

MARKETING DEPARTMENT

3/F Bellamine Bldg., E. Jacinto Street, 8016 Davao City, Philippines
Tel. No. +63 (82) 221.2411 to 14 loc. 8312 | Telefax +63 (82) 221.8103
Email sbg.marketing@addu.edu.ph | Twitter @AdDU\_SBG
In Consortium with Ateneo de Zamboanga and Xavier University

## in consortuin with Ateneo de Zamboanga and Xavier on

## BACHELOR OF SCIENCE IN MARKETING Program of Study

Effective Academic Year 2014 - 2015

FIRST YEAR - First Semester			
COURSE NO.	COURSE TITLE	UNITS	PREREQ
EDP 111	Fundamental of Computer Software & Application	3	None
Ns 1	Intro to Biological Science	3	None
Engl 11	Basic Communication Skills	3	None
Fil 1	Komunikasyon sa Akademikong Filipino	3	None
Hist 111	Philippine History	3	None
Soc 111	Society and Culture w/ Family Planning	3	None
Math 111	College Algebra	3	None
FYDP 1	First Year Development Program	1	None
PE 1	Physical Education	2	None
	TOTAL UNITS	24	

	FIRST VEAR Consend Commenters		
FIRST YEAR - Second Semester			
COURSE NO.	COURSE TITLE	UNITS	PREREQ
Ps 211	Philippine Constitution	3	HIST 111
Engl 13	Grammar and Composition	3	ENGL 11
Fili 2	Pagbasa't Pagsulat sa Ibat't ibang Disiplina	3	FILI 1
Ns 2	Introduction to Physical Science	3	NS 1
Lit 1	Literary Appreciation (Phil.Asian,World)	3	None
Psy 111	Introduction to Psychology	3	None
Theo 111	Jesus Christ & Salvation History	3	None
FYDP 2	First Year Development Program	1	FYDP 1
PE 2	Physical Education	2	PE 1
	TOTAL UNITS	24	

SECOND YEAR - First Semester			
COURSE NO.	COURSE TITLE	UNITS	PREREQ
Mgt 210	Business Organization & Management	3	None
Engl 21	Speech Arts	3	ENGL 13
Econ 211	Macroeconomic Theory & Practice	3	MATH 111
Theo 121	Church & Sacraments	3	THEO 111
Math 230	Calculus for Business	3	MATH 111
Hum 1	Intro to Arts Appreciation	3	None
Acc 110	Accounting 1	3	None
PE 3	Physical Education	2	PE 1
NSTP 1	Civic Welfare Training Service	3	None
	TOTAL UNITS	26	

SECOND YEAR - Second Semester			
COURSE NO.	COURSE TITLE	UNITS	PREREQ
Acc 222	Accounting 2	3	ACC 110
Math 213	Business Statistics	3	MATH 230
HRM 221	Human Behavior and Organization	3	MGT 210
Engl 23	Writing Across Disciplines	3	ENGL 13
Mktg 221	Professional Salesmanship	3	None
Fin 222	Business Economics	3	ECON 211
Phi 103	Intro to Philosophy	3	ENGL 13
PE 4	Physical Education	2	PE 1
NSTP 2	Civic Welfare Training Service	3	NSTP 1
	TOTAL UNITS	26	

THIRD YEAR - First Semester			
COURSE NO.	COURSE TITLE	UNITS	PREREQ
Acc 311	Managerial Accounting	3	ACC 222
Mktg 311	Principles of Marketing	6	MATH 213
Mktg 315	Basic Marketing Research with Lab	3	MATH 213
Mktg 323	Consumer Behavior	3	PSYCH 111
Fin 202	Basic Business Finance	3	None
BL 301	Law on Obligation and Contracts	3	PS 211
Mgt 401	Business Communications	3	ENGL 23
Phi 104	Philosophy of the Human Person	3	PHILO 103
	TOTAL UNITS	27	

	THIRD YEAR - Second Semester		
COURSE NO.	COURSE TITLE	UNITS	PREREQ
Mktg 321	Strategic Marketing Management	3	MKTG 311
Mktg 322	Advance Marketing Research	3	MKTG 315
PM 203	Social Resposibility and Good Governance	3	MGT 210
Mktg 324	Integrated Marketing Communications	3	MKTG 311
Theo 131	Christian Morality & Spirituality	3	THEO 121
Phi 106	Philosophy of Religion	3	PHILO 103
Hist 50	Rizal's Life and Works	3	HIST 111
Tax 414	Phil. Tax System & Income Taxations	3	ACC 222
Ent 429	Introduction to Entrepreneurship	3	MGT 210
	TOTAL UNITS	27	

	FOURTH YEAR - First Semester		
COURSE NO.	COURSE TITLE	UNITS	PREREQ
Mktg 410	Mktg Elective 1*	3	MKTG 321, MKTG 315
Mgt 433	TQM (Total Quality Management)	3	ACC 311
Mktg 413	Fundamentals of Advertising w/ Lab	3	MKTG 321, MKTG 315
Mktg 414	Sales Management	3	MKTG 321
Mktg 415	Global Marketing & E- Commerce	3	MKTG 321, MKTG 315
Theo 141	Christian Commitment & Solidarity	3	THEO 131
Phi 107	Moral Philosophy	3	PHILO 103
Prac 1	Training for Transformation	3	MGT 401
	TOTAL UNITS	24	

FOURTH YEAR - Second Semester			
COURSE NO.	COURSE TITLE	UNITS	PREREQ
Mktg 412	Mktg Elective 2*	3	MKTG 321, MKTG 315
Mktg 429	Retail Management	3	MKTG 311
Mktg 431	Product and Brand Management	3	MKTG 321, MKTG 315
Mktg 432	Distribution and Logistics Management	3	MKTG 321, MKTG 315
Mktg 433	Marketing Information System with Lab	3	MKTG 315
Mgt 436	Strategic Management	3	ACC 311
Prac 2	Field Work	3	PRAC 1, MKTG 221, MKTG 311, MKTG 315, MKTG 321, MKTG 322, MKTG 323
	TOTAL UNITS	21	

<sup>\*</sup> Choice of following professional Marketing subjects: (1) Social Marketing; (2) Events and Tourism Marketing; (3) Pricing Management; (4) Health and Leisure Marketing; and (5) Services Marketing

**TOTAL NUMBER OF UNITS: 199** 

