

# 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 2022-2023

COURSE CODE	COURSE TITLE	Lec		Lab		TOTAL	PRE-REQUISITES/ CO-REQUISITES
		Units/Hrs	Units	Units	Hrs		
<b>FIRST YEAR, First Semester</b>							
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	
PATHFIT1002	Movement Competency Training	2				2	
RELED051	The Catholic Christian Faith	1				1	
	<b>Total</b>	<b>21</b>				<b>21</b>	
<b>FIRST YEAR, Second Semester</b>							
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
PATHFIT2022	Exercise-Based Fitness	2				2	PATHFIT1002
RZL023	Buhay at Mga Akda ni Rizal	3				3	
	<b>Total</b>	<b>20</b>				<b>20</b>	
<b>SECOND YEAR, First Semester</b>							
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	
PATHFIT3032	Individual/Dual Sports	2				2	PATHFIT1002, PATHFIT2022
RELED063	Contemporary Issues in Christian Marriage	3				3	RELED051
	<b>Total</b>	<b>23</b>				<b>23</b>	
<b>SECOND YEAR, Second Semester</b>							
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
PATHFIT4042	Contemporary Dance	2				2	PATHFIT1002, PATHFIT2022
RELED073	Contemporary Issues About Church and Human Society with Immersion	3				3	RELED051
	<b>Total</b>	<b>20</b>				<b>20</b>	
<b>THIRD YEAR, First Semester</b>							
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
	<b>Total</b>	<b>21</b>				<b>21</b>	
<b>THIRD YEAR, Second Semester</b>							
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
	<b>Total</b>	<b>21</b>				<b>21</b>	
<b>FOURTH YEAR, First Semester</b>							
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
	<b>Total</b>	<b>21</b>				<b>21</b>	
<b>FOURTH YEAR, Second Semester</b>							
LQEC413	Letran Quality Enrichment Course 41	3				3	LQEC403
MKMT-PRC6	*Internship (600 hrs)	6				6	MKMT043, MKMT063
	<b>Total</b>	<b>9</b>				<b>9</b>	
<b>GRAND TOTAL</b>		<b>156</b>				<b>156</b>	

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