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**BACHELOR OF SCIENCE IN  
BUSINESS ADMINISTRATION**  
**Major in Marketing Management**

**Program Description**

The Bachelor of Science in Business Administration Major in Marketing Management Program prepares the graduate for careers in marketing, market research, advertising and public relations. The curriculum provides the graduates both the technical skills and competencies required in the field, but also the flexible mindset that is necessary to stay competitive in a constantly changing business environment.

**Program Educational Objectives:**

Within three to five years after obtaining a bachelor's degree in BSBA Major in Marketing Management graduates are expected to:

1. Exhibited exemplary marketing management skills (inter-personal, communication, presentation, and negotiation), knowledge and adaptability to environmental changes affecting business operation in the Philippines and the Asia Pacific.
2. Demonstrated a high degree of professionalism in their careers through critical thinking, effective communication, and social and ethical responsibility.
3. Ascended or advanced in their field of expertise by confidently assuming managerial and leadership positions in work, community, and organizations.
4. Pursued graduate studies, certifications, trainings in business and management; and/or other life-long learning opportunities to enhance professional skills.

**Program Outcomes**

By the time of graduation, the students of the program shall have develop the ability to:

1. Demonstrate and act in recognition of corporate citizenship, professional, ethical and social responsibility.
2. Function effectively as a member and/or leader in teams, preferably multi-disciplinary in composition.
3. Use proper decision tools including information and communication technology, to critically, analytically and creatively solve problems and drive results.
4. Implement the basic functions of management (such as planning, leading, organizing, staffing, directing and controlling) in various functional areas of business (marketing, accounting, finance, human resource, production and operations, IT and strategic management).
5. Engage in independent learning for continual development as a business professional, while generating new knowledge and keeping abreast with the latest developments in the field of business.
6. Communicate effectively with stakeholders, both orally and in writing.
7. Identify unmet and underserved ethical service and product needs of specific customer groups and markets.
8. Specify the service and/or product value contributions of the company which addresses identified needs of customers.
9. Formulate marketing management and organizational design which effectively delivers desired value contributions of the company while ensuring humane working conditions.

10. Design wealth-sharing arrangements for participants in the value chain, both external and internal.
11. Incorporate environment-protection considerations in planned business operations.
12. Plan for effective government compliance and engagement for the business.

### **Admission Requirements**

1. Graduate of ABM strand in senior high school.
2. Passing grade in the university's admission examination.
3. Passing the interview with the Department Chairperson.
4. Non-ABM SHS graduates must take Accounting 1 Bridging Course

### **Retention Policies**

1. Students enrolled in BSBA Marketing Management program must not incur more than 24 units of failed subjects for the duration of their study. Otherwise, they will be advised to drop from the course.
2. Students should not fail in more than 2 major subjects in any given semester.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in Marketing Management

**FIRST YEAR**
**First Semester**

		<b>Lec Units</b>	<b># of hrs/wk</b>	<b>Lab Units</b>	<b># of hrs/wk</b>	<b>Total Credit Units</b>	<b>Total Assessed Units</b>
BMICRO	Basic Micro Economics	3	3	0	0	3	3
BMGT1	Management	3	3	0	0	3	3
GSR	Good Governance and Social Responsibility	3	3	0	0	3	3
NSTP1	National Service Training Program 1	3	3	0	0	3	3
PED1	Physical Education 1 (Wellness and Fitness)	2	2	0	0	2	2
RHIST	Readings in Philippine History	3	3	0	0	3	3
IRS1	Lasallian Spirituality	3	3	0	0	3	3
PCOM	Purposive Communication	3	3	0	0	3	3
	<b>Total</b>	<b>23</b>	<b>23</b>	<b>0</b>	<b>0</b>	<b>23</b>	<b>23</b>

**Second Semester**

		<b>Lec Units</b>	<b># of hrs/wk</b>	<b>Lab Units</b>	<b># of hrs/wk</b>	<b>Total Credit Units</b>	<b>Total Assessed Units</b>
OMTQM	Operations Management and TQM	3	3	0	0	3	3
MRKT100	Marketing Management	3	3	0	0	3	3
BMACRO	Basic Macroeconomics	3	3	0	0	3	3
NSTP2	National Service Training Program 2	3	3	0	0	3	3
PED2	Physical Education 2 (Team Sports and Rhythmic Activities)	2	2	0	0	2	2
PSPEAK	Public Speaking in the Discipline	0	0	3	3	3	3
MATHMW	Mathematics in the Modern World	3	3	0	0	3	3
IRS2	Christian Morality	3	3	0	0	3	3
IGG	Group Guidance	1.5	1.5	0	0	1.5	1.5
	<b>Total</b>	<b>21.5</b>	<b>21.5</b>	<b>3</b>	<b>3</b>	<b>24.5</b>	<b>24.5</b>

**SECOND YEAR**
**First Semester**

		<b>Lec Units</b>	<b># of hrs/wk</b>	<b>Lab Units</b>	<b># of hrs/wk</b>	<b>Total Credit Units</b>	<b>Total Assessed Units</b>
FINVA100	Financial and Investment Analysis	3	3	0	0	3	3
HRMGT	Human Resource Management	3	3	0	0	3	3
MRKT101	Professional Salesmanship	3	3	0	0	3	3
MRKT104	Product Management	3	3	0	0	3	3
MRKT201	Elective 1	3	3	0	0	3	3
PED3	Physical Education 3 (Swimming and Recreation)	2	2	0	0	2	2
GBOOKS	Great Books	3	3	0	0	3	3
ETHICS	Ethics	3	3	0	0	3	3
	<b>Total</b>	<b>23</b>	<b>23</b>	<b>0</b>	<b>0</b>	<b>23</b>	<b>23</b>

**Second Semester**

		<b>Lec Units</b>	<b># of hrs/wk</b>	<b>Lab Units</b>	<b># of hrs/wk</b>	<b>Total Credit Units</b>	<b>Total Assessed Units</b>
FS100	Feasibility Study	3	3	0	0	3	3
MRKT102	Pricing Strategy/Business Analytics with Lab	0	0	3	3	3	3
MRKT103	Distribution Management	3	3	0	0	3	3
PED4	PE 4 (Individual and Dual Sports)	2	2	0	0	2	2
USELF	Understanding the Self	3	3	0	0	3	3
BLOGIC	Business Logic	3	3	0	0	3	3
CWRLD	The Contemporary World	3	3	0	0	3	3
LITE	Living in the IT Era	0	0	3	3	3	3
	<b>Total</b>	<b>17</b>	<b>17</b>	<b>6</b>	<b>6</b>	<b>23</b>	<b>23</b>

## THIRD YEAR

### First Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
MRKT202	Elective 2	3	3	0	0	3	3
STRAT100	Strategic Management	3	3	0	0	3	3
MRKT105	Retail Management	3	3	0	0	3	3
IRS3E	Religions, Religious Experiences, and Spirituality	3	3	0	0	3	3
ARTAP	Art Appreciation	3	3	0	0	3	3
TXTN1	Income Taxation	3	3	0	0	3	3
BA100	Business Analytics	0	0	3	3	3	3
	<b>Total</b>	<b>18</b>	<b>18</b>	<b>3</b>	<b>3</b>	<b>21</b>	<b>21</b>

### Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
MBRES100	Business Research (Methods, Format, and Title Defense	3	3	0	0	3	3
MRKT203	Elective 3	0	0	3	3	3	3
BSTAT	Business Statistics	3	3	0	0	3	3
STS	Science, Technology, and Society	3	3	0	0	3	3
MRKT106	Advertising	3	3	0	0	3	3
IBT100	International Business and Trade	3	3	0	0	3	3
COMLAW1	Business Law	3	3	0	0	3	3
	<b>Total</b>	<b>18</b>	<b>18</b>	<b>3</b>	<b>3</b>	<b>21</b>	<b>21</b>

## FOURTH YEAR

### First Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
MRKT204	Elective 4	3	3	0	0	3	3
MRKT205	Elective 5	3	3	0	0	3	3
MRKT107	Marketing Research	3	3	0	0	3	3
TXTN2	Business Taxation and Other Taxation Topics	3	3	0	0	3	3
RIZAL	Life, Works and Writings of Rizal	3	3	0	0	3	3
COMLAW2	Negotiable Instruments	3	3	0	0	3	3
	<b>Total</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>18</b>

### Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
BAPRAC	Practicum	6	20	0	0	6	6
	<b>Total</b>	<b>6</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>6</b>

### ELECTIVES:

- MRKT201 Consumer Behavior
- MRKT202 Franchising
- MRKT203 E-Commerce and Internet Marketing
- MRKT204 Entrepreneurial Management
- MRKT205 Services Marketing
- MRKT206 Special Topics in Marketing Management
- MRKT207 Environmental Marketing

**SUMMARY OF REQUIRED COURSES  
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION  
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	<b>No. of Courses Required</b>	<b>Units Equivalent</b>	<b>Total Units</b>
<b>General Education</b>			
Understanding the Self		3	
Readings in Philippine History		3	
The Contemporary World		3	
Mathematics in the Modern World		3	
Purposive Communication		3	
Art Appreciation		3	
Science, Technology and Society		3	
Public Speaking in Discipline		3	
Philippine Literature		3	
Ethics (Business Ethics)		3	
Great Books		3	
Rizal's life		3	
Foreign Language		3	39
<b>Other Courses</b>			
NSTP1		3	
NSTP 2		3	
PE 1		2	
PE 2		2	
PE 3		2	
PE 4		2	
IRS 1		3	
IRS 2		3	
IRS 3		3	
IGG		1.5	24.5
<b>Core Business and Management Education Courses</b>			
Operations Management (TQM)		3	
Strategic Management		3	6
<b>Business Administration Core Courses</b>			
		3	
Basic Microeconomics		3	
Basic Macroeconomics		3	
Business Law		3	
Income Taxation		3	
Business Taxation and Other Taxation Topics		3	
Good Governance and Social Responsibilities		3	
Human Resource Management		3	
International Business and Trade		3	
Business Research		3	
Business Statistics		3	
Negotiable Instruments		3	
Feasibility Study		3	
Financial and Investment Analysis		3	
Management		3	
Business Logic		3	
Business Analytics		3	48
<b>Professional Major Courses</b>			
Professional Salesmanship		3	
Marketing Research		3	
Marketing Management		3	

Distribution Management	3	
Advertising	3	
Product Management	3	
Retail Management	3	
Pricing Strategy/Business Analytics with Lab	3	24
<b>Professional Elective Courses</b>		15
Consumer Behavior	3	
Franchising	3	
E-commerce and International Marketing	3	
Entrepreneurial Management	3	
Services Marketing	3	
Special Topics in Marketing Management	3	
Environmental Marketing	3	
Practicum	6	6
<b>Total</b>		<b>162.5</b>

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**MAJOR COURSE DESCRIPTION  
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION  
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PROFESSIONAL SALESMANSHIP**

The course tackle selling on a professional basis taking into account he demands of the changing times, advanced technologies, new products, and more sophisticated buyers. Students are familiarized with the selling process and are expected to have a thorough understanding of the importance of personal selling in the marketing mix.

Students apply their marketing skills by selling products of different companies and work on reaching their individual sales quotas. They also prepare a sales speech by visually, verbally, and non-verbally communicating information about a product of their choice.

**MRKT102 3 units  
PRICING STRATEGY/BUSINESS ANALYTICS  
WITH LAB**

This 3 unit laboratory course establishes a foundation for effective pricing decisions by teaching key economic, analytical and behavioral concepts associated with costs, customer behavior and competition; introduces students to advanced pricing techniques that aim to create additional value. This requires gathering, analyzing, and interpreting data about markets and customers.

The course is designed to understand, influence or predict demand using data about customers and markets for decision-making. Students will learn about the sorts of marketing decision problems in which research information is most useful problems of target market selection, new product or service introduction, customer retention, pricing, etc. The focus is on business decisions and the use of data and data analysis to make better decisions.

**MRKT103 3 units  
DISTRIBUTION MANAGEMENT**

This 3-unit course is aimed at broadening the marketing mix foundations of student-learners in marketing channel strategy as a relevant area for delivering customer value and creating sustainable competitive advantage. Students are expected to diagnose marketing channel systems and management and initiate, collaborate and implement a distribution seminar so as to provide a more holistic approach as theory, research and practice.

At the end of this course, students will be required to submit a written assessment of the distribution strategy of a local/foreign company. Moreover, they will collaborate, initiate and implement a distribution seminar.

**MRKT104 3 units  
PRODUCT MANAGEMENT**

This study will engage the students into learning experiences about the two major aspects of Product Management: A. Product Planning and B. Product Marketing. By Product Planning, students shall be able to understand the ongoing process of identifying and articulating market requirement that define a product's feature set. In the application of this, students shall undergo the new product development process and be able to develop a product based on user's need focused on product functionality. By Product Marketing that addresses buyers' value need, students shall be able to understand the role of promotion in the commercialization of the new product developed to commence the product life cycle which begins with the introduction of the new product to the market. By this, students shall be able to formulate and create appropriate promotional activities aimed at generating product awareness, differentiation and demand. Promotional activities that shall effectively communicate product's value proposition to the buyers or target market.

At end the semester, new products developed by the students and the corresponding pro-motional activities shall be introduced in the market during the Marketing Fair.

**STRAT100 3 units  
STRATEGIC MARKETING MANAGEMENT**

Strategic Marketing management is a 3-unit course designed for Marketing Management and Entrepreneurship Students. This course will Introduce students to the process of developing and managing marketing strategies. As we view strategic marketing planning not only as a process for achieving organizational goals, but also as a means of building long-term relationships with customers.

By the end of the course the students are expected to: (1) evaluate Case studies and pre-prepare class participation. There will be a sharing of strategies used in identifying and solving marketing problems presented and mentioned in the different case studies (2) Make Marketing Strategies as recommendations in solving identified marketing problems. (3) Develop skills in communicating marketing strategies formulated and justify using different environmental considerations taken. (4) Prepare a Strategic marketing plan for an identified company, with an identified competitor.

**MRKT105 3 units  
RETAIL MANAGEMENT**

Retail Management introduces the basic retailing principles and the application of marketing concepts in practical retail environment, and applying the various models of retail competition both in traditional and non retail store formats to create a competitive advantage.

Students are expected to understand the social and economic trends affecting the way consumers behave, and the implications of these trends to retailers. This course aims to familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions through emphasizing on creating customer value and memorable retail experience. Students are to assess the retail formats of different stores and their strategies on providing customer convenience and satisfaction. Students will be tasked to work with the retail stores in the community and to help in designing a window display. To keep abreast with the development in the retail industry, students will have an exposure to the global retail market through an international educational trip.

**MBRES100 3 units  
BUSINESS RESEARCH**

This multi-disciplinary 3-unit course integrates theoretical and conceptual foundations in the field of Marketing, thereby employing the scientific method in investigating phenomena currently relevant to the stakeholders. The student-learners are tasked to assimilate pertinent theories and concepts into their research papers such that they begin with identifying the problem, detailing the methodology, collecting data and analyzing them to draw out conclusion and recommendations based on the findings. As they work in teams, this subject strongly encourages students to remain resourceful, enduring, analytical and collaborative while adding to the body of knowledge in the specific area of inquiry.

Students are expected to write and present, in a logical way, the results of the findings based on the research objectives, complying with the university research format as prescribed, be-for the panelists.

**MRKT106 3 units  
ADVERTISING**

Provides the basic principles of marketing communication mix. Includes the practical analysis of both local and international trends in advertising planning, executions and procedures. Sales promotion supports the advertising goals by setting promotional tools, selecting the appropriate strategies, determining the promotional budget, and effective strategies on customers' awareness.

Students will be required to submit media plan and produce tri-media output sponsored by a company client.

**MRKT107 3 units  
MARKETING RESEARCH**

This multi-disciplinary 3-unit course is centered on the second part of the marketing research process. The student-learners are tasked to operationalize the research plan, such that they collect the needful customer insights from intended participants based on the research proposal, to employ data processing such that they

will codify, encode and make visual presentations of the gathered data, to analyze and interpret the information aimed at drawing out conclusion and recommendations based on the findings.

The Research Paper becomes the final output after the panel defense. As they work in teams, this subject strongly encourages students to remain resourceful, enduring, analytical and collaborative while adding to the body of knowledge in the specific area of inquiry. Prerequisite: MBRES100

**IBT 3 units  
INTERNATIONAL BUSINESS AND TRADE**

This Course will make students learn the basic principles of Global trade, importance of cultural, economic and political environment and the identification of international trade entry strategies to make companies competitive. There will also be application of these principles in the analysis of variety of cases and presentation of the same in class, develop a critical attitude in evaluation of appropriate strategy to be used in entering different types of globalized markets.

By the end of the course, the students are expected to submit and present a country profile highlighting export potential and benefits alongside with the identification of international market entry strategies and integrate environmental factors in formulating international marketing strategies.

**MRKT201 3 units  
CONSUMER BEHAVIOR**

This course aims to help student in understanding the psychology of how consumers think, feel, reason, and select between different alternatives and analyze the behavior of consumers while shopping or making other marketing decisions. To give students a workable understanding and appreciation of the importance of studying consumers' attitudes and behavior. And give students an opportunity to expand their thinking capacity in order to aid in preparing themselves for decision-making type business positions.

To develop the analytical and critical capability of the students, they will be required to analyze cases and to conduct research on the behavior of the market and develop strategies anchored on the findings from the research done.

**MRKT202 3 units  
FRANCHISING**

This course is an overview of the concepts and principles of franchising as they pertain to the economic sustainability of both the domestic and global markets. This includes the discussion on contemporary issues, trends and developments in franchising strategy, operations, legal issues, finance and marketing and management of franchises. Explores new markets for franchising and career opportunities in contemporary franchising, including multi-unit franchises.



## **MRKT203** **E-COMMERCE AND INTERNATIONAL MARKETING** **3 units**

This course is a combination of E-commerce and International Marketing. Half of the semester will enable students to learn the principles and technical knowledge on E-commerce and Internet Marketing. Along the conduct of the study the students are expected to: (1) Be aware of the challenges presented by the international marketing environment, and the identification of opportunities and threats emerging from diverse cultural, economic, demographic, political/legal, and competitive environments. (2) Identify alternative foreign market entry and development strategies through E-Marketing as well as solving E-Marketing related problems. (2) Apply these principles in setting up an online store; selling merchandises executing strategies learned in the course highlighting the Product mix offering.

Students will consider the global market as they appreciate online marketing

## **MRKT204** **ENTREPRENEURIAL MANAGEMENT** **3 units**

Deals with the approach entrepreneurs use in identifying opportunities and creating new ventures, the analytic skills that are needed to practice this approach, and the background knowledge and managerial skills that are necessary for dealing with the recurring issues involved in starting, growing, and harnessing the value of new ventures. The students will experience and have a grasp of the actual steps necessary to conceive a business idea, make a business plan, start a new enterprise, raise the money, and run it successfully.

Students will understand the impact of their decision on the financial statement of a business.

## **MRKT205** **SERVICES MARKETING** **3 units**

Services Marketing is designed for students to be interested in understanding services and in helping organizations leverage service for value creation, market differentiation and competitive advantage. This course aims to help students in understanding supplementary services, the nature and characteristics of services, the marketing implications of product intangibility and the risks associated with service products. The 7Ps of Services of Marketing will be thoroughly discussed to emphasize the difference between the tangible product and service.

This will require students the application of theories and concepts of the course through conceptualization and implementation of an actual event. This course has the Christian Service Learning Program component where students will be immersed to the community and create a sustainable project as source of additional for the family.

## **MRKT206** **SPECIAL TOPICS IN MARKETING MANAGEMENT** **3 units**

This is a 3 unit course that focuses on adding relevant, substantive topics to the students' business knowledge/experience and providing professional development opportunities. This course will introduce and develop key marketing and management concepts. With industry coaches and current business perspectives, learning activities and projects will shape students business aptitude and capabilities that ultimately enhance their professional careers.

This course is designed to be application oriented and experiential; students will be required, as individuals and as team members, to develop skills that impact their career future.

## **MRKT207** **ENVIRONMENTAL MARKETING** **3 units**

This 3 unit course focuses on analyzing current environmental trends that influence marketing applications; such as green consumerism and sustainable certification and labelling and on developing strategic and practical environmental marketing programs for businesses of all kinds. The pitfalls and the full potential of environmental marketing will be explored and discussed using relevant readings, current media, and real-world examples.

Students will choose a company or product that is currently engaged in some form of environmental marketing and prepare a written analysis of the current marketing approach and include recommendation in the future which they will present in class.