**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in MARKETING MANAGEMENT (BSBA-MM)**

**(LIST OF COURSES BY SEMESTER)**

**BOR Resolution No. 357, Series of 2017**

**FIRST YEAR, First Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
| GEC101 | Understanding the Self | 3 | 3 | 0 | 3 | None  | None |
| GEC102 | Purposive Communication | 3 | 3 | 0 | 3 | None | None |
| GEC104 | Mathematics in the Modern World | 3 | 3 | 0 | 3 | None | None |
| GEC105 | Readings in Philippine History | 3 | 3 | 0 | 3 | None | None |
| ECN101 | Basic Microeconomics | 3 | 3 | 0 | 3 | None | None |
| MKT101 | Marketing Management | 3 | 3 | 0 | 3 | None | None |
| HIS003 | History of Filipino Muslims and Indigenous Peoples of MINSUPALA | 3 | 3 | 0 | 3 | None | None |
| PED001 | Exercise Prescription and Management | 2 | 2 | 0 | 2 | None | None |
| NST001 | National Service Training Program 1 | (3) | 3 | 0 | 3 | None | None |
| **TOTAL** | **23 (26)** | **26** | **0** | **26** |  |  |

**FIRST YEAR, Second Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
| GEC103 | The Contemporary World | 3 | 3 | 0 | 3 | None | None |
| GEC106 | Art Appreciation | 3 | 3 | 0 | 3 | None | None |
| GEC108 | Science, Technology and Society | 3 | 3 | 0 | 3 | None | None |
| GEC109 | Life and Works of Rizal | 3 | 3 | 0 | 3 | None | None |
| MKT102 | Product Management  | 3 | 3 | 0 | 3 | MKT101 | MKT103 |
| MKT103 | Pricing Strategy | 3 | 3 | 0 | 3 | MKT101 | MKT102 |
| PED002 | Dance/Martial Arts | 2 | 2 | 0 | 2 | PED001 | None |
| NST002 | National Service Training Program 2 | (3) | 3 | 0 | 3 | NST001 | None |
| **TOTAL** | **20 (23)** | **23** | **0** | **23** |  |  |

**SECOND YEAR, First Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
| GEC107 | Ethics | 3 | 3 | 0 | 3 | None | None |
| ACT102 | Managerial Accounting | 3 | 3 | 0 | 3 | None | None |
| MGT103 | Human Resource Management | 3 | 3 | 0 | 3 | None | None |
| MKT104 | Retail Management | 3 | 3 | 0 | 3 | MKT102, MKT103 | None |
| MKT105 | Salesmanship | 3 | 3 | 0 | 3 | MKT102, MKT103 | None |
| FIL101 | Wika at Kultura sa Mapayapang Lipunan | 3 | 3 | 0 | 3 |  None | None |
| PED003 | Individual/Dual Sports/Traditional/Recreational Games | 2 | 2 | 0 | 2 | PED001 | None |
| **TOTAL** | **20** | **20** | **0** | **20** |  |  |

**SECOND YEAR, Second Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
| MGT108 | Strategic Management | 3 | 3 | 0 | 3 | None | None |
| MKT106 | Advertising | 3 | 3 | 0 | 3 | MKT102, MKT103 | None |
| MKT107 | Distribution Management | 3 | 3 | 0 | 3 | MKT105 | None |
| MKT108 | Halal Marketing | 3 | 3 | 0 | 3 | MKT102, MKT103 | None |
| BIT103 | Computer Applications in Business | 3 | 2 | 3 | 5 | None | None |
| FIL102 | Ekokritisismo at Pagpapahalaga sa Kalikasan | 3 | 3 | 0 | 3 | None | None |
| PED004 | Team Sports | 2 | 2 | 0 | 2 | PED001 | None |
| **TOTAL** | **20** | **19** | **3** | **22** |  |  |

**THIRD YEAR, First Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
| MGT104 | Operations Management (Total Quality Management) | 3 | 3 | 0 | 3 | None | None |
| ACT103 | Fundamentals of Income Taxation | 3 | 3 | 0 | 3 | None | None |
| MKT109 | Marketing Research | 3 | 3 | 0 | 3 | MKT102,MKT103 | None |
|  Elective 1 | (Marketing Elective 1) | 3 | 3 | 0 | 3 | (As the course requires) | (As the course requires) |
|  Elective 2 | (Marketing Elective 2) | 3 | 3 | 0 | 3 | (As the course requires) | (As the course requires) |
| MKT131/MKT141 | Media Laws and Ethics/E-Commerce Law | 3 | 3 | 0 | 3 | MKT105, MKT107 | None |
| IBA101 | Introduction to Business Analytics | 3 | 3 | 0 | 3 | None | None |
| **TOTAL** |  **21** | **21** | **0** | **21** |  |  |

**THIRD YEAR, Second Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
|  ACT180 | Business Law (Obligations and Contracts) | 3 | 3 | 0 | 3 | None | None |
|  MGT109 | Good Governance and Social Responsibility | 3 | 3 | 0 | 3 | None | None |
|  MKT198 | Research Methods | 3 | 3 | 0 | 3 | MKT109 | None |
|  Elective 3 | (Marketing Elective 3) | 3 | 3 | 0 | 3 | (As the course requires) | (As the course requires) |
|  Elective 4 | (Marketing Elective 4) | 3 | 3 | 0 | 3 | (As the course requires) | (As the course requires) |
| MKT132/MKT142 | Graphics Design and Print Advertising/E-Commerce | 3 | 3 | 0 | 3 | MKT105, MKT106, MKT107 | None |
| MKT133/MKT143 | Broadcast Advertising/Web Development & Management | 3 | 3 | 0 | 3 | MKT105, MKT106, MKT107 | None |
| **TOTAL** | **21** | **21** | **0** | **21** |  |  |

**FOURTH YEAR, First Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
| ECN138 | International Business and Trade | 3 | 3 | 0 | 3 | MKT109 | None |
| MKT199 | Undergraduate Thesis | 3 | 3 | 0 | 3 | MKT198 | None |
| MKT134/MKT144 | Content Marketing/Social MediaMarketing | 3 | 3 | 0 | 3 | MKT105,MKT106,MKT107 | None |
| **TOTAL** |  **9** | **9** | **0** | **9** |  |  |

**FOURTH YEAR, Second Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Courses Title** | **Units** | **Hours / Week** | **Pre-requisite(s)** | **Corequisite(s)** |
| **Lec** | **Lab** | **Total** |
| MKT197 | On-the-Job Training | 6 | 0 | 34 | 34 | MKT104, MKT106, MKT107, MKT108, MKT109 | None |
| **TOTAL** | **6** | **0** | **34** | **34** |  |  |

**Grand Total 143 (149) Units**

**List of Electives**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course No.** | **Course Title** | **Units** | **Hours / Week** | **Prerequisite(s)** | **Co-requisite(s)** |
| **Lec** | **Lab** | **Total** |
| MKT111 | Sales Management | 3 | 3 | 0 | 3 | MKT105 | None |
| MKT112 | International Marketing | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT113 | Services Marketing | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT114 | Franchising | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT115 | Entrepreneurial Management | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT116 | Industrial/Agricultural Marketing | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT117 | Cooperative Marketing | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT118 | Special Topics in Marketing | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT119 | E-commerce and Internet Marketing | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT120 | Consumer Behavior | 3 | 3 | 0 | 3 | MKT101 | None |
| MKT121 | Real Estate Marketing | 3 | 3 | 0 | 3 | MKT101 | None |
| ECN128 | Islamic Finance | 3 | 3 | 0 | 3 | ECN101, ACT102 | None |