

CATALOGUE OF COURSES

BSED Major in Marketing Management

First Year, First Semester

DESCRIPTION OF CORE PROFESSIONAL EDUCATION COURSES

GEC 1 Understanding the Self

Credit : 3 units (3h lec)

Prerequisite(s) : None

GEC 2 Reading in Philippine History

Credit : 3 units (3h lec)

Prerequisite(s) : None

GEC 3 The Contemporary World

Credit : 3 units (3h lec)

Prerequisite(s) : None

BACC 3 Good Gov' and Social Responsibility

Credit : 3 units (3h lec)

Prerequisite(s) : None

PE 1 PATH-FIT – Movement Competency Training

Credit : 2 units (2h lec)

Prerequisite(s) : None

NSTP 1 National Service Training Program 1

Credit : 3 units (3h lec)

Prerequisite(s) : None

First Year, Second Semester

BACC 1 Basic Microeconomics

Credit : 3 units (3h lec)

Prerequisite(s) : None

BACC 2 Human Resource Management

Credit : 3 units (3h lec)

Prerequisite(s) : None

CBMC 1 Operation Management (TQM)

Credit : 3 units (3h lec)

Prerequisite(s) : None

GEC 4 Mathematics in the Modern World

Credit : 3 units (3h lec)

Prerequisite(s) : None

GEC 5 Purposive Communication

Credit : 3 units (3h lec)

Prerequisite(s) : None

PE 2 PATH-FIT 2 – Fitness Training

Credit : 2 units (2h lec)

Prerequisite(s) : PE 1

NSTP 2 National Service Training Program 2

Credit : 3 units (3h lec)

Prerequisite(s) : NTSP 1

Second Year, First Semester

CBMC 2 Strategic Management

Credit : 3 units (3h lec)

Prerequisite(s) : CBMC 1

GEC 6 Art Appreciation

Credit : 3 units (3h lec)

Prerequisite(s) : None

GEC 7 Science, Technology, and Society

Credit : 3 units (3h lec)

Prerequisite(s) : None

MM 05 Marketing Management

Credit : 3 units (3h lec)

Prerequisite(s) : 2nd year

MM 10 Product Management

Credit : 3 units (3h lec)

Prerequisite(s) : 2nd year

MM Elec 1 Entrepreneurial Management

Credit : 3 units (3h lec)

Prerequisite(s) : 2nd year

PE 3 PATH-FIT 3 – Sports

Credit : 2 units (2h lec)

Prerequisite(s) : PE 2

Second Year, Second Semester

GEC 8 Ethics

Credit : 3 units (3h lec)

Prerequisite(s) : None

GEC 9 Rizal's Life and Works

Credit : 3 units (3h lec)

Prerequisite(s) : None

MM 15 Distribution Management

Credit : 3 units (3h lec)

Prerequisite(s) : 2nd year

MM 20 Retail Management

Credit : 3 units (3h lec)

Prerequisite(s) : 2nd year

BACC 4 Business Law (Obligation & Contract)

Credit : 3 units (3h lec)

Prerequisite(s) : 2nd year

MM Elec 2 Consumer Behavior

Credit : 3 units (3h lec)

Prerequisite(s) : 2nd year

PE 4 PATH-FIT – Outdoor & Adventure Activities

Credit : 3 units (3h lec)

Prerequisite(s) : PE 3

Third Year, First Semester

GEC 11 Language, Gender & Society

Credit : 3 units (3h lec)

Prerequisite(s) : None

GEC 10 History of Muslim Filipinos and of the Indigenous People of Mindanao

Credit : 3 units (3h lec)

Prerequisite(s) : None

BACC 5 International Business Trade

Credit : 3 units (3h lec)

Prerequisite(s) : 3rd year

BACC 6 Taxation (Income Taxation)

Credit : 3 units (3h lec)

Prerequisite(s) : 3rd year

MM 25 Professional Salesmanship

Credit : 3 units (3h lec)

Prerequisite(s) : 3rd year

MM 30 Marketing Research

Credit : 3 units (3h lec)

Prerequisite(s) : 3rd year

IT 01 It Application Tools in Business

Credit : 3 units (3h lec)

Prerequisite(s) :

MM Elec 4 Industrial/Agricultural Marketing

Credit : 3 units (3h lec)

Prerequisite(s) : None

Fourth Year, First Semester

BACC 8 Business Research

Credit : 3 units (3h lec)

Prerequisite(s) : BACC 7

MM Elec 5 Strategic Marketing Management

Credit : 3 units (3h lec)

Prerequisite(s) : 4th year

MM Elec 6 Franchising

Credit : 3 units (3h lec)

Prerequisite(s) : None

MM Elec 7 E-Commerce and Internet Marketing

Credit : 3 units (3h lec)

Prerequisite(s) : 4th year

Fourth Year, Second Semester

Prac 90 Practicum/Integrated Learning (600 hrs)

Credit : 6 units (6h lec)

Prerequisite(s) : All MM Major 05, 10, 15, 20, 25, 30, 35, 40