



**SCHOOL OF  
BUSINESS AND  
GOVERNANCE**

Ateneo de Davao University

**Bachelor of Science in Marketing**

2018 Curriculum

**FIRST YEAR**

<u>FIRST SEMESTER</u>	
Course Number	Course Title
GE 1210	Readings in Philippine History
GE 1211	The Contemporary World
GE 1213	Life and Works of Rizal
GE 1212	Science, Technology and Society
MKTG 1130	Professional Salesmanship
ASF 1101	Arrupe Social Formation 1
ASF(NSTP) 1102	National Service Training Program-Civic Welfare Training Service 1
PE 1114	PATH-FIT I
Theo 1000	Theology
ASF 1000	Arrupe Social Formation 0

Units	Pre-requisites	Course Number
3	None	GE 1105
3	None	GE 1106
3	None	GE 1107
3	None	GE 1108
3	None	GE 1109
2	None	ASF(NSTP) 1203
3	None	PE 1215
2	None	Philo 1000
3	None	ASF 1101
2	None	
<b>22</b>	<b>/25</b>	

<u>SECOND SEMESTER</u>	
Units	Pre-requisites
3	None
3	None
3	None
3	None
3	None
3	None
3	ASF(NSTP) 1102
2	PE 1114
3	None
2	ASF 1000
<b>20</b>	<b>/25</b>

**SECOND YEAR**

<u>FIRST SEMESTER</u>	
Course Number	Course Title
MKTG 2131	Marketing Management
MKTG 2132	Marketing Statistics (lab)
MKTG 2133	Retail Management
MGT 3135	Business Research
FIN 1130	Basic Microeconomics
GE 3118	Elective 1
FL 3170	Foreign Language 1
PE 2116	PATH-FIT III

Units	Pre-requisites	Course Number
3	None	MKTG 2234
3	None	
3	None	MKTG 2235
3	None	MKTG 2236
3	None	
3	None	MKTG 2237
3	None	MK RES 2238
2	PE 1114	
<b>23</b>		
		HRM 2232
		GE 3219
		PE 2217

<u>SECOND SEMESTER</u>	
Units	Pre-requisites
3	MKTG 2131
3	MKTG 2131
3	MKTG 2131
3	MKTG 2131, MKTG 2132, MGT 3135
3	None
3	None
2	PE 1114
<b>23</b>	

**THIRD YEAR**

<u>FIRST SEMESTER</u>	
Course Number	Course Title
MKTG 3139	Distribution Management
MKTG 3140	Product Management
MKTG 3141	Sales Management
MKTG 3142	Marketing Elective 1
FIN 2135	Applied Management Science
GE 4120	Elective 3

Units	Pre-requisites	Course Number
3	MKTG 2131	MKTG 3243
3	MKTG 2131	
3	MKTG 1130, HRM 2232	MKTG 3244
3	MKTG 2131	MKTG 3245
3	MKTG 2132	MKTG 3250
3	None	
<b>18</b>		
		MGT 2255
		MGT 3156

<u>SECOND SEMESTER</u>	
Units	Pre-requisites
3	MK RES 2238, MKTG 2235, MKTG 2131
3	MKTG 2131
3	MKTG 2131
3	MK RES 2238, FL 3170
3	None
3	FIN 2135
<b>18</b>	

**FOURTH YEAR**

<u>FIRST SEMESTER</u>	
Course Number	Course Title
MK INT 4148	Internship 1
MKTG 4146	Thesis Writing
BMTAX 2141	Income and Business Taxation

Units	Pre-requisites	Course Number
3	MKTG 3243, MKTG 3245	MK INT 4249
3	MKTG 3243	MKTG 4247
3	None	
<b>9</b>		
		BL 2151
		ASF 4204

<u>SECOND SEMESTER</u>	
Units	Pre-requisites
3	MK INT 4148, MKTG 3243
3	MK INT 4148, MGT 3156, HRM 2232, FIN 1130
3	None
2	None
<b>11</b>	

