



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (major in Marketing Management)
CURRICULUM PROGRAM OF STUDY
Effective SY 2018-2019*

Name of Student: _____ Student ID No: _____

Grade	Course Code	Course Title	Unit/s	Pre-requisite	Grade	Course Code	Course Title	Unit/s	Pre-requisite
FIRST YEAR									
FIRST YEAR					SECOND YEAR				
	GE-Elect: ES	Environmental Science	3			BE 2002	Oral Communication in Business	3	
	GE-MMW	Mathematics in the Modern World	3			GE-UTS	Understanding the Self	3	
	MKTG 2001	Essentials of Marketing	3			GE-CW	The Contemporary World	3	
	BAC 1	Basic Microeconomics	3			E2201	Industrial, Agricultural and Cooperative Marketing	3	
	BA 2001	Accounting for Non-Accountants	3			P2201	Consumer Behavior and Customer Relations Management	3	Mktg 2001
	GE-PH	Readings in Philippine History	3			BA 2002	Cost and Management Accounting	3	BA 2001
	PATH-Fit 1	Movement Enhancement	2			GE-PS	Palawan Studies	3	
	NSTP 1	ROTC/CWTS 1	3			PATH-Fit 2	Fitness Exercises	2	PATH-Fit 1
						NSTP 2	ROTC/CWTS 2	3	NSTP 1
	Total		23			Total		26	
SECOND YEAR									
FIRST YEAR					SECOND YEAR				
	GE-Elect: EM	Entrepreneurial Mind	3			GE-Elect: PES	People and the Earth's Ecosystem	3	
	BMEC 1	Operations Management	3			GE-LWR	Life and Works of Rizal	3	GE-PH
	BE 2001	Technical Writing in Business	3	GE PC		BAC 4	Good Governance and Social Responsibility	3	
	P2202	Sales Management and professional Salesmanship	3	P2201 & Mktg 2001		P2203	Product Management	3	P2201 & Mktg 2001
	E2202	Environmental Marketing	3			GE-PC	Purposive Communication	3	
	GE-AA	Art Appreciation	3			GE-STG	Science, Technology, and Society	3	
	GE-ET	Ethics	3			BAC 7	Business Research 1	3	
	BAC 5	Human Resource Management	3			PATH-Fit 4	Recreation	2	PATH- Fit 1
	PATH-Fit 3	Dance and Sports	2	PATH-Fit 1					
	Total		26			Total		23	
THIRD YEAR									
FIRST YEAR					SECOND YEAR				
	E2203	Service Management	3			P2206	Purchasing and Pricing Strategy	3	P2201 & Mktg 2001, BA 2002
	BAC 8	Business Research 2/Thesis	3	BAC 7 & P2201		BAC 6	International Business and Trade	3	
	P2204	Retail Management	3	P2201 & Mktg 2001		BAC 2	Business Law	3	BA 2002
	TQM	Total Quality Management	3	BAC 5		P2207	Marketing Management	3	P2201 & Mktg 2001
	BAC 3	Taxation	3			P2209	Digital Marketing	3	P2201 & Mktg 2001
	P2205	Distribution Marketing with Franchising & Networking	3	P2201 & Mktg 2001		P2208	Marketing Research	3	P2201, Mktg 2001, BAC 7, BAC 8
	Total		18			Total		18	
FOURTH YEAR									
FIRST YEAR					SECOND YEAR				
	BMEC 2	Strategic Management	3			Practicu m	Internship	6	All courses from 1 st to 4 th year
	E2205	Global Marketing	3	BAC 6					
	P2210	Advertising and Integrated Marketing Communications	3	P2201& Mktg 2001					
	E2204	E-Commerce	3						
	GE-IER	Intensive English Review	3						
	Total		15			Total		6	
Total no. of units: 155									

*BOR Resolution No. 62, s. 2019
Dated 3 July 2019