



**PHILIPPINE WOMEN'S COLLEGE OF DAVAO**  
University Ave., Juna Subd., Matina , Davao City

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION major: MARKETING MANAGEMENT**  
Based on CMO # 17, series 2017  
Effective SY 2018-2019

**FIRST YEAR**

FIRST TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 001	Understanding the Self	3	0	3	None
GE 005	Purposive Communication	3	0	3	None
GE 016	Panimulang Filipino	3	0	3	None
GE 014	RS 1 : Peace Education, Spirituality and Gender Development	3	0	3	None
NSTP 111	National Service Training Program 1	3	0	3	None
BACC101	Basic Microeconomics (Eco)	3	0	3	None
BACC102	Business Law (Obligations and Contracts)	3	0	3	None
		<b>21</b>	<b>0</b>	<b>21</b>	

SECOND TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 004	Mathematics in the Modern World	3	0	3	None
GE 015	RS 2 - Faith and Moral Life	3	0	3	GE 015
GE 017	Retorika	3	0	3	None
NSTP 112	National Service Training Program 2	3	0	3	NSTP 111
GEPE 101	Movement Enhancement	2	0	2	None
BACC103	Taxation (Income Taxation)	3	0	3	None
BACC104	Good Governance and Social Responsibility	3	0	3	None
		<b>20</b>	<b>0</b>	<b>20</b>	

THIRD TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 003	The Contemporary World	3	0	3	None
GE 010	CA 1: Basic Art Painting and Drawing	3	0	3	None
GE 018	Panitikan Ng Pilipinas	3	0	3	None
GE 013	MSCE 2 - Myself and the Community	3	0	3	GE 001
GEPE 102	Fitness Exercises	2	0	2	GEPE 101
BACC105	Human Resource Management	3	0	3	None
MRKP101	Professional Salesmanship	3	0	3	None
		<b>20</b>	<b>0</b>	<b>20</b>	

SUMMER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 008	Ethics	3	0	3	None
GE 006	Art Appreciation	3	0	3	None
GE 002	Readings in Philippine History	3	0	3	None
		<b>9</b>	<b>0</b>	<b>9</b>	

**SECOND YEAR**

FIRST TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 007	Science, Technology and Society	3	0	3	None
GEPE 103	Dance for Theater	2	0	2	GEPE 102
BACC106	International Business and Trade	3	0	3	None
MRKP102	Marketing Management	3	0	3	None
MRKP103	Distribution Management	3	0	3	None
CBMEC101	Operations Management (TQM)	3	0	3	None
		<b>17</b>	<b>0</b>	<b>17</b>	

SECOND TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 011	CA 2: Advance Art Painting and Drawing	3	0	3	GE 010
GEPE 104	Sports Nutrition	2	0	2	GEPE 103
BACC107	Business Reasearch	3	0	3	None
CBMEC102	Strategic Management	3	0	3	None
MRKP104	Advertising	3	0	3	None
MRKP105	Product Management	3	0	3	None
		<b>17</b>	<b>0</b>	<b>17</b>	

THIRD TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 009	Life and Works of Rizal	3	0	3	None
BACC108	Feasibility Study	3	0	3	None
MRKP106	Retail Management	3	0	3	None
MRKP107	Pricing Strategy	3	0	3	None
	Elective 1	3	0	3	None
		<b>15</b>	<b>0</b>	<b>15</b>	

**THIRD YEAR**

FIRST TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
GE 012	CA 3: Intro to Film	3	0	3	GE 011
MRKP108	Institutional Management Enterprise	3	0	3	Sr Standing
MRKP109	Marketing Research 1	3	0	3	None
	Elective 2	3	0	3	None
	Elective 3	3	0	3	None
		<b>15</b>	<b>0</b>	<b>15</b>	

SECOND TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
MRKP110	Marketing Research 2	3	0	3	MRKP109
	Elective 4	3	0	3	None
		<b>6</b>	<b>0</b>	<b>6</b>	

THIRD TRIMESTER		UNIT DISTRIBUTION			
Code	Description	Lec	Lab	Total	Prereq
MRKP111	Practicum 1/WIL (600hrs)	6	0	6	Sr Standing
		<b>6</b>	<b>0</b>	<b>6</b>	

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