

**EASTERN VISAYAS STATE UNIVERSITY**  
**TANAUAN CAMPUS**  
**BACHELOR OF SCIENCE IN MARKETING**  
*BSBA Curriculum effective First Semester, SY 2018-2019*  
*CHED Memorandum Order No. 17, s. 2017*

STUDENT: MA. LOURDES B. PARA-AG

STUDENT NUMBER: 2020-35101

ADDRESS: BRGY ADA TANAUAN, LUTE

Cellphone Number: 09188446564

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**FIRST YEAR - FIRST SEMESTER**

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
BCA 001*	Accounting Plus	(3)	0	3		1.9		
BCM 001*	Business and Management Plus	(3)	0	3		2.0		
GEN ED 001	Purposive Communication	3	0	3		1.7		
GEN ED 002	Understanding the Self	3	0	3		1.1		
MktgCC 113	Basic Microeconomics	3	0	3		1.9		
GEN ED 004	Mathematics in the Modern World	3	0	3		2.2		
DRRM 113	Disaster Risk Reduction Management	3	0	3		1.5		
PrMktg 113	Asian Markets and Marketing Management	3	0	3		1.4		
NSTP 113	CWTS, LTS, MTS (Naval or Air Force)	3	0	3		1.5		
PE 112	PATHFIT Movement Competency Training	2	0	2		1.4		
<b>Total:</b>				<b>29</b>				

**FIRST YEAR - SECOND SEMESTER**

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
AE 113	Financial Accounting & Reporting	3	0	3	BCM 001	1.8		
AE 114	Conceptual Framework & Accounting Standards	3	0	3	BCA 001	2.1		
GEN ED 007	The Contemporary World	3	0	3		1.7		
MktgCC 123	International Business and Trade	3	0	3	PrMktg 113	1.7		
RIZAL 001	Rizal's Life and Works	3	0	3		2.0		
MKTG ELEC 123	SME Marketing Strategy	3	0	3	PrMktg 113	1.3		
MGT 123	Human Resource Management	3	0	3	BCM 001	1.5		
PrMKTG 123	Product and Brand Strategy	3	0	3	PrMktg 113	1.7		
NSTP 123	CWTS, LTS, MTS (Naval or Air Force)	3	0	3	NSTP 113	1.5		
PE 122	PATHFIT Fitness Training	2	0	2		1.1		
<b>Total:</b>				<b>29</b>				

**SECOND YEAR - FIRST SEMESTER**

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
CBMEC 1	Entrepreneurial Marketing	3	0	3		1.5		
GEN ED 003	Readings in the Philippine History	3	0	3		1.5		
MKTG ELEC 213	Global Marketing	3	0	3	MktgElec 123 /MktgCC 123	2.1		
MktgCC 213	Business Research	3	0	3		1.9		
IT 213	Word Processing for Business	2	3	3		1.4		
IT 233	Electronic Spreadsheet for Business	2	3	3		1.1		
IT 253	Presentation Packaging	2	3	3		1.5		
FL MKTG 213	Foreign Language in Marketing 1	2	3	3		1.7		
FIL 001	Sining ng Pakikipagtalastaan	3	0	3		1.6		
PE 212	PATHFIT Dance, Sports, Group Exercise, Outdoor and Adventure Activities	2	0	2		1.6		
<b>Total:</b>				<b>29</b>				

**SECOND YEAR - SECOND SEMESTER**

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
CBMEC 2	Strategic Management	3	0	3	CBMEC 1	1.5		
MktgCC 223	Taxation (Income Taxation)	3	0	3		1.8		
IT 223	Internet and web Design for Business	2	3	3	IT 213/233/253	1.4		
PrMKTG 223	Marketing Research	3	0	3	PrMktg 123/ MktgCC 213	1.9		
GEN ED 005	Art Appreciation	3	0	3		1.9		
MKTG ELEC 223	Retail Marketing	3	0	3		1.3		
GEN ED 008	Science, Technology and Society	3	0	3		1.7		
FL MKTG 223	Foreign Language in Marketing 2	2	3	3	FL MKTG 213	1.6		
FIL 002	Pagbasa at Pagsulat sa Iba't-ibang Disiplina	3	0	3		1.5		
PE 222	PATHFIT Dance, Sports, Group Exercise, Outdoor and Adventure Activities	2	0	2		1.2		
<b>Total:</b>				<b>29</b>				



### THIRD YEAR - FIRST SEMESTER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
CBMEC 3	Operations Management	3	0	3	CBMEC 1	1.4		
MktgCC 313	Good Governance and Social Responsibility	3	0	3	MktgELEC 123	1.2		
MktgCC 333	Business Law (Obligations and Contract)	3	0	3	MktgELEC 223	2.0		
PrMKTG 313	Services Marketing	3	0	3	PrMktg 223 /MktgELEC 223	1.2		
PrMKTG 333	Marketing Channels	3	0	3	PrMktg 223 /MktgELEC 223	1.5		
PrMKTG 373	Marketing Analysis and Decision Making	3	0	3	PrMktg 223 /MktgELEC 223	1.1		
MKTG ELEC 313	Consumer Behavior	3	0	3		1.3		
GEN ED 006	Ethics	3	0	3		1.4		
FL 313	Foreign Language in Practice 1	2	3	3	FL MKTG 223	1.4		
Total				27				

### THIRD YEAR - SECOND SEMESTER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
PrMKTG 323	Business to Business Marketing	3	0	3		1.3		
PrMKTG 343	Professional Salesmanship	3	0	3		1.3		
PrMKTG 363	Marketing Analytics	3	0	3		1.4		
PrMKTG 383	Pricing Models and Strategy	3	0	3		2.2		
PrMKTG 303	Advertising and Promotion Management	2	3	3		1.4		
MKTG ELEC 323	Franchising	3	0	3		1.3		
MKTG ELEC 343	E - Commerce and Internet Marketing	2	3	3		1.3		
LIT 002	Literature of the World	3	0	3		1.4		
FL 323	Foreign Language in Practice 2	2	3	3	FL 313	1.4		
Total				27				

### THIRD YEAR - SUMMER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
EDUC TOUR	Educational Tour		3	3	3 <sup>rd</sup> Year Standing	1.0		
Total:				3				

### FOURTH YEAR - FIRST SEMESTER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
MGT 413	Computer-Based Information System	3	0	3	4 <sup>th</sup> year standing	1.5		
PrMKTG 413	Marketing in a Digital Age	3	0	3		1.1		
MKTG ELEC 413	Customer Relationship Marketing	3	0	3		1.6		
MKTG ELEC 436	Special Topic in Marketing Management	4	6	6		1.4		
MktgCC 416	Thesis/Marketing Plan	6	0	6		1.4		
Total:				21				

### FOURTH YEAR - SECOND SEMESTER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
PRACTICUM	Office Internship (600 hrs)		6	6	4th year standing			
Total:				6				

Date of Last Update: \_\_\_\_\_

MA. LOURDES B. PARA-ACE  
(Printed Student Name over Signature)

Program Coordinator

QUALIFIED TO ENJOY PRACTICUM ACT.

WILSON B. BUCOT



**EASTERN VISAYAS STATE UNIVERSITY**  
**TANAUAN CAMPUS**  
**BACHELOR OF SCIENCE IN MARKETING**  
 BSBA Curriculum effective First Semester, SY 2018-2019  
 CHED Memorandum Order No. 17, s. 2017

**STUDENT:** JERRAMAY D. PICA **STUDENT NUMBER:** 2020-10267  
**ADDRESS:** B26Y. B9 DAYBAY SAN JOSE TROBORGAN CITY  
**Cellphone Number:** 09124665235 **email address:** jerramay289@gmail.com

FIRST YEAR - FIRST SEMESTER								
Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
BCA 001*	Accounting Plus	(3)	0	3		2.9		
BCM 001*	Business and Management Plus	(3)	0	3		2.2		
GEN ED 001	Purposive Communication	3	0	3		1.7		
GEN ED 002	Understanding the Self	3	0	3		1.2		
MktgCC 113	Basic Microeconomics	3	0	3		2.0		
GEN ED 004	Mathematics in the Modern World	3	0	3		2.3		
DRRM 113	Disaster Risk Reduction Management	3	0	3		1.2		
PrMktg 113	Asian Markets and Marketing Management	3	0	3		1.4		
NSTP 113	CWTS, LTS, MTS (Naval or Air Force)	3	0	3		1.8		
PE 112	PATHFIT Movement Competency Training	2	0	2		1.3		
<b>Total:</b>				<b>29</b>				

FIRST YEAR - SECOND SEMESTER								
Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
AE 113	Financial Accounting & Reporting	3	0	3	BCM 001	2.6		
AE 114	Conceptual Framework & Accounting Standards	3	0	3	BCA 001	2.5		
GEN ED 007	The Contemporary World	3	0	3		1.3		
MktgCC 123	International Business and Trade	3	0	3	PrMktg 113	2.0		
RIZAL 001	Rizal's Life and Works	3	0	3		2.1		
MKTG ELEC 123	SME Marketing Strategy	3	0	3	PrMktg 113	1.9		
MGT 123	Human Resource Management	3	0	3	BCM 001	1.5		
PrMKTG 123	Product and Brand Strategy	3	0	3	PrMktg 113	2.0		
NSTP 123	CWTS, LTS, MTS (Naval or Air Force)	3	0	3	NSTP 113	1.4		
PE 122	PATHFIT Fitness Training	2	0	2		1.2		
<b>Total:</b>				<b>29</b>				

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		Lec	Lab					
CBMEC 1	Entrepreneurial Marketing	3	0	3		1.6		
GEN ED 003	Readings in the Philippine History	3	0	3		1.6		
MKTG ELEC 213	Global Marketing	3	0	3	MktgElec 123 /MktgCC 123	2.3		
MktgCC 213	Business Research	3	0	3		1.9		
IT 213	Word Processing for Business	2	3	3		1.5		
IT 233	Electronic Spreadsheet for Business	2	3	3		1.1		
IT 253	Presentation Packaging	2	3	3		1.7		
FL MKTG 213	Foreign Language in Marketing 1	2	3	3		1.5		
FIL 001	Sining ng Pakikipagtalastasan	3	0	3		1.6		
PE 212	PATHFIT Dance, Sports, Group Exercise, Outdoor and Adventure Activities	2	0	2		1.1		
<b>Total:</b>				<b>29</b>				

SECOND YEAR - SECOND SEMESTER								
Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
CBMEC 2	Strategic Management	3	0	3	CBMEC 1	1.5		
MktgCC 223	Taxation (Income Taxation)	3	0	3		2.4		
IT 223	Internet and web Design for Business	2	3	3	IT 213/233/253	1.8		
PrMKTG 223	Marketing Research	3	0	3	PrMktg 123/ MktgCC 213	1.9		
GEN ED 005	Art Appreciation	3	0	3		1.9		
MKTG ELEC 223	Retail Marketing	3	0	3		1.5		
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FIL 002	Pagbasa at Pagsulat sa Iba't-ibang Disiplina	3	0	3		1.5		
PE 222	PATHFIT Dance, Sports, Group Exercise, Outdoor and Adventure Activities	2	0	2		1.3		
<b>Total:</b>				<b>29</b>				



### THIRD YEAR - FIRST SEMESTER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
CBMEC 3	Operations Management	3	0	3	CBMEC 1	1-1		
MktgCC 313	Good Governance and Social Responsibility	3	0	3	MktgELEC 123	1-2		
MktgCC 333	Business Law (Obligations and Contract)	3	0	3	MktgELEC 223	2-2		
PrMKTG 313	Services Marketing	3	0	3	PrMktg 223 /MktgELEC 223	1-4		
PrMKTG 333	Marketing Channels	3	0	3	PrMktg 223 /MktgELEC 223	2-6		
PrMKTG 373	Marketing Analysis and Decision Making	3	0	3	PrMktg 223 /MktgELEC 223	1-4		
MKTG ELEC 313	Consumer Behavior	3	0	3		1-5		
GEN ED 006	Ethics	3	0	3		1-5		
FL 313	Foreign Language in Practice 1	2	3	3	FL MKTG 223	1-2		
Total				27				

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PrMKTG 343	Professional Salesmanship	3	0	3		1-9		
PrMKTG 363	Marketing Analytics	3	0	3		1-6		
PrMKTG 383	Pricing Models and Strategy	3	0	3		2-1		
PrMKTG 303	Advertising and Promotion Management	2	3	3		1-9		
MKTG ELEC 323	Franchising	3	0	3		2-5		
MKTG ELEC 343	E - Commerce and Internet Marketing	2	3	3		1-4		
LIT 002	Literature of the World	3	0	3		1-9		
FL 323	Foreign Language in Practice 2	2	3	3	FL 313	1-5		
Total				27				

### THIRD YEAR - SUMMER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
EDUC TOUR	Educational Tour		3	3	3 <sup>rd</sup> Year Standing	1-0		
Total:				3				

### FOURTH YEAR - FIRST SEMESTER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
MGT 413	Computer-Based Information System	3	0	3	4 <sup>th</sup> year standing	1-4		
PrMKTG 413	Marketing in a Digital Age	3	0	3		1-2		
MKTG ELEC 413	Customer Relationship Marketing	3	0	3		2-0		
MKTG ELEC 436	Special Topic in Marketing Management	4	6	6		1-3		
MktgCC 416	Thesis/Marketing Plan	6	0	6		1-4		
Total:				21				

### FOURTH YEAR - SECOND SEMESTER

Subject Code	Descriptive Title	Hours/Week		Units	Pre-Requisite	Grade	Re-take	Evaluated by
		Lec	Lab					
PRACTICUM	Office Internship (600 hrs)		6	6	4th year standing			
Total:				6				

Date of Last Update: \_\_\_\_\_

JERISA MA. J. D. PLOA

(Printed Student Name over Signature)

Program Coordinator

QUALIFIED TO ENROLL PRACTICUM QST.

CECILY B. AMOYT