

# Brokenshire College

Madapo Hills, Davao City, 8000 Davao del Sur

## Office of the Registrar Student Curriculum Evaluation

Name: , -Brokenshire College

Curriculum: BSBA MARKETING MANAGEMENT

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CODE	TITLE	TRM	UNT	PREREQ	GRADE	PASSED	ENROLL	REMARKS
<b>FIRST YEAR</b>								
<b>FIRST SEMESTER</b>								
BA CC 1	Basic Microeconomics		3.0					
BA MKTG 1	Product Management		3.0					
BA MKTG 101	Accounting for Non-Accountants		3.0					
GE 2	Readings in Philippine History		3.0					
GE 7	Science, Technology and Society		3.0					
NSTP 1	Civic Welfare Training Service (CWTS 1)		3.0					
PD 1	Academic and Personal Adjustment		1.0					
PE 1	Movement Enhancement		2.0					
RS 1	Message and Teachings of the Old Testament		3.0					
<b>TOTAL</b>			<b>24.0</b>					
<b>SECOND SEMESTER</b>								
BA MKTG 2	Price Strategy		3.0					
BA MKTG 3	Professional Salesmanship		3.0					
GE 1	Understanding the Self		3.0					
GE 5	Purposive Communication		3.0					
NSTP 2	Civic Welfare Training Service 2 (CWTS 2)		3.0	NSTP 1				
PD 2	Self-Awareness & Self-Management		1.0	PD 1				
PE 2	Fitness Exercises		2.0	PE 1				
RS 2	Message and Teachings of the New Testament		3.0	RS 1				
<b>TOTAL</b>			<b>21.0</b>					
<b>SECOND YEAR</b>								
<b>FIRST SEMESTER</b>								
BA CC 2	Human Resource Management		3.0					
BA MKTG 4	Advertising		3.0					
BA MKTG ELEC 1	E-Commerce and Internet Marketing		3.0					
BA MKTG ELEC 2	Consumer Behavior		3.0	BA MKTG 1, BA MKTG 2,				
GE 11	LIVING IN THE IT ERA		3.0					
GE 3	The Contemporary World		3.0					
PD 3	Values Development & Interpersonal Relationship		1.0	PD 2				
PE 3	Dance for Theatre		2.0	PE 2				
<b>TOTAL</b>			<b>21.0</b>					
<b>SECOND SEMESTER</b>								
BA CC 3	Income Taxation		3.0					
BA CC 4	Obligation and Contracts		3.0					
BA MKTG 5	Distribution Management		3.0					
BA MKTG 6	Retail Management		3.0	BA MKTG 1, BA MKTG 2,				
GE 4	Mathematics in the Modern World		3.0					
GE 9	Rizal's Life and Works		3.0					
PD 4	Career Development & Community Involvement		1.0	PD 3				
PE 4	Sports Activities (Individual, Dual and Team Sports)		2.0	PE 3				
<b>TOTAL</b>			<b>21.0</b>					

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Prepared by:

**ROSALIE S. VARGAS, LPT**  
Registrar

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CODE	TITLE	TRM	UNT	PREREQ	GRADE	PASSED	ENROLL	REMARKS
<b>THIRD YEAR</b>								
<b>FIRST SEMESTER</b>								
BA CBMEC 1	Operations Management (TQM)		3.0					
BA CC 5	Business Research		3.0					
BA CC 6	Good Governance and Social Responsibility		3.0					
BA MKTG 102	Services Marketing		3.0					
BA MKTG 7	Marketing Management		3.0	BA MKTG 1, BA MKTG 2,				
BA MKTG ELEC	Sales Management		3.0					
3								
GE 8	Ethics		3.0					
<b>TOTAL</b>			<b>21.0</b>					
<b>SECOND SEMESTER</b>								
BA MKTG 103	Industrial/ Agricultural Marketing		3.0					
BA MKTG 8	Marketing Research		3.0	BA MKTG 1, BA MKTG 2,				
BA MKTG ELEC	Franchising		3.0					
4								
GE 10	The Entrepreneurial Mind		3.0					
GE 12	PEOPLE AND THE EARTH'S ECOSYSTEM		3.0					
GE 6	Art Appreciation		3.0					
<b>TOTAL</b>			<b>18.0</b>					
<b>FOURTH YEAR</b>								
<b>FIRST SEMESTER</b>								
BA CBMEC 2	Strategic Management		3.0					
BA CC 7	International Business Trade & Agreements		3.0					
BA CC 8	Feasibility Study		3.0					
BA MKTG 104	Entrepreneurial Management		3.0					
BA MKTG 105	Strategic Marketing Management		3.0	BA MKTG 8				
<b>TOTAL</b>			<b>15.0</b>					
<b>SECOND SEMESTER</b>								
PRACTICUM (600 HRS)	Practicum/ Work Integrated Learning		6.0					
<b>TOTAL</b>			<b>6.0</b>					
<b>*** END ***</b>								

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