

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 2018-2019

COURSE CODE	COURSE TITLE	Lec Units/Hrs	Lab Units Hrs	TOTAL	PRE-REQUISITES/ CO-REQUISITES
FIRST YEAR, First Semester					
BLW063	Business Law (Obligations and Contracts)	3		3	
ECO023B	Basic Microeconomics	3		3	
FIL083	Komunikasyon Sa Akademikong Filipino	3		3	
GEC053	Art Appreciation	3		3	
MKMT013	Consumer Behavior	3		3	
NSTP1-18	National Service Training Program 1	3		3	
PE002-18	Physical Fitness and Related Activities	2		2	
RELED051	The Catholic Christian Faith	1		1	
	Total	21		21	
FIRST YEAR, Second Semester					
FIL093	Pagbasa at Pagsulat Tungo sa Pananaliksik	3		3	FIL083
GEC033	Mathematics in the Modern World	3		3	
GEC073	Ethics	3		3	
MNGT053	Human Resource Management	3		3	
NSTP2-18	National Service Training Program 2	3		3	NSTP1-18
PE022-18	Rhythmic Activities	2		2	PE002-18
RZL023	Buhay at Mga Akda ni Rizal	3		3	
	Total	20		20	
SECOND YEAR, First Semester					
BusEd083	Good Governance and Social Responsibility	3		3	BLW063, GEC073
FIL113	Panitikang Filipino	3		3	FIL093
GEC003	Understanding the Self	3		3	
GEC013	Science, Technology, and Society	3		3	
GEC023	Mga Babasahin Hinggil sa Kasaysayan ng Pilipinas	3		3	
GEC063	Purposive Communication	3		3	
PE032-18	Individual/Dual Sports	2		2	PE002-18
RELED063	Contemporary Issues in Christian Marriage	3		3	RELED051
	Total	23		23	
SECOND YEAR, Second Semester					
GEC043	The Contemporary World	3		3	
MKMT043	Professional Salesmanship	3		3	
MKMT053	Marketing Management	3		3	MKMT013
MKMT073	Retail Management	3		3	MKMT013, co-req MKMT083
MKMT083	Product Management	3		3	MKMT013, co req MKMT073
PE042-18	Team Sports	2		2	PE002-18
RELED073	Contemporary Issues About Church and Human Society with Immersion	3		3	RELED051
	Total	20		20	
THIRD YEAR, First Semester					
LQEC383	Letran Quality Enrichment Course 38	3		3	
MKMT033	Marketing Research	3		3	BLW063, BusEd083, MKMT043
MKMT093	Distribution Management	3		3	MKMT053
MKMT103	Sales Management	3		3	MKMT043
MKMT-ELEC1	Entrepreneurial Management	3		3	MKMT033
MNGT253	Strategic Management	3		3	MNGT053
MNGT273	International Business and Trade	3		3	BLW063
	Total	21		21	
THIRD YEAR, Second Semester					
LQEC393	Letran Quality Enrichment Course 39	3		3	LQEC383
MKMT023	Advertising	3		3	MKMT053, MKMT073
MKMT113	Pricing Strategy	3		3	MKMT083
MKMT123	Digital Marketing	3		3	MKMT033, MKMT083
MKMT-BR1	Business Research 1	3		3	GEC063, MKMT033
MKMT-ELEC2	E-Commerce and Internet Marketing	3		3	MKMT083
MNGT263	Operations Management (TQM)	3		3	MNGT253
	Total	21		21	
FOURTH YEAR, First Semester					
LQEC403	Letran Quality Enrichment Course 40	3		3	LQEC393
MKMT063	Strategic Marketing Management	3		3	MKMT053, MKMT103, MNGT253
MKMT-BR2	Business Research 2	3		3	MKMT-BR1
MKMT-ELEC3	International Marketing	3		3	MKMT033, MKMT043, MKMT113
MKMT-ELEC4	Special Topics in Marketing	3		3	MNGT253
MNGT123	Financial Management	3		3	MKMT053, MKMT103, MNGT253
TAX013B	Income Taxation	3		3	BLW063, GEC033
	Total	21		21	
FOURTH YEAR, Second Semester					
LQEC413	Letran Quality Enrichment Course 41	3		3	LQEC403
MKMT-PRC6	*Internship (600 hrs)	6		6	MKMT043, MKMT063
	Total	9		9	
GRAND TOTAL		156		156	

*Practicum - No simultaneous enrollment is allowed except LQEC413 which is an institutional mandate.