

Colegio de San Juan de Letran Calamba

Brgy. Bucal, City of Calamba, Laguna

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in MARKETING MANAGEMENT Curriculum Year 2023-2024

COURSE CODE	COURSE TITLE	Lec	Lab		TOTAL	PRE-REQUISITES/ CO-REQUISITES
		Units/Hrs	Units	Hrs		
FIRST YEAR, First Semester						
BLW063	Business Law (Obligations and Contracts)	3			3	
ECO023B	Basic Microeconomics	3			3	
GEC003	Understanding the Self	3			3	
GEC023	Mga Babasahin Hinggil sa Kasaysayan ng Pilipinas	3			3	
GEC033	Mathematics in the Modern World	3			3	
GEC043	The Contemporary World	3			3	
LQEC23-013	Letran Quality Enrichment Course I (Letran Calamba Identity and 21st Century Learning Skills)	3			3	
RELED053	The Catholic Christian Faith	3			3	
	Total	24	0	0	24	
FIRST YEAR, Second Semester						
GEC013	Science, Technology, and Society	3			3	
GEC063	Purposive Communication	3			3	
GECELEC1	Living in the IT Era	3			3	
MKMT013	Consumer Behavior	3			3	
MNGT053	Human Resource Management	3			3	
NSTP1-18	National Service Training Program 1	3			3	
PATHFIT1002	Movement Competency Training	2			2	
RELED063	Contemporary Issues in Christian Marriage	3			3	RELED053
	Total	23	0	0	23	
SECOND YEAR, First Semester						
BUSED083	Good Governance and Social Responsibility	3			3	BLW063
GECELEC2	The Entrepreneurial Mind	3			3	
MKMT043	Professional Salesmanship	3			3	
MKMT053	Marketing Management	3			3	MKMT013
NSTP2-18	National Service Training Program 2	3			3	NSTP1-18
PATHFIT2022	Exercise-Based Fitness	2			2	PATHFIT1002
RELED083	Christian Ethics	3			3	RELED053
RZL023	Buhay at Gawa ni Rizal	3			3	
	Total	23	0	0	23	
SECOND YEAR, Second Semester						
GEC053	Art Appreciation	3			3	
GEC073	Ethics	3			3	
GECELEC3	Philippine Popular Culture	3			3	
LQEC23-023	Letran Quality Enrichment Course II (21st Century Literacy Skills & Life Skills and Sustainability)	3			3	LQEC23-013
MKMT073	Retail Management	3			3	MKMT013, co-req MKMT083
MKMT083	Product Management	3			3	MKMT013, co-req MKMT073
MKMT-ELEC1	Entrepreneurial Management	3			3	GECELEC2
PATHFIT3032	Individual /Dual Sports	2			2	PATHFIT1002, PATHFIT2022
	Total	23	0	0	23	
THIRD YEAR, First Semester						
MKMT033	Marketing Research	3			3	BLW063, BUSED083, MKMT043
MKMT093	Distribution Management	3			3	MKMT053
MKMT103	Sales Management	3			3	MKMT043
MNGT253	Strategic Management	3			3	MNGT053
MNGT273	International Business and Trade	3			3	BLW063
PATHFIT4042	Contemporary Dance	2			2	PATHFIT1002, PATHFIT2022
RELED073	Contemporary Issues About Church and Human Society with Immersion	3			3	RELED053
	Total	20	0	0	20	

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		Units/Hrs	Units	Units	Hrs		
THIRD YEAR, Second Semester							
BUSRES013	Business Research	3				3	MKMT033, co-req MKMT-FSA
MKMT023	Advertising	3				3	MKMT053, MKMT073
MKMT113	Pricing Strategy	3				3	MKMT083
MKMT123	Digital Marketing	3				3	MKMT033, MKMT083
MKMT-ELEC5	E-commerce with Business Data Analytics	3				3	MKMT083
MKMT-FSA	Feasibility Study I (Research Proposal)	3				3	MKMT033, co-req BUSRES013
MNGT263	Operations Management (TQM)	3				3	MNGT253
	Total	21	0	0	0	21	
FOURTH YEAR, First Semester							
MKMT063	Strategic Marketing Management	3				3	MKMT053, MKMT103, MNGT253
MKMT-ELEC3	International Marketing	3				3	MKMT033, MKMT043, MKMT113
MKMT-ELEC4	Special Topics in Marketing	3				3	MNGT253
MKMT-FSB	Feasibility Study II (Presentation and Submission of Research Paper)	3				3	MKMT-FSA
MNGT123	Financial Management	3				3	MKMT053, MKMT103, MNGT253
TAX013B	Income Taxation	3				3	BLW063, GEC033
	Total	18	0	0	0	18	
FOURTH YEAR, Second Semester							
MKMT-PRC6-L	*Internship (600 hrs)	0	6			6	MKMT043, MKMT063, MKMT-FSB
	Total	0	6	0	0	6	
GRAND TOTAL		152	6	0	0	158	

*Practicum/Internship - No simultaneous enrollment is allowed.

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Prepared by:

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