

DE LA SALLE UNIVERSITY-DASMARIÑAS

Dasmariñas, Cavite

COLLEGE OF BUSINESS ADMINISTRATION
Bachelor of Science in Business Administration
Major in Marketing and Advertising Management
 Revised Curriculum Effective SY 2009-2010

NAME: _____ Student No. _____ Program Code _____

FIRST SEMESTER

FIRST SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	ENGL100	INTENSIVE ENGLISH	
	FIL101	KOMUNIKASYON SA AKADEMIKONG FILIPINO	3
	MATH110	COLLEGE ALGEBRA	3
	PHSC101	PHYSICAL SCIENCE	3
	MGNT101	BUSINESS ORGANIZATION & MANAGEMENT	3
	MKTG101	PRINCIPLES OF MARKETING	3
	MKTG102	PRINCIPLES OF ADVERTISING & IMC	3
	REED141	FOUNDATIONS OF CHRISTIAN FAITH	3
	PHED101	PHYSICAL FITNESS & SELF-TESTING ACTIVITIES	2
	INTRO101	INTRO TO DLSU-D	
		TOTAL	23

SECOND SEMESTER

SECOND SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	ENGL101	COMMUNICATION ARTS & SKILLS	3
	FIL103	MASINING NA PAGPAPAHAYAG	3
	SOSC101	KASAYSAYAN AT KULTURA NG PILIPINAS	3
	COMP100L	BASIC OFFICE ADMINISTRATION	3
	MKTG103	MARKETING MANAGEMENT	3
	MKTG104	ADVERTISING MANAGEMENT	3
	REED142	DISCIPLESHIP IN THE CHRISTIAN COMMUNITY	3
	PHED103	SWIMMING	2
	NSTP101	NATIONAL SERVICES TRAINING PROGRAM	3
	INTRO102	CAREER PATHING	
		TOTAL	26

SECOND YEAR

FIRST SEMESTER

FIRST SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	ENGL121	BUSINESS CORRESPONDENCE	3
	ECON200	INTRODUCTION TO ECONOMICS WITH LRT	3
	COMP231L	CURRENT TRENDS IN COMPUTER	3
	ACTG101	FUNDAMENTALS OF ACCOUNTING	6
	MKTG201	SALES MANAGEMENT	3
	MKTG202	CONSUMER BEHAVIOR	3
	REED143	LIVING-OUT OUR CHRISTIAN COMMITMENT	3
	PHED102	INDIVIDUAL & DUAL SPORTS	2
		TOTAL	26

SECOND SEMESTER

SECOND SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	ENGL150	CREATIVE WRITING	3
	ECON201	MICROECONOMIC THEORY	3
	ACTG102	PARTNERSHIP & CORPORATION ACCOUNTING	3
	FINA100	BASIC BUSINESS FINANCE	3
	MKTG203	DISTRIBUTION & RETAIL MANAGEMENT	3
	MKTG204	PRODUCT MANAGEMENT	3
	REED144	SPIRITUALITY OF SOCIAL TRANSFORMATION	3
	PHED104	TEAM SPORTS	2
	NSTP102	NATIONAL SERVICES TRAINING PROGRAM	3
		TOTAL	26

THIRD YEAR

FIRST SEMESTER

FIRST SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	BESC105	ART APPRECIATION	3
	SOSC103	KURSONG RIZAL	3
	MATH122	BUSINESS STATISTICS	3
	BTAX101	INCOME TAXATION	3
	BLAW101	LAW ON OBLIGATIONS & CONTRACTS	3
	MKTG301	GLOBAL MARKETING	3
	MKTG302	ADVERTISING AND MEDIA RESEARCH	3
	BIOL106	ENVIRONMENTAL BIOLOGY AND ECOLOGY	3
		TOTAL	24

SECOND SEMESTER

SECOND SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	BESC106	SOCIETY & CULTURE WITH FAMILY PLANNING	3
	SOSC106	PHILIPPINE GOVERNMENT WITH CONSTITUTION OF THE PHILIPPINES	3
	MGAC117	MANAGERIAL ACCOUNTING FOR NON-SPECIALISTS	3
	MATH101	BUSINESS MATHEMATICS	3
	MGNT102	HUMAN RESOURCE MANAGEMENT	3
	MGNT407	BUSINESS ETHICS	3
	MKTG303	MARKETING RESEARCH 1	3
	MKTG304	ADVERTISING PRODUCTION	3
		TOTAL	24

SUMMER

SUMMER			
GRADE	CODE	COURSE TITLE	UNITS
	MKTG400	MARKETING & ADVERTISING PRACTICUM	6
	MKTG402	MARKETING RESEARCH 2 (ELECTIVE)	3
		TOTAL	9

FOURTH YEAR

FIRST SEMESTER

FIRST SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	PHLO103	PHILOSOPHY OF MAN	3
	MATH138	QUANTITATIVE TECHNIQUES IN BUSINESS	3
	MKTG401	PUBLIC RELATIONS & CORPORATE SOCIAL RESPONSIBILITY	3
	MKTG403	STRATEGIC MARKETING	3
	MKTG404	SERVICES MARKETING	3
	MKTG408L	INTERNET MARKETING (ELECTIVE)	3
		TOTAL	18

SECOND SEMESTER

SECOND SEMESTER			
GRADE	CODE	COURSE TITLE	UNITS
	MGNT410	BUSINESS POLICY	3
	MKTG415	GREEN MARKETING	3
		ELECTIVE	3
		ELECTIVE	3
		ELECTIVE	3
		TOTAL	15

PREPARED BY:

MS. MARY FELIDORA FLORINOR M. AMPARO
 Chair, Marketing Department

APPROVED BY:

DR. WILLINGTON O. ONUH
 Dean, CBA

ELECTIVES (3 units)

- MKTG402 Marketing Research 2
- MKTG 406 Industrial Marketing
- MKTG 408L Internet Marketing
- MKTG 410 Advertising Photography
- MKTG 413 Intergrated Marketing Communication
- MKTG416 Essentials of Negotiation
- ENTR201 Entrepreneurship Principles and Practices

(PRESENT THIS CURRICULUM / FLOWCHART TOGETHER WITH GRADED CLASSCARDS TO YOUR ADVISER UPON ENROLLMENT)