



PROGRAM DESCRIPTION

This program aims to prepare the students to be responsive to the total environment by providing technical skills and competencies in the areas of marketing.

Theory is blended with practicum activities to give the students a broad and enriched base for career in marketing.



OBJECTIVES

1. To help the students seek employment and entry level jobs or positions of responsibility as marketing manager, marketing executive or marketing director.
2. To guide the students in organizing or managing entrepreneurial activities if they decide to be self-employed.
3. To equip the students with knowledge of the principles and concepts of marketing.
4. To prepare the students to pursue a teaching career or graduate studies in business.

CURRICULAR OFFERING

General Education Courses		Units
Eng 101	Study & Thinking Skills in English	3
Eng 102	Writing in the Discipline (*ENG 101)	3
Eng 103	Speech and Oral Communication	3
Fil 101	Komunikasyong sa Akademikong Pilipino	3
Fil 102	Pagbasa at Pagsulat sa Iba't-Ibang Disiplina (*Fil 101)	3
Lit 102	Literature of the World	3
Math 101	College Algebra	3
Mat 121	Mathematics of Investment (*Math 101)	3
NatSci 101a	Physical Science	3
NatSci 102a	Biological Sciences (*Nat Sci. 101a)	3
Philo 101	Logic	3
Hum 101	Art Appreciation and Aesthetics	3
Psy 101	General Psychology	3
Socio 102	Society and Culture w/ Family Planning	3
Econ 101a	Basic Microeconomics	3
PolSci 101	Politics and Governance w/ Philippine Constitution	3
Hist 101	Philippine History	3
Rizal	Life and Works of Rizal	3
PE 101	Fundamentals of Physical Fitness	2
PE 102	Individual/Dual Sports	2
NSTP 101a	ROTC1 or	
NSTP 101b	CWTS1	3
NSTP 102a	ROTC2 or (* NSTP 101a)	
NSTP 102b	CWTS2 (*NSTP 101b)	3
TOTAL		64
Fundamental Courses		Units
Stat 101	Introduction to Statistics	3
PE 103	Dances	2
PE 104	Team Sports	2
Engl 105	Technical/Scientific Writing (*Eng 101)	3
Engl 107	Business Correspondence (*Eng 101)	3
Comp 101	Intro. to Information Technology	3
Comp 102e	Business Application (*Comp 101)	3
Taxn 101	Business Taxation	3
TOTAL		22

*- pre-requisite/co-requisite subject

Major Courses		Units
Acctg 101	Fundamentals of Accounting	6
Acctg 102	Partnership and Corporation Accounting	6
Law 101a	Obligation and Contract w/ Sales and Agency Law	3
Mktg 101	Principles of Marketing	3
Mktg 102	Sales Marketing (*Mktg 101)	3
Mktg 103	Professional Salesmanship (*Mktg 101)	3
Mktg 104	Marketing Management (*Mgmt 101;Mktg 101)	3
Mktg 105	Distribution Management (*Mktg 101)	3
Mktg 106	Marketing Research (*Mktg 101)	3
Mktg 107	Product Management (*Mktg 101)	3
Mktg 108	Advertising (*Mktg 101)	3
Mktg 109	Retail Management (*Mktg 101)	3
Mktg 110	Strategic Marketing Management (*Mktg 101)	3
Entrep 101	Entrepreneurship (*Mgmt 101)	3
Mgmt 101	Principles of Management	3
Mgmt 102	Human Behavior in Organization (*Mgmt 101)	3
Mgmt 103a	Social Responsibility & Good Governance	3
Mgmt 104	Human Resource Management (*Mgmt 101)	3
Mgmt 106	Total Quality Management (*Mgmt 101)	3
Res 101	Methods of Research (*Stat 101)	3
Entrp 102	Development of Enterprises (*Entrep 101)	3
Finc 101	Business Finance	3
Prac 101	Practicum (400 hours) *All subjects	6
TOTAL		78
Electives		
Elec 1	Environmental Management	3
Elec 2	Franchising (*Mktg 101)	3
Elec 3	Labor Laws and Legislation (*Mgmt 101)	3
Elec 4	Productions/Operations Mgmt (*Mgmt 101)	3
Elec 5	Managerial Probs and Analysis (*Mgmt 101)	3
TOTAL		15
GRAND TOTAL		179
Electives:		
Mktg 111	Consumer Behavior (3 units)	
Mktg 112	Franchising (3 units)	
Mktg 113	Direct Marketing (3 units)	
Mgmt 106	Management of Cooperatives (3 units)	
Mgmt 105	Productions/Operations Management (3 units)	
Mgmt 109	Managerial Problems and Analysis (3 units)	
Actg 103	Managerial Accounting (3 units)	
HRDM 104	Labor Laws and Legislation (3 units)	
HRDM 106	Labor Relations and Negotiations (3 units)	

MODE OF INSTRUCTION

A student enrolled in the program will be given a learning package to work on. While students are expected to be independent and self-reliant in their studies, they can get learning support from the learning centers that are established by the University throughout the region.

During the course of the study, the students are expected to meet their tutors/facilitators on scheduled dates (at least once a month), thresh out problems encountered in the course of their study, or attend seminars, symposia, panel discussions, and/or conferences to enrich their learning experience. The student is also expected to submit written assignments, and sit in supervised examinations at the University.

ADMISSION REQUIREMENTS

Applicants must submit the following:

1. Form 137 (High School Card)
2. *Official Transcript of Records
3. Copy of C.A.T. result
4. Birth Certificate
5. Duly accomplished application form
6. Duly accomplished ID form
7. Latest photo (with white background)
Five (5) 2" x 2" I.D. photo
Three (3) 1" x 1" I.D. photos

**For transferee or college graduate*

FOR MORE INFORMATION, CONTACT OR VISIT:

LEARNING CENTER COORDINATOR DMMMSU Open University System

Cor. Gov. Ortega St., City of San Fernando
La Union

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Philosophy

Total human development with
appropriate competencies

Vision

A premier and globally competitive university

Mission

Provides relevant quality instruction,
research and extension

Goal

To lead in transforming human resources into
productive self-reliant citizens and responsible leaders

Objective

To provide distance education to people who have no
access to schools, colleges, and universities or to
those who, for one reason or another, cannot avail
themselves of the conventional mode of instruction.

"Providing more opportunities"

Don Mariano Marcos Memorial State University
OPEN UNIVERSITY SYSTEM
La Union, Philippines

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

Major in Marketing Management

