

Republic of the Philippines
BATANGAS STATE UNIVERSITY
Pablo Borbon Main I, Batangas City, Philippines 4200
**COLLEGE OF ACCOUNTANCY, BUSINESS, ECONOMICS AND
INTERNATIONAL HOSPITALITY MANAGEMENT**
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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

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

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

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

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

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

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

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

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