

Bachelor of Science in Business Administration

Major in Marketing Management

Step into the exciting world of brand-building and consumer engagement with the Bachelor of Science in Business Administration, Major in Marketing Management. This program offers in-depth training in **market research, digital marketing, brand strategy, consumer behavior, and sales management**. Students gain essential skills in creative problem-solving, strategic planning, and effective communication, preparing them to thrive in fast-evolving marketing landscapes. Graduates are well-prepared for dynamic careers as marketing managers, brand strategists, digital marketers, sales executives, and market researchers, positioning them to make a lasting impact in any industry.

FIRST YEAR					
	FIRST SEMESTER			SECOND SEMESTER	
Course Code	Descriptive Title	Units	Course Code	Descriptive Title	Units
GE1-11	Understanding The Self	3	GE5-11	Purposive Communication	3
GE2-11	Readings in Philippine History	3	GE6-12	Art Appreciation	3
GE3-11	The Contemporary World	3	GE7-12	Science Technology and Society	3
GE4-11	Mathematics in the Modern World	3	GE8-12	Ethics	3
ACB-11	Essentials of Accounting	6	ECO2-21	Basic Microeconomics	3
NSTP1	National Service Training Program 1	3	MN5-31	Good Governance & Social Responsibility	3
PE1	PATHFit1: Movement Competency Training	2	NSTP2	National Service Training Program 2	3
			PE2	PATHFit2: Exercise-based Fitness Activities	2
	TOTAL UNITS	23		TOTAL UNITS	23
SECOND YEAR					
	FIRST SEMESTER			SECOND SEMESTER	
Course Code	Descriptive Title	Units	Course Code	Descriptive Title	Units
GE9-12	Rizal's Life and Works	3	GE15	Statistics for Research	3
GE14	Dynamics of GMRC	3	GE13-22	Social Science and Philosophy	3
LAW1-21	Obligation and Contract	3	TAX1-22	Income Taxation	3
MN7-22	Operations Management and TQM	3	ECO15-ELEC7	Economic Development	3
PC1	Introduction to Data Science	3	PC2	SAP in Business	3
PC4	Managerial Accounting	3	LAW4-22	Law on Business & Organization	3
PE3	PATHFit3: Menu of Dance	2	PE4	PATHFit4: Menu of Sports	2
	TOTAL UNITS	20		TOTAL UNITS	20
THIRD YEAR					
	FIRST SEMESTER			SECOND SEMESTER	
Course Code	Descriptive Title	Units	Course Code	Descriptive Title	Units
MN11-32	Human Resource Management	3	REMET-31	Business Research	3
MN19-31	International Business and Trade	3	MN15-32	Strategic Management	3
MN9-ELEC2	Entrepreneurial Management	3	MK16-ELEC3	Franchising	3
FIN2-ELEC1	Personal Finance	3	ELEC8	Supply Chain Management	3
MK14-32	Marketing Management	3	MK9-32	Distribution Management	3
MK6-31	Marketing Research	3	MK17-32	Pricing Strategy	3
MK2-22	Professional Salesmanship	3	MK7-31	Product Management	3
	TOTAL UNITS	21		TOTAL UNITS	21
FOURTH YEAR					
	FIRST SEMESTER			SECOND SEMESTER	
Course Code	Descriptive Title	Units	Course Code	Descriptive Title	Units
FS-32	Feasibility Study	3	BAPRAC-42	Practicum (600 hrs)	6
MN20-ELEC4	Project Management	3	Requirement :	Must have completed all GE, Academic	
FIN3-ELEC7	Risk Management	3		subjects, PE & NSTP	
MK4-31	Retail Management	3			
MK3-31	Advertising	3			
PC3	Fundamentals of Business Analytics	3			
	TOTAL UNITS	18		TOTAL UNITS	6
GRAND TOTAL UNITS					152

CAREER OPPORTUNITIES

- Marketing Manager
 - Brand Manager
 - Digital Marketing Specialist
 - Social Media Marketing Specialist
 - Content Marketing Specialist
 - SEO Specialist
 - SEM Specialist
 - Email Marketing Specialist
 - Product Marketing Manager
- Market Research Analyst
 - Sales Manager
 - Business Development Manager
 - Marketing Consultant
 - Public Relations Specialist
 - Advertising Account Executive
 - E-commerce Manager
 - Marketing Analytics Specialist
 - Marketing Operations Manager

APPLY ONLINE:



PARTNERED WITH:



