



**COLLEGE OF BUSINESS ADMINISTRATION and ENTREPRENEURSHIP**  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**



**MAJOR IN: MARKETING MANAGEMENT**  
**Effective SY 2024 - 2025 (Ref: CMO 17, S2017)**

FIRST YEAR - FIRST (1st) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-Req	Grades Earned	
		Lec	Lab				
GEC 101	Understanding the Self	3	-	3			GEC
GEC 103	Readings in Philippine History/IP Studies	3	-	3			GEC
GEC 105	The Contemporary World/Peace Education	3	-	3			GEC
ECON 2	Basic Microeconomics	3	-	3			BACC
AC 1	Fundamentals of Accounting	3	-	3			SPC Inst.
MGT. 110	Human Resource Management	3	-	3			BACC
PF 1	PATH-FIT: Movement Competency Training	2	-	2			PE
NSTP 11	NSTP 1 (Community Welfare Training Service)	(3)	-	(3)			NSTP
Totals		20	-	20			
FIRST YEAR - SECOND (2nd) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-Req	Grades Earned	
		Lec	Lab				
GEC 102	Purposive Communication	3	-	3			GEC
GEC 104	Mathematics in the Modern World	3	-	3			GEC
GEC 107	Art Appreciation	3	-	3			GEC
GEC - E 112	Arts and Humanities: Philippine Popular Culture	3	-	3			GEC - E
STAT 1	Business Statistics	3	-	3			SPC Inst.
MGT. 111	Marketing Management	3	-	3			PMC
PF 2	PATH-FIT: Fitness Training	2	-	2	PF 1		PE
NSTP 12	NSTP 2 (Community Welfare Training Service)	(3)	-	(3)	NSTP 11		NSTP
Totals		20	-	20			

SECOND YEAR - FIRST (1st) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-Req	Grades Earned	
		Lec	Lab				
AC 2	Partnership and Corporation Accounting	3	-	3	Ac 1		SPC Inst
GEC 106	Science, Technology and Society	3	-	3			GEC
GEC - E 110	Social Science and Philosophy: Gender & Society	3	-	3			GEC
GEC 109	Ethics	3	-	3			GEC
MGT. 210	Strategic Management	3	-	3			CBMEC
LAW 1	Business Law (Obligations and Contract)	3	-	3			BACC
TAX 1	Income Taxation	3	-	3			BACC
PF 3	PATH-FIT: Dance	2	-	2	PF 2		PE
Totals		23	-	23			
SECOND YEAR - SECOND (2nd) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-Req	Grades Earned	
		Lec	Lab				
GEC 108	Rizal's Life and Works	3	-	3			GEC
GEC-E 111	Mathematics, Science & Technology: Living in the IT Era	3	-	3			GEC - E
MGT. 112	Entrepreneurial Management	3	-	3			PMC Elec
MGT. 211	Good Governance and Social Responsibility	3	-	3			BACC

MKTG.	211	Direct Marketing	3	-	3	Mgt. 111		PMC Elec
FIN	211	Personal Finance	3	-	3	Ac 1		PMC Elec
MM	1	Professional Salesmanship	3	-	3			PMC
PF 4	4	PATH-FIT: Martial Arts and Sports	2	-	2	PF 3		PE
		Totals	23	-	23			

THIRD YEAR - FIRST (1st) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-Req	Grades Earned	
		Lec	Lab				
MGT. 310	Operations Management (TQM)	3	-	3			CBMEC
MM 2	Product Management	3	-	3			PMC
MM 3	Special Topics in Marketing Management	3	-	3			PMC Elec
MKTG. 210	Franchising	3	-	3	Mgt. 111		PMC Elec
STAT 2	Statistical Analysis w/ Software Application	1	2	3	Stat 1		SPC Inst
RES 1	Business Research	3	-	3	Stat 1		BACC
	Total	16	-	18			
THIRD YEAR - SECOND (2nd) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-Req	Grades Earned	
		Lec	Lab				
MKTG. 212a	E-Commerce and Internet Marketing	3	-	3			PMC Elec
MM 4	Distribution Management	3	-	3			PMC
MM 5	Sales Management	3		3			PMC Elec
MM 6	Advertising	3	-	3	Mgt.111		PMC
MM 7	Marketing Research	3	-	3	Stat 1		PMC
MM 8	Strategic Marketing Management	3	-	3			PMC Elec
	Total	18	-	18			

FOURTH YEAR - FIRST (1st) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-Req	Grades Earned	
		Lec	Lab				
VALUE ED 1	Career Development andWork Values	3	-	3			SPC Inst
MKTG. 310	International Business and Trade	3	-	3			BACC
FS 1	Feasibility Study	3	-	3	Ac 1&2 Mgt. 110		BACC
MM 9	Retail Management	3	-	3	Mgt.111		PMC
MM 10	New Market Development	3	-	3	MM 7		PMC Elec
MM 11	Pricing Strategy	3	-	3			PMC
	Total	18	-	18			
FOURTH YEAR - SECOND (2nd) SEMESTER							
Course No.	Course Description	Hours		Units	Pre-requisite		
		Lec	Lab				
PRAC-TICUM 1	On-the-Job Training (600H)	1	5	6	Must have passed all professional major courses,	Internship	

- Enrollment should strictly follow the course prospectus notwithstanding the absence of pre-requisite subjects except transferees and those who enrolled in the second semester.
- Physical Education and NSTP should be enrolled preferably in the first two years.

Course Content	Total No. of Units	
	Per CMO	SPC
SPC Institutional	-	15
GEC & GEC-E	36	36
PE/NSTP	14	14

Core Business and Mgt. Education Courses (CBME)	6	6
Business Administration Core Course (BACC)	24	24
Professional Major Courses (PMC)	24	24
Professional Major Courses Elective (PMC-Elec)	12	12
Prof'l Major Courses Elec (PMC-Elec) Supplement	-	15
Internship	6	6
	<u>122</u>	<u>152</u>