **Communication Factors in Management and Process of CLSU Multi-Purpose Center for Agriculture Research and Technology Products (UMART) in the Commercialization of Central Luzon State University Products.**

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This study documented the communication factors and management of UMART in relation to their commercialization process. CLSU- Multi Purpose Center for Agricultural Research and Technology Products” or also known as “UMART” is the CLSU outlet for agriculture and home-grown products dedicated to help Filipino farmers and fishermen.

Result of the study reflected that UMART uses communication factors such as message, channel, receiver, and feedback as major factors to consider in terms of crafting information for commercialization. These are also the major consideration in packaging its products prior to their introduction to general market. It used IEC materials such as tarpaulin, flyer, leaflet and poster to promote a product to the general market. Internet has been a tool on a daily basis thus it was considered as the main medium of information dissemination. In addition, UMART also participates in various conferences and exhibits as a way of showcasing CLSU products. The role of communication in the commercialization process was identified as the backbone of the commercialization itself. Commercialization was also identified as a medium to build trust with the consumers as they would have assurance from the service and product provider. Problems commonly encountered by UMART in terms of commercializing its product is competition.

BIOGRAPHICAL SKETCH

The author, Diorela Nadine A. Yago, was born on May 19, 1999 in Malapit San Isidro Nueva Ecija. The first daughter of Mr. Renato Yago and Mrs. Ma. Bernadette Yago.

The life of the author was full of experiences that turns her to another phases of life. Her experiences serve as inspiration in achieving her own goals.

She took her primary education in Malapit East Elementary School and graduated in March 2011 and finished her secondary studies at General De Jesus College in March 2015. In Malapit East Elementary School, she was an active member of the student council. She also joined the Mr. and Ms. Lakad Agham Pageant on her 6th grade. Presently, she is pursuing a degree in Bachelor of Science in Development Communication at Central Luzon State University.

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