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AIDE

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IN THIS ISSUE

- **What you need to know about our BSBA Program? Pp. 2-7**
- **Looking Back, Pp. 2-3**
- **What are the elective subject under the Marketing Management Course? (1 of 2) Pp. 8**



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In our previous issues of the AIDE INFOBOARD, we provided the list and course descriptions of the following:

1. General Education (G.E.) subjects and G.E. Electives;
2. Core Business and Management Education Courses (CBMEC); and
3. Business Administration Course Courses (BACC)

For this month's issue, we are going to outline all the subjects included in the Professional Major Courses (PMC) of the BSBA - Marketing Management and their course description to provide a clearer overview and understanding of the scope and depth of the subjects.

See Page 3

LOOKING BACK:

In AIDE's March to June issue of the INFOBOARD, we provided the course description of the general education curriculum including the G.E. Elections. **Page 3**

The 36 units of GE Core Courses include:

- Understanding the Self
- Readings in Philippine History
- The Contemporary World
- Mathematics in the Modern World
- Purposive Communication
- Art Appreciation
- Science, Technology, and Society
- Ethics
- Rizal's Life and Works (as mandated by law)

It must be recalled that in addition to the GE subjects listed in Page 2, the following subjects were made part of the G.E. Electives:

- ♦ Gender and society
- ♦ Living in an IT Era
- ♦ Philippine Popular Culture

Meanwhile, in July 2020 issue of the INFOBAORD, we listed all the subjects included in the Core Business and Management Education Courses (CBMEC) and in August issue, we provided the Business Administration Core Courses (BACC).

We list them down here again for better appreciation and recall before we provide the last part of the BSBA Marketing curriculum which are the Professional Major Courses (PMC)

Core Business and Management Education Courses

These courses cover all the major functional areas of business, and provide the foundational knowledge of the environment and the context in which a graduate of BSBA work.

COURSES	No. OF UNITS		
	LEC	LAB	Total
Operations Management (TQM)	3		3
Strategic Management	3		3
Total			6

Business Administration Core Courses

These courses consist of the four functional areas of business. A student of business and management has to have basic knowledge on these four functional areas.

COURSES	No. OF UNITS		
	LEC	LAB	Total
1. Basic Microeconomics (Eco)	3		3
2. Business Law (Obligations and Contracts)	3		3
3. Taxation (Income Taxation)	3		3
4. Good Governance and Social Responsibility	3		3
5. Human Resource Management	3		3
6. International Business and Trade	3		3
7. Business Research	3		3
8. Thesis or Feasibility Study	3		3
Total	24		24

What more you need to know about our BSBA PROGRAM?

To complete all the course description of the BSBA Marketing Management program, we list all the subjects that fall under the Professional Major courses.



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1. PROFESSIONAL SALESMANSHIP

The course will put selling on a professional basis—that takes into account the demands of changing times, advanced technologies, new products, and sophisticated buyers. It is one of the Professional Major Course in BSBA – Marketing Management dealing with the fundamentals of trust-based personal selling. The various areas specifically studied in this course includes understanding of the sales industry and selling occupations; promoting self-leadership, building trust, and conducting sales dialogue; prospecting, qualifying, communicating and relationship building; buyer motivation, creating value, handling resistance; earning commitment, customer concerns and sales management.

See Page 4

5. DISTRIBUTION MANAGEMENT

The course covers the principles and functions of distribution management, the roles of marketing channels and physical distribution in the marketing system, the cost implications of management decisions involving distribution. The course aims to crystallize student's understanding of distribution cost analysis through their involvement in exercises and actual projects in the area of distribution management.

Distribution Management is the introductory undergraduate logistics and supply chain management course in the business curriculum. It is designed to give students a managerial knowledge of how logistics supports marketing-distribution, procurement, and manufacturing. Emphasis is placed on the integration of core logistics functions (e.g., logistics customer service, transportation, inventory, order processing, warehousing/stock-keeping facilities, materials management), total cost integration, and supply chain management to create competitive advantage through customer service. The use of information technology is also emphasized in the subject.

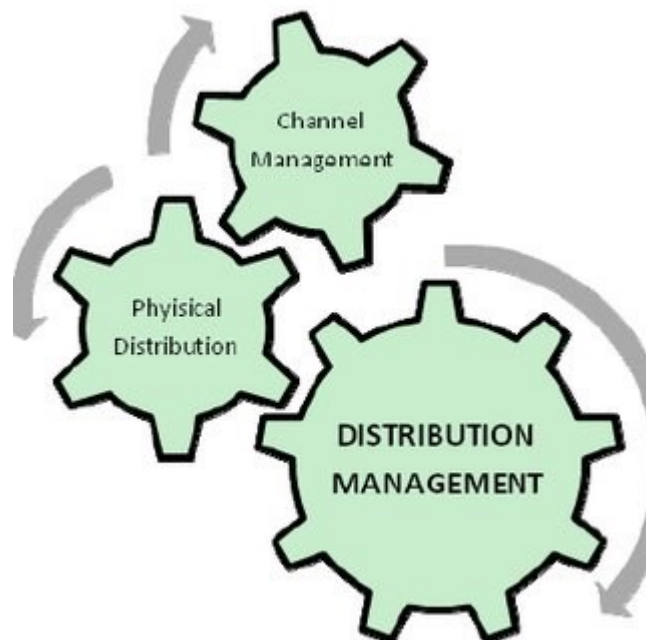


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6. PRODUCT MANAGEMENT

Product knowledge is an essential issue in modern marketing; it is critical for strategic decisions and operative decisions. The product policy and its interrelation with other marketing mix elements define the marketing management scenario. The course discusses product management that typically deals with all of the end-to-end aspects of a product or product line including product profitability, the role may be split with closely related functions Product marketing, program management, and project management.

Product management as a professional subject in Marketing Management is focused on strategic and operational marketing issues. Every single variable is to be reviewed from a global to individual perspective, but permanently focused on processes for making decisions. **See Page 6**



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7. RETAIL MANAGEMENT

Retailing is changing today, and the successful business will know how to identify, adapt, and plan with the changes, without moving away from its core competencies. This course provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. We will analyze current multi-channel retail strategies among bricks-and-mortar and web-based firms.

Also, we will consider in this subject the following topics: the development of a retail format and its strategy, the analysis of a target market, demographic analysis related to site selection, retail personnel issues, and category management. Buying, financial analysis, and pricing will also be investigated. **See Page 7**





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8. PRICING STRATEGY

Determining the price of a product or service is one the most important marketing decisions you would need to make when you have a business or are thinking of setting up one. It is also one of the most complex and least understood aspects of marketing. This course initially surveys some

popular pricing practices, explores their pitfalls, and identifies the fallacies they are based on. It then develops a conceptual framework -based on economic foundations - for effective proactive decisions.

First, we will look into the fundamentals of pricing. Here, we stress the importance of pricing strategies in business; review the basic concepts of marketing (7 Ps of marketing: Product, Price, Promotion, Place, People,). Second we will discuss and analyze the Internal and External factors that affect pricing decisions. Third, we will learn about different pricing strategies used in business: the pricing strategies matrix, the common and popular pricing strategies, the ABC's of pricing strategies and alternate pricing strategies that may work best for a particular business, whether for profit or non-profit. Fourth, we will learn about the steps in writing a pricing strategy analysis and write a pricing strategy plan. Finally, a special topics section on: 1) pricing guidelines, 2) the nine laws of price sensitivity and consumer psychology and, 3) how to avoid unfair business practices will be available for reading and further enhance our understanding of pricing strategies.

What are the Elective Subjects under the Marketing Management Course? (1 of 2)

Under the BSBA Marketing Management Course, CHED approved the following Elective subjects for AIDE, to wit:

- ⇒ Consumer Behavior;
- ⇒ Sales Management;
- ⇒ Franchising and
- ⇒ Entrepreneurial Management

These elective subjects are likewise described in this issue of AIDE.

1. CONSUMER BEHAVIOR

This course involved a study of consumer behavior as a tool for marketing decision. It describes the rationale for studying, the consumer behavior outcomes, and the consumer behavior process: the psychological core, the process of making decisions, and the post-decisions evaluation. Consumers culture, consumer behavior outcomes and issues concerning consumer welfare is also discussed.



2. SALES MANAGEMENT

This course relates to the principles of sales management functions. The subject covers the functions and methods of recruiting, selecting, training, motivating, equipping, compensating, controlling, and supervising salesmen. Understand the nature of the scope of work of an executive responsible for group sales persons tasked to promote and sell a particular product; understand and discover new selling techniques in a highly competitive and technologically advanced marketing environment. The student will learn to prepare a sales program for a given product, beginning with the launching stage until the full cycle has been completed, integrating therein his social responsibilities towards consumers and other sectors of society.

Note: To be continued in October issue



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