



**BSBA major in Marketing Management**  
A.Y. 2019-2020

**FIRST TERM**

**SECOND TERM**

| CODE     | DESCRIPTIVE TITLE                   | UNITS |  | CODE     | DESCRIPTIVE TITLE                   | UNITS |  |
|----------|-------------------------------------|-------|--|----------|-------------------------------------|-------|--|
| GE 1     | Understanding The Self              | 3     |  | GE 5     | Purposive Communication             | 3     |  |
| GE 2     | Readings in Philippine History      | 3     |  | GE 6     | Art Appreciation                    | 3     |  |
| GE 3     | The Contemporary World              | 3     |  | GE 7     | Science, Technology & Society       | 3     |  |
| GE 4     | Mathematics in the Modern World     | 3     |  | GE 8     | Ethics                              | 3     |  |
| GE Elec1 | Living in the IT ERA                | 3     |  | GE 9     | Rizal                               | 3     |  |
| GE Elec2 | Gender and Society                  | 3     |  | GE Elec3 | Philippine Popular Culture          | 3     |  |
| PIL 1    | Komunikasyon sa Pilipino            | 3     |  | PIL 2    | Panitikang Pilipino                 | 3     |  |
| PE 1     | Physical Education 1                | 2     |  | PE 2     | Physical Education 2                | 2     |  |
| NSTP 1   | National Service Training Program 1 | 3     |  | NSTP 2   | National Service Training Program 2 | 3     |  |
|          |                                     | 26    |  |          |                                     | 26    |  |

**THIRD TERM**

**FOURTH TERM**

| CODE       | DESCRIPTIVE TITLE                     | UNITS |  |
|------------|---------------------------------------|-------|--|
| BA Core1   | Basic Microeconomics (Eco)            | 3     |  |
| BA Core 2  | Business Law (Obligation & Contracts) | 3     |  |
| BA Core 3  | Taxation (Income Taxation)            | 3     |  |
| Prof.1     | Professional Salesmanship             | 3     |  |
| BA Core 8  | Feasibility Study                     | 3     |  |
| Elective 1 | Consumer Behavior                     | 3     |  |
| PIL 3      | Retorika                              | 3     |  |
| PE 3       | Physical Education 3                  | 2     |  |
|            |                                       | 23    |  |

| CODE      | DESCRIPTIVE TITLE                       | UNITS |  |
|-----------|---|-------|--|
| BA Core 4 | Good Governance & Social Responsibility | 3     |  |
| BA Core 5 | Human Resource Management               | 3     |  |
| BA Core 6 | International Business & Trade          | 3     |  |
| Prof 2    | Marketing Research                      | 3     |  |
| Prof 3    | Marketing Management                    | 3     |  |
| Prof 4    | Distribution Management                 | 3     |  |
| PE 4      | Physical Education 4                    | 2     |  |
|           |   | 20    |  |

**FIFTH TERM**

**SIXTH TERM**

| CODE       | DESCRIPTIVE TITLE           | UNITS |  |
|------------|-----------------------------|-------|--|
| Elective 2 | Entrepreneurial Management  | 3     |  |
| BA Core 7  | Business Research           | 3     |  |
| Prof 5     | Advertising                 | 3     |  |
| Prof 6     | Product Management          | 3     |  |
| Core Bus1  | Operations Management (TQM) | 3     |  |
| Elective 3 | Franchising                 | 3     |  |
|            |                             | 18    |  |

| CODE       | DESCRIPTIVE TITLE                   | UNITS |  |
|------------|-------------------------------------|-------|--|
| Prof 7     | Retail Management                   | 3     |  |
| Prof 8     | Pricing Strategy                    | 3     |  |
| Elective 4 | Sales Management                    | 3     |  |
| Core Bus2  | Strategic Management                | 3     |  |
| Practicum  | Work Integrated Learning (600 Hrs.) | 6     |  |
|            |                                     | 18    |  |

|                     |
|---------------------|
| Units Earned: _____ |
| Units Needed: _____ |

|                     |
|---------------------|
| Evaluated by: _____ |
| Date: _____         |