



St. Peter's College
ILIGAN CITY

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
Major in MARKETING MANAGEMENT
School Year 2018-19
Enhanced Curriculum Based on CMO 17 s2017

FIRST YEAR

FIRST SEMESTER				CDT				SECOND SEMESTER				CDT			
FG	Sub No.	Description	Lec	Lab	Unit	Prereq	FG	Sub No.	Description	Lec	Lab	Unit	Prereq		
<input type="checkbox"/>	GEC 1	Understanding the Self	3	0	3		<input type="checkbox"/>	BACC 1	Basic Microeconomics	3	0	3			
<input type="checkbox"/>	GEC 2	Readings in Philippine History	3	0	3		<input type="checkbox"/>	BACC 2	Human Resource Management	3	0	3			
<input type="checkbox"/>	GEC 3	The Contemporary World	3	0	3		<input type="checkbox"/>	CBMC 1	Operation Management (TQM)	3	0	3			
<input type="checkbox"/>	BACC 3	Good Gov' and Social Responsibility	3	0	3		<input type="checkbox"/>	GEC 4	Mathematics in the Modern World	3	0	3			
<input type="checkbox"/>	PE 1	PATH-FIT 1 - Movement Competency Training	2	0	2		<input type="checkbox"/>	GEC 5	Purposive Communication	3	0	3			
<input type="checkbox"/>	NSTP 1	National Service Training Program 1	3	0	3		<input type="checkbox"/>	PE 2	PATH-FIT 2 - Fitness Training	2	0	2	PE 1		
							<input type="checkbox"/>	NSTP 2	National Service Training Program 2	3	0	3	NSTP 1		
					17						20				

SECOND YEAR

FIRST SEMESTER				CDT				SECOND SEMESTER				CDT			
FG	Sub No.	Description	Lec	Lab	Unit	Prereq	FG	Sub No.	Description	Lec	Lab	Unit	Prereq		
<input type="checkbox"/>	CBMC 2	Strategic Management	3	0	3		<input type="checkbox"/>	GEC 8	Ethics	3	0	3			
<input type="checkbox"/>	GEC 6	Art Appreciation	3	0	3		<input type="checkbox"/>	GEC 9	Rizal's Life and Works	3	0	3			
<input type="checkbox"/>	GEC 7	Science, Technology, and Society	3	0	3		<input type="checkbox"/>	MM 15	Distribution Management	3	0	3	2nd yr		
<input type="checkbox"/>	MM 05	Marketing Management	3	0	3	2nd yr	<input type="checkbox"/>	MM 20	Retail Management	3	0	3	2nd yr		
<input type="checkbox"/>	MM 10	Product Management	3	0	3	2nd yr	<input type="checkbox"/>	BACC 4	Business Law (Obligation & Contract)	3	0	3	2nd yr		
<input type="checkbox"/>	MM Elec 1	Entrepreneurial management	3	0	3	2nd yr	<input type="checkbox"/>	MM Elec 2	Consumer Behavior	3	0	3	2nd yr		
<input type="checkbox"/>	PE 3	PATH-FIT 3 - Sports	2	0	2	PE 2	<input type="checkbox"/>	PE 4	PATH-FIT 4 - Outdoor & Adventure Activities	2	0	2	PE 3		
					20						20				

THIRD YEAR

FIRST SEMESTER				CDT				SECOND SEMESTER				CDT			
FG	Sub No.	Description	Lec	Lab	Unit	Prereq	FG	Sub No.	Description	Lec	Lab	Unit	Prereq		
<input type="checkbox"/>	GEC 11	Language, Gender & Society	3	0	3		<input type="checkbox"/>	GEC 12	Ecocriticism and the Conservation of Nature	3	0	3			
<input type="checkbox"/>	GEC 10	History of Muslim Filipinos and of the Indigeneous Peoples of Mindanao	3	0	3		<input type="checkbox"/>	BACC 7	Thesis 1	3	0	3	3rd yr		
<input type="checkbox"/>	BACC 5	International Business and Trade	3	0	3	3rd yr	<input type="checkbox"/>	MM 35	Pricing Strategy	3	0	3	3rd yr		
<input type="checkbox"/>	BACC 6	Taxation (Income Taxation)	3	0	3	3rd yr	<input type="checkbox"/>	MM 40	Advertising	3	0	3	3rd yr		
<input type="checkbox"/>	MM 25	Professional Salesmanship	3	0	3	3rd yr	<input type="checkbox"/>	MM Elec 3	Cooperative Marketing	3	0	3			
<input type="checkbox"/>	MM 30	Marketing Research	3	0	3	3rd yr	<input type="checkbox"/>	MM Elec 4	Industrial/Agricultural Marketing	3	0	3			
<input type="checkbox"/>	IT 01	IT Application Tools in Business	3	0	3										
					21						18				

FOURTH YEAR

FIRST SEMESTER				CDT				SECOND SEMESTER				CDT			
FG	Sub No.	Description	Lec	Lab	Unit	Prereq	FG	Sub No.	Description	Lec	Lab	Unit	Prereq		
<input type="checkbox"/>	BACC 8	Business Research	3	0	3	BACC 7	<input type="checkbox"/>	Prac 90	Practicum/Integrated Learning (600 hrs)	6	0	6	All MM Major 05, 10, 15, 20, 25, 30, 35, 40		
<input type="checkbox"/>	MM Elec 5	Strategic Marketing Management	3	0	3	4th yr									
<input type="checkbox"/>	MM Elec 6	Franchising	3	0	3										
<input type="checkbox"/>	MM Elec 7	E-Commerce and Internet Marketing	3	0	3	4th yr									
					12						6				

Foundation Courses for NON-ABM TRACK

Econ 01	Principles of Economics	3	<input type="checkbox"/>
Mgt 01	Prin. of Management	3	<input type="checkbox"/>
Mktg 01	Principles of Mktg	3	<input type="checkbox"/>
Acctg 01	Fund. Of Acctg.	6	<input type="checkbox"/>
Bus Math	Math of Investment	3	<input type="checkbox"/>

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Fin 101 Business Finance

3

FAMILY NAME

GIVEN NAME

M.I.

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EO-Academic Affairs