

BS in Business Administration major in Marketing Management

(Revised per Board Resolution No. 27, s. 2008)

Subject	Description	Unit	Pre-requisite
First Year, 1st Semester			
* English Plus	Critical Grammatical Structure	3	None
Accounting 1	Fundamentals of Accounting, Part 1	3	None
Management 1	Principles of Management and Organization	3	None
Marketing 1	Principles of Marketing	3	None
Math 1	College Algebra	3	None
English 1	Study and Thinking Skills	3	None
Filipino 1	Komunikasyon sa Akademikong Filipino	3	None
NSTP 1	CWTS/LTS/ROTC	3	None
P.E. 1	Physical Fitness Testing	2	None
<i>* required for students who did not qualify in the English Placement Test</i>			
First Year, 2nd Semester			
Accounting 2	Fundamentals of Accounting, Part 2	3	Accounting 1
Finance 1	Basic Finance	3	None
Management 2	Human Behavior in the Organization	3	Management 1
Math 3A	Mathematics of Investment	3	Math 1
*English 1	Study and Thinking Skills in English	3	English Plus
English 2	Writing in the Discipline	3	English 1
Filipino 2	Pagbasa at Pagsulat Tungo sa Pananaliksik	3	Filipino 1
NSTP 2	CWTS/LTS/ROTC	3	NSTP 1
P.E. 2	Rhythmic Activities	2	P.E. 1
<i>* for students who took English Plus in the first semester</i>			
Second Year, 1st Semester			
Management 3	Human Resource Management	3	Management 2
Economics 1	Principles of Economics with Land Reform and Taxation	3	None
InfoTech 1	Fundamentals of Computer Software and Applications with e-Commerce	3	None
Social Science 1	Philippine Government and Constitution	3	None
Literature 1	Philippine Literature	3	None
Natural Science 2	Physical Science	3	None

History 1	Philippine History	3	None
P.E. 3	Individual/Dual Team Sports and Games	2	P.E. 1
Second Year, 2nd Semester			
Economics 2	Microeconomic Analysis	3	Economics 1
Business Law 1	Law on Obligations and Contracts	3	English 2
InfoTech 2	Fundamentals of Programming & Database Theory and Application	3	InfoTech 1
Humanities 2	Art, Man and Society	3	English 2
Social Science 2	General Psychology	3	None
Rizal	Life and Works of Rizal	3	None
Natural Science 3	Biological Science	3	None
P.E. 4	Team Sports and Recreational Activities	2	P.E. 3
Third Year, 1st Semester			
MM 1	Professional Salesmanship	3	Marketing 1, Economics 2
MM 2	Marketing Management	3	Marketing 1, Economics 2
Elective 1		3	Marketing 1, Economics 2
Elective 2		3	Marketing 1, Economics 2
Taxation 1	Philippine Tax System and Income Taxation	3	Accounting 2
Philosophy	Introduction to Philosophy with Logic and Critical Thinking	3	None
Third Year, 2nd Semester			
Management 3B	Good Governance and Social Responsibility	3	Management 2
MM 3	Promotions and Advertising Management	3	MM 1 & 2
MM 4	Distribution Management	3	MM 1 & 2
Elective 3		3	MM 1 & 2
Elective 4		3	MM 1 & 2
Social Science 5	Society and Culture with Family Planning	3	None
Fourth Year, 1st Semester			
MM 5	Marketing Research	3	MM 3 & 4
MM 6	Product and Service Management	3	MM 3 & 4
Elective 5		3	MM 3 & 4
Management 4	Total Quality Management	3	Management 3B
Business Communication	Technical Writing in Business	3	English 2, All Business Law Subjects, 60% of major courses completed
Fourth Year, 2nd Semester			

MM 7	Retail Management	3	MM 5 & 6
MM 8	Strategic Marketing Management	3	MM 5 & 6
Practicum	Work Integrated Learning	6	All major Subjects
<u>Suggested Electives</u>			
•	<i>Consumer Behavior</i>		
•	<i>Franchising</i>		
•	<i>E-Commerce and Internet Marketing</i>		
•	<i>Entrepreneurial Management</i>		
•	<i>Cooperative Management</i>		
•	<i>Industrial/Agricultural Marketing</i>		
•	<i>Environmental Marketing</i>		
•	<i>Service Marketing Management</i>		
•	<i>Basic Research</i>		