

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN**MARKETING MANAGEMENT (BSBA-MM)****(LIST OF COURSES BY SEMESTER)****BOR Resolution No. __, Series of 2017****First Year, First Semester**

Course No.	Courses Title	Units	Hrs/Wk			Prerequisite(s)
			Lec	Lab	Total	
GEC101	Understanding the Self	3	3	0	3	None
GEC102	Purposive Communication	3	3	0	3	None
GEC104	Mathematics in the Modern World	3	3	0	3	None
GEC105	Reading in Philippine History	3	3	0	3	None
ECN101	Basic Microeconomics	3	3	0	3	None
MKT101	Marketing Management	3	3	0	3	None
HIS003	History of Muslim Filipinos & the Indigenous Peoples of MINSUPALA	3	3	0	3	None
PED001	Exercise Prescription and Management	2	2	0	2	None
NST001	National Service Training Program I	(3)				None
	Total	23	23	0	23	

First Year, Second Semester

Course No.	Courses Title	Units	Hrs/Wk			Prerequisite(s)
			Lec	Lab	Total	
GEC103	The Contemporary World	3	3	0	3	None
GEC106	Art Appreciation	3	3	0	3	None
GEC108	Science, Technology, and Society	3	3	0	3	None
GEC109	Rizal's Life and Works	3	3	0	3	None
MKT102	Product Management	3	3	0	3	MKT101
MKT103	Pricing Strategy	3	3	0	3	MKT101
PED002	Dance/Martial Arts	2	2	0	2	PED001
FPE101	Fundamentals of Peace Education	3	3	0	3	None
NST002	National Service Training Program II	(3)				NST002
	Total	23	23	0	23	

Second Year, Second Semester

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

Second Year, Second Semester

Course No.	Courses Title	Units	Hrs/Wk			Prerequisite(s)
			Lec	Lab	Total	
MGT108	Strategic Management	3	3	0	3	None
MKT106	Advertising	3	3	0	3	MKT102, MKT103
MKT107	Distribution Management	3	3	0	3	MKT102, MKT103
MKT108	Halal Marketing	3	3	0	3	MKT102, MKT103
BIT103	Computer Applications in Business	3	2	3	5	None
PED004	Team Sports	2	2	0	2	PED001
FIL103	Inobasyon sa Wikang Filipino	3	3	0	3	None
	Total	20	19	3	22	

Third Year, First Semester

Course No.	Courses Title	Units	Hrs/Wk			Prerequisite(s)
			Lec	Lab	Total	
MGT104	Operations Management & TQM	3	3	0	3	None
ACT103	Fundamentals of Income Taxation	3	3	0	3	None
MKT109	Business Research	3	3	0	3	None
Elective 1	Sales Management, International Marketing, Service Marketing, Franchising, Entrepreneurial Marketing, Industrial/Agricultural Marketing, Cooperative Marketing, Special Topics in Marketing, E-commerce & Internet Marketing, Consumer Behavior, Strategic Marketing Management, Integrated Marketing Communication, Islamic Finance, Real Estate Marketing, Islamic Finance	3	3	0	3	MKT102, MKT103
Elective 2	Sales Management, International Marketing, Service Marketing, Franchising, Entrepreneurial Marketing, Industrial/Agricultural Marketing, Cooperative Marketing, Special Topics in Marketing, E-commerce & Internet Marketing, Consumer Behavior, Strategic Marketing Management, Integrated Marketing Communication, Islamic Finance, Real Estate Marketing, Islamic Finance	3	3	0	3	MKT102, MKT103
MKT131/ MKT141	Media Laws and Ethics/ Introduction to E-Commerce	3	2	3	5	MKT106
IBA101	Introduction to Business Analytics	3	2	3	5	
Total		21	19	6	25	

Third Year, Second Semester

Course No.	Courses Title	Units	Hrs/Wk			Prerequisite(s)
			Lec	Lab	Total	
ACT180	Business Law (Obligations & Contracts)	3	3	0	3	None
MGT109	Good Governance & Social Responsibility	3	3	0	3	None
MKT198	Marketing Research	3	3	0	3	IBA101, MKT109
Elective 3	Sales Management, International Marketing, Service Marketing, Franchising, Entrepreneurial Marketing, Industrial/Agricultural Marketing, Cooperative Marketing, Special Topics in Marketing, E-commerce & Internet Marketing, Consumer Behavior, Strategic Marketing Management, Integrated Marketing Communication, Islamic Finance, Real Estate Marketing, Islamic Finance	3	3	0	3	MKT102, MKT103
Elective 4	Sales Management, International Marketing, Service Marketing, Franchising, Entrepreneurial Marketing, Industrial/Agricultural Marketing, Cooperative Marketing, Special Topics in Marketing, E-commerce & Internet Marketing, Consumer Behavior, Strategic Marketing Management, Integrated Marketing Communication, Islamic Finance, Real Estate Marketing, Islamic Finance	3	3	0	3	MKT102, MKT103
MKT132/ MKT142	Graphics Design and Print Advertising/E-Commerce Development and Management	3	2	3	5	MKT106
MKT133/ MKT143	Broadcast Advertising/Social Media Marketing	3	2	3	5	MKT106
Total		21	19	6	25	

Fourth Year, First Semester

Course No.	Courses Title	Units	Hrs/Wk			Prerequisite(s)
			Lec	Lab	Total	
ECN138	International Business and Trade	3	3	0	3	None
MKT199	Thesis	3	3	0	3	MKT198
MKT134/ MKT144	Content Marketing/ Influencer Marketing	3	2	3	5	MKT106
Total		9	8	3	11	

Fourth Year, Second Semester

Course No.	Courses Title	Units	Hrs/Wk			Prerequisite(s)
			Lec	Lab	Total	
MKT197	Internship (600hrs)	6	6	0	6	MKT101, MKT102, MKT103, MKT104, MKT105, MKT106, MKT107, MKT108
Total		6	6	0	6	

Grand Total 143 Units