



**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in Marketing Management**

Effective A.Y. 2018-2019

(based on CMO No. 17 s. 2017)

**FIRST YEAR**

First Semester				Second Semester					
Course Code	Descriptive Title	Units		Pre-requisite/ Co-requisite	Course Code	Descriptive Title	Units		Prerequisite/ Co-requisite
		L E C	L A B				L E C	L A B	
GE-US	Understanding the Self	3			GE-CW	The Contemporary World	3		
GE-PH	Reading in Philippine History	3			GE-PC	Purposive Communication	3		
GE-E	Ethics	3			RIZAL	Rizal's Life and Works	3		
GE-MM	Mathematics in the Modern World	3			GE-ST	Science, Technology and Society	3		
GE-AA	Art Appreciation	3			Fil 2	Filipino Sa Ibat-ibang Disiplina	3		
Fil 1	Kontekswalisadong Komunikasyon sa Filipino	3			PE 12	Fitness Exercise (FE)	2		PE 11
PE 11	Movement Enhancement (ME)	2			NSTP 2	National Service Training Program 2/CWTS	3		NSTP 1
NSTP 1	National Service Training Program 1/CWTS	3			<b>TOTAL</b>		<b>20</b>		
<b>TOTAL</b>		<b>23</b>							

**SECOND YEAR**

First Semester				Second Semester					
Course Code	Descriptive Title	Units		Pre-requisite/ Co-requisite	Course Code	Descriptive Title	Units		Prerequisite/ Co-requisite
		L E C	L A B				L E C	L A B	
BMEC1	Strategic Management	3		Bus. Finance	BMEC2	Operation Management (TQM)	3		
BCC1	Basic Microeconomics	3			BCC4	Taxation (Income Taxation)	3		
BCC2	Business Law (Obligations & Contracts)	3			BCC5	Good Governance & Social Res.	3		
PerDev	Personality Development	3			BCC6	Human Resource Management	3		Prin of Mgnt.
Lit 1	Poetry	3			ECMM	Financial Accounting and Reporting	3		
PE 21	Physical Activities Towards Health & Fitness (PATH-Fit) 1 (Dance, Sports, Outdoor & Adventure Activities)	2		PE 12	PE 22	Physical Activities Towards Health & Fitness (PATH-Fit) 2 (Dance, Sports, Outdoor & Adventure Activities)	2		PE 21
<b>TOTAL</b>		<b>17</b>			<b>TOTAL</b>		<b>17</b>		

**THIRD YEAR**

First Semester				Second Semester					
Course Code	Descriptive Title	Units		Pre-requisite/ Co-requisite	Course Code	Descriptive Title	Units		Prerequisite/ Co-requisite
		L E C	L A B				L E C	L A B	
PCMM1	Professional Salesmanship (integrate Business Communication)	3		Prin of Mktg.	PCMM3	Marketing Management	3		Prin of Mktg
ECMM1	Consumer Behavior	3		Prin of Mgnt.	PCMM4	Distribution Management	3		Prin of Mktg
ECMM2	International Marketing	3		Prin of Mgnt.	PCMM5	Advertising	3		Prin of Mktg
BCC 8	International Business and Trade	3		Prin of Mgnt.	ECMM3	Sales Management	3		Prin of Mktg/Prin of Mgnt
BCC 3	Business Research (Methods)	3			ECMM4	Franchising	3		Prin of Mktg
IS	Inferential Statistics	3			PCMM2	Marketing Research	3		Business Research
<b>TOTAL</b>		<b>18</b>			Total		<b>18</b>		

**FOURTH YEAR**

First Semester				Second Semester					
Course Code	Descriptive Title	Units		Pre-requisite/ Co-requisite	Course Code	Descriptive Title	Units		Prerequisite/ Co-requisite
		L E C	L A B				L E C	L A B	
PCMM6	Product Management	3		Prin of Mktg/Prin og Mgnt	Practicum	Practicum/Work Integrated Learning	6		
PCMM7	Retail Management	3		Prin of Mktg/Prin og Mgnt	<b>TOTAL</b>		<b>6</b>		
PCMM8	Pricing Strategy	3		Prin of Mktg.					
BCC 7	Thesis Writing	3		Mktg. Research					
<b>TOTAL</b>		<b>12</b>							

**Note: For Non-ABM graduates, the following bridging courses are required:**

Description	Units
Fundamentals of Accounting	3
Principles of Management	3
Principles of Marketing	3
Business Finance	3



Republic of the Philippines  
**JOSE RIZAL MEMORIAL STATE UNIVERSITY**

*The Premier University in the Province of Zamboanga del Norte*

Gov. Guading Adaza St., Sta. Cruz, Dapitan City  
Province of Zamboanga del Norte



Level III



Registration No. 62Q17082  
**INSTITUTIONAL LEVEL**