



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

**This Major in  
Marketing  
Management  
builds  
competencies  
for these jobs:**

The Bachelor of Science in Business Administration Major in Marketing Management (BS BA-MM) as an outcomes-based program generally aims to develop relevant industry skills in various fields such as digital marketing, international marketing, advertising, professional salesmanship, market research, strategic marketing, distribution, retail and wholesaling, market development, and the like, through actual industry engagements.

Specifically, this program seeks to provide avenues to build innovative marketing strategies appropriate to the local, regional (ASEAN), and global levels. The program also endeavors to generate marketers who are socially responsible, culturally sensitive and ethical.

- Brand Specialists
- Digital Marketers
- Entrepreneurs
- Market Developers
- Market Researchers
- Market Analysts
- Sales Professionals
- Advertising Specialists
- Brand Specialists
- Events Planners and Organizers
- Customer Relations Specialists
- Management Trainees

**CORE COURSES**

- Microeconomics
- Human Resource Management
- Business Law and Obligation of Contracts
- Good Governance and Social Responsibility
- Income taxation
- International Business and Trade
- Financial management with Analysis in Decision making
- Elements in Business Research
- Thesis Proposal Writing
- Operations Management and Total Quality Management (TQM)
- Social Entrepreneurship 1 and 2
- Strategic Management

**MAJOR COURSES**

- Consumer Behavior
- Marketing Management
- Pricing Strategies in Marketing
- Product Marketing Management
- Service Marketing
- Marketing Channels and Distribution
- Advertising/Integrated Marketing Communication
- Digital Marketing and E-Commerce
- Professional Salesmanship
- Retail Management
- Thesis Proposal (Marketing Thesis 1)
- Thesis Writing & Publication (Marketing Thesis 2)

**ELECTIVE COURSES**

- Strategic Marketing
- Special topics in Digital Marketing
- New Market Development
- Marketing Analytics
- Professional Salesmanship 2
- International/Global Marketing
- Entrepreneurial Marketing
- Feasibility Study
- Franchising
- Creative Marketing Designs

**PRACTICUM COURSES**

- Internship Course Practicum / Work Integrated Learning (600 hours)