


TECHNOLOGICAL INSTITUTE OF THE PHILIPPINES
Quezon City
2018 CURRICULUM FOR BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT (BSBA-MM)

IMPORTANT: Registration in any course/s without all the pre-requisite/s, correct sequence and authorized load shall not be given any credit regardless of the grade/s obtained.

NAME : _____ STUDENT NO : _____

COURSE CODE		DESCRIPTIVE TITLE	LEC HOURS	LAB HOURS	CREDIT UNITS	PRE-REQUISITE(S)/CO-REQUISITE(S)
FIRST YEAR, FIRST SEMESTER (17 UNITS)						
GEC	001	Understanding the Self	3	0	3	
GEC	005	Purposive Communication	3	0	3	
ECON	002	Basic Microeconomics (Eco)	3	0	3	
MK	009	Marketing Management	3	0	3	
MAN	003	Good Governance and Social Responsibility	3	0	3	
PE	001	Physical Education 1	2	0	2	
NSTP	001	National Service Training Program 1	(3)	0	(3)	
TOTAL			17	0	17	
FIRST YEAR, SECOND SEMESTER (17 UNITS)						
GEC	002	Readings in Philippine History	3	0	3	
GEC	004	Mathematics in the Modern World	3	0	3	
MAN	004	Human Resource Management	3	0	3	
MK	005	Product Management	3	0	3	MK 009(P)
ACCTG	002A	Partnership Accounting	3	0	3	
PE	002	Physical Education 2	2	0	2	PE 001(P)
NSTP	002	National Service Training Program 2	(3)	0	(3)	NSTP 001(P)
TOTAL			17	0	17	
SECOND YEAR, FIRST SEMESTER (20 UNITS)						
GEC	003	The Contemporary World	3	0	3	
GEE	001	General Education Elective 1	3	0	3	
MMELECT	001	Elective Course 1 (MK 010)	3	0	3	See track for pre-requisite(s)
ACCTG	002B	Corporation Accounting	3	0	3	ACCTG 002A(P)
MK	014	Pricing Strategy	3	0	3	MK 005(P)
LAW	001	Business Law (Obligations and Contracts)	3	0	3	
PE	003	Physical Education 3	2	0	2	PE 002(P)
TOTAL			20	0	20	
SECOND YEAR, SECOND SEMESTER (20 UNITS)						
GEC	006	Art Appreciation	3	0	3	
GEE	002	General Education Elective 2	3	0	3	
TAX	003	Taxation (Income Taxation)	3	0	3	ACCTG 002B(P)
MMELECT	002	Elective Course 2 (MK 012)	3	0	3	See track for pre-requisite(s)
MK	004	Advertising	3	0	3	MK 014(P)
MK	003	Distribution Management	3	0	3	MK 014(P)
PE	004	Physical Education 4	2	0	2	PE 002(P)
TOTAL			20	0	20	
THIRD YEAR, FIRST SEMESTER (18 UNITS)						
GEE	003	General Education Elective 3	3	0	3	
MMELECT	003	Elective Course 3 (ENT 001)	3	0	3	See track for pre-requisite(s)
MK	006	International Marketing	3	0	3	
MK	002	Retail Management	3	0	3	MK 003(P)
MAN	011	Business Research	3	0	3	
MAN	010	International Business and Trade	3	0	3	
TOTAL			18	0	18	
THIRD YEAR, SECOND SEMESTER (18 UNITS)						
GEC	007	Science, Technology and Society	3	0	3	
GEC	008	Ethics	3	0	3	



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MAN	012	Feasibility Study	3	0	3	MAN 011(P)
MK	007	Professional Salesmanship	3	0	3	MK 002(P)
MMELECT	004	Elective Course 4 (BIT 004B)	3	0	3	See track for pre-requisite(s)
MAN	008	Operations Management and TQM	3	0	3	MAN 004(P)
TOTAL			18	0	18	
FOURTH YEAR, FIRST SEMESTER (18 UNITS)						
MAN	009	Strategic Management	3	0	3	MAN 008(P)
SOCSO	005	Life and Works of Rizal	3	0	3	
MK	008	Marketing Research	3	0	3	MAN 011(P)
BIT	005	SAP Business Process Integration (BPI)	2	3	3	
MK	015	Integrated Marketing Communication	3	0	3	
MK	016	Direct and Database Marketing	3	0	3	
TOTAL			17	3	18	
FOURTH YEAR, SECOND SEMESTER (6 UNITS)						
BAP	100	Internship	0	600	6	Graduating
TOTAL			0	600	6	
ELECTIVE COURSES						
ELECTIVE COURSES (12 UNITS)						
FIN	013	Personal Finance	3	0	3	
MK	010	Consumer Behavior	3	0	3	
ENT	001	Entrepreneurial Management	3	0	3	
BIT	004B	E-Commerce and Internet Marketing	3	0	3	
MK	012	Sales Management	3	0	3	
MK	017	Franchising	3	0	3	
MK	018	Direct Marketing	3	0	3	
MK	019	Services Marketing	3	0	3	
MK	020	Industrial/Agricultural Marketing	3	0	3	
MK	021	Cooperative Marketing	3	0	3	
MK	022	New Market Development	3	0	3	
MK	011	Strategic Marketing Management	3	0	3	
MK	023	Environmental Marketing	3	0	3	
MK	024	Special Topics in Marketing Management	3	0	3	
TOTAL			42	0	42	

CREDENTIALS PRESENTED:

- () F137A () NSO Birth Certificate
- () F138 () HD
- () GMC () TOR

DEFICIENCY/IES:

Evaluated By: _____

Date: _____

Received By: _____

Date: _____

LEGEND

P = Pre-requisite

C = Co-requisite

NOTE: EVALUATION IS TENTATIVE AND MAY BE REVISED FOR SOME VALID CAUSES OR REASONS OR IF OMISSIONS AND/OR LACK OF UNITS CREDITED BE DISCOVERED LATER.