



MARKETING DEPARTMENT

BACHELOR OF SCIENCE IN MARKETING
Program of Study
Effective Academic Year 2014 - 2015

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Fundamental of Computer Software & Application, Intro to Biological Science, Basic Communication Skills, etc.

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Philippine Constitution, Grammar and Composition, Pagbasa't Pagsulat sa Ibat't ibang Disiplina, etc.

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Business Organization & Management, Speech Arts, Macroeconomic Theory & Practice, etc.

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Accounting 2, Business Statistics, Human Behavior and Organization, etc.

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Managerial Accounting, Principles of Marketing, Basic Marketing Research with Lab, etc.

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Strategic Marketing Management, Advance Marketing Research, Social Responsibility and Good Governance, etc.

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Mktg Elective 1*, TQM (Total Quality Management), Fundamentals of Advertising w/ Lab, etc.

Table with 4 columns: COURSE NO., COURSE TITLE, UNITS, PREREQ. Rows include Mktg Elective 2*, Retail Management, Product and Brand Management, etc.

* 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

