

## **PROGRAMS**

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### **Bachelor of Science in Business Administration (BSBA)**

#### **Major in Marketing Management**

Academic Year 2018-2019

Reference CMOs: CMO 17, s. 2017, CMO 4, s.2018 and CMO 20,s. 2013

#### **Curriculum 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 graduate with both 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 Objectives**

To produce business professionals who:

1. Assume supervisory and/or managerial responsibilities within their organization;
2. Pursue graduate studies in business and management; and
3. Manage a business.

#### **Program Outcomes**

Students of BS Business Administration should be able to:

1. Analyze the business environment for strategic direction;
2. Prepare operational plans;
3. Innovate business ideas based on emerging industry;
4. Manage a strategic business unit for economic sustainability; and
5. Conduct business research.

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**CURRICULUM**  
**Bachelor of Science in Business Administration (BSBA)**  
**Major in Marketing Management**  
Academic Year 2018-2019  
Reference CMOs: CMO 17, s. 2017, CMO 4, s.2018 and CMO 20,s. 2013

<b>FIRST YEAR</b>					
<b>FIRST SEMESTER</b>					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
<b>GEd 102</b>	Mathematics in the Modern World	3	3	0	
<b>GEd 108</b>	Art Appreciation	3	3	0	
<b>ECO 101</b>	Basic Microeconomics	3	3	0	
<b>MGT 101</b>	Human Resource Management	3	3	0	
<b>PE 101</b>	Physical Fitness, Gymnastics and Aerobics	2	2	0	
<b>NSTP 111</b>	National Service Training Program 1	3	3	0	
	<b>Total</b>	<b>17</b>	<b>17</b>	<b>0</b>	

<b>FIRST YEAR</b>					
<b>SECOND SEMESTER</b>					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
<b>GEd 101</b>	Understanding the Self	3	3	0	
<b>GEd 109</b>	Science, Technology, and Society	3	3	0	
<b>MKT 101</b>	Product Management	3	3	0	
<b>MKT 102</b>	Consumer Behaviour	3	3	0	
<b>PE 102</b>	Rhythmic Activities	2	2	0	PE 101
<b>NSTP 121</b>	National Service Training Program 2	3	3	0	NSTP 111
	<b>Total</b>	<b>17</b>	<b>17</b>	<b>0</b>	

<b>SECOND YEAR</b>					
<b>FIRST SEMESTER</b>					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
<b>LAW 201</b>	Law on Obligations and Contracts	3	3	0	
<b>TAX 301</b>	Income Taxation	3	3	0	
<b>FILI 101</b>	Kontekswalisadong Komunikasyon sa Filipino	3	3	0	
<b>LITR 102</b>	ASEAN Literature	3	3	0	
<b>GEd 104</b>	The Contemporary World	3	3	0	
<b>MKT 203</b>	Marketing Research	3	3	0	MKT 101, MKT 102
<b>PE 103</b>	Individual And Dual Sports	2	2	0	PE 101
	<b>Total</b>	<b>20</b>	<b>20</b>	<b>0</b>	

SECOND YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
<b>FILI 102</b>	Filipino sa Iba't-ibang Disiplina	3	3	0	
<b>GEd 106</b>	Purposive Communication	3	3	0	
<b>GEd 103</b>	Life and Works of Rizal	3	3	0	
<b>MGT 202</b>	Good Governance and Social Responsibility	3	3	0	GEd 107
<b>MKT 204</b>	Distribution Management	3	3	0	MKT 203
<b>BPO 201</b>	Fundamentals of Business Process Outsourcing (BPO)	3	3	0	
<b>PE 104</b>	Team Sports	2	2	0	PE 101
	<b>Total</b>	<b>20</b>	<b>20</b>	<b>0</b>	

THIRD YEAR					
FIRST SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
<b>MGT 303</b>	Operations Management with Total Quality Management	3	3	0	
<b>GEd 107</b>	Ethics	3	3	0	
<b>MGT 304</b>	International Business and Trade	3	3	0	
<b>BPO 302</b>	Business Communication	3	3	0	BPO 201
<b>GEd 105</b>	Readings in Philippine History	3	3	0	
<b>MKT 305</b>	Pricing Strategy	3	3	0	MKT 204
<b>MKT 306</b>	Professional Salesmanship	3	3	0	MKT 204
	<b>Total</b>	<b>21</b>	<b>21</b>	<b>0</b>	

THIRD YEAR					
SECOND SEMESTER					
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s
			Lec	Lab	
<b>MKT 310</b>	Research Methods Applied in Marketing Management	3	3	0	MKT 305 MKT 306
<b>MGT 305</b>	Entrepreneurial Management	3	3	0	
<b>BPO 303</b>	Service Culture	3	3	0	BPO 302
<b>MKT 307</b>	Advertising	3	3	0	MKT 305, MKT 306
<b>MKT 308</b>	Retailing Management	3	3	0	MKT 305, MKT 306
<b>MKT 309</b>	International Marketing	3	3	0	MKT 305, MKT 306
	<b>Total</b>	<b>18</b>	<b>18</b>	<b>0</b>	

<b>FOURTH YEAR</b>					
<b>FIRST SEMESTER</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>	<b>Hour/s</b>		<b>Pre-Requisite/s</b>
			<b>Lec</b>	<b>Lab</b>	
<b>MKT 412</b>	Marketing Management	3	3	0	MKT 307, MKT 308, MKT 309
<b>MKT 413</b>	Special Topics in Marketing Management with Seminar	3	3	0	
<b>ANA 401</b>	Business Analytics	3	2	1	
<b>MKT 411</b>	Marketing Management Thesis Writing	3	3	0	MKT 310
<b>MGT 406</b>	Strategic Management	3	3	0	MGT 303
<b>Total</b>		<b>15</b>	<b>14</b>	<b>1</b>	

<b>FOURTH YEAR</b>					
<b>SECOND SEMESTER</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>	<b>Hour/s</b>		<b>Pre-Requisite/s</b>
			<b>Lec</b>	<b>Lab</b>	
<b>MKT 414</b>	Practicum / Work Integrated Learning for Marketing Management (600hrs)	6	0	6	Regular Standing
<b>Total</b>		<b>6</b>	<b>0</b>	<b>0</b>	