



**SAINT LOUIS
UNIVERSITY**
BAGUIO CITY, PHILIPPINES

MARKETING MANAGEMENT

PROGRAM CATALOG





SLU VISION-MISSION

"Saint Louis University is envisioned as an excellent missionary and transformative educational institution zealous in developing human resources imbued with Christian Spirit and who are creative, competent and socially involved. "

SCHOOL VISION-MISSION

The School of Accountancy, Management, Computing and Information Studies (SAMCIS) is envisioned as the center of excellence in Business, Management, and Information Technology Education, committed to the creative, competent, and Christian formation of individuals, who can be agents of progress in the changing local and international business and information technology environments.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

Three to five years after graduation, graduates of the BSBA Marketing Management Program are expected to:

1. adopt Christian practices and values to support diversity and multiculturalism within their profession, industry and society;
2. formulate innovative ideas, transformative opportunities and new knowledge in developing projects that contributes to socioeconomic development and cultural implications beneficial to academia, industry and policy makers;
3. exhibit marketing management philosophies in adapting the latest developments and in shaping the future of business administration in their professional work and lifelong learning; and
4. develop management decisions and business governance that encapsulate the creation of value and well-being advocacy across populations in an inclusive manner

PROGRAM LEARNING OUTCOMES (PLO)

Graduates of the BSBA Major in Marketing with Specialization in Business Analytics program are expected to:

1. develop one's personality and competencies, continually and holistically, as a Louisiana marketer, to keep abreast with local and global developments;
2. practice professionalism, ethics and social responsibility, inclusiveness, and teamwork in aspects of marketing profession;
3. integrate Filipino traits, values, and cultural heritage in all marketing endeavors;
4. apply competencies in social sciences, mathematics, accounting, business laws and taxation, information technology, and relevant marketing management philosophies, principles, and practices in the field of business administration;
5. demonstrate creativity and critical thinking in applying the key marketing concepts, principles and practices according to the marketing mix – product, price, place, and promotion – towards customer satisfaction;
6. assess the various forces as well as significant trends and developments in the business environment to guide current and future marketing decisions and practices;
7. communicate business concepts and strategies effectively, orally and in writing, in both English and Filipino, using appropriate technology;
8. demonstrate proficiency in marketing research and marketing programs;



9. work effectively and independently in multi-disciplinary and multi-cultural teams; and
10. practice Christian values in their personal and professional endeavors as Louisians in the service of the CICM mission.

CURRICULUM

FIRST YEAR			
COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
1st Semester			
CFE 101	God's Journey with His People	3	
GHIST	Readings in Philippine History	3	
GART	Art Appreciation	3	
GENTREP	The Entrepreneurial Mind	3	
FIT HW	Physical Activity Towards Health and Fitness (Health and Wellness)	2	
GIT	Living in the IT Era	3	
MATHBA 111	Mathematics for Business Analytics	3	
BACC 111	Basic Microeconomics	3	
HBO	Human Behavior in Organization	3	
MMPMC 111	Marketing Management	3	
		Total Units:	29

COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
2nd Semester			
CFE 102	Christian Morality in our Times	3	
GCWORLD	The Contemporary World	3	
GPCOM	Purposive Communication	3	
GPPC	Philippine Popular Culture	3	
FIT CS	Physical Activity Towards Health and Fitness (Combative Sports)	2	
NSTP-CWTS 1	Foundations of Service	3	
ITBA 121	IT for Business Analytics	3	
BACC 121	International Business and Trade	3	
MME 121	Consumer Behavior	3	MMPMC 111
MMPMC 121	Product Management	3	MMPMC 111
		Total Units:	29

COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
Short Term			
BACC 131	Good Governance & Social Responsibility	3	
BACC 112	Human Resource Management	3	
NSTP-CWTS 2	Social Awareness and Empowerment for Service	3	NSTP-CWTS 1
		Total Units:	9

SECOND YEAR			
COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
1st Semester			
CFE 103	Catholic Foundation of Mission	3	
GMATH	Mathematics in the Modern World	3	
GSTS	Science, Technology, and Society	3	
FIT OA	Physical Activity Towards Health and Fitness (Outdoor and Adventure)	2	
FMPMC 111	Financial Management	3	
MME 211	Services Marketing	3	MME 121, MMPMC 121
MME 212	Sales Management	3	MME 121, MMPMC 121
POM	Production and Operations Management (POM)	3	
BA 211	Fundamentals of Business Analytics	3	
		Total Units:	26

COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
2nd Semester			
CFE 104	CICM Missionary Identity	3	CFE 103
GSELF	Understanding the Self	3	
GETHICS	Ethics	3	
FIT AQ	Physical Activity Towards Health and Fitness (Aquatics)	2	
STRAMA	Strategic Management	3	
OBLUCON	Law on Obligations & Contracts	3	
MMPMC 221	Advertising	3	MME 211 MME 212
BACC 221	Public Relations	3	MME 211 MME 212
BA 221	Fundamentals of Data Warehousing	3	
		Total Units:	26

COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
Short Term			
MMPMC 231	Professional Salesmanship	3	MMPMC 221 BACC 221
MME 231	Direct Marketing	3	MMPMC 221 BACC 221
GRIZAL	The Life and Works of Rizal	3	
		Total Units:	9

THIRD YEAR			
COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
1st Semester			
CFE 105A	CICM in Action: Justice, Peace, and Integrity of Creation, Indigenous	1.5	CFE 103, 104
FOR LANG 1	Foreign Language 1	3	
LSACT	Law on Sales, Agency, & Credit Transactions	3	
MMPMC 311	Distribution Management	3	MMPMC 231 MME 231
MMPMC 312	Retail Management	3	MMPMC 231 MME 231
MMPMC 313	Pricing Strategy	3	MMPMC 231 MME 231
MME 311	New Market Development	3	MMPMC 231 MME 231
BA 311	Fundamentals of Descriptive Analytics	3	
		Total Units:	22.5

COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
2nd Semester			
CFE 105B	CICM in Action: Environmental Planning and Management and Disaster	1.5	CFE 105A
LLSL	Labor Laws & Social Legislations	3	
MKTGRES 321	Marketing Management Research 1	3	MMPMC 311-313 MME 311
MME 321	E-Commerce and Internet Marketing	3	MMPMC 311-313 MME 311
MME 322	Strategic Marketing Management	3	MMPMC 311-313 MME 311
MMCASE 321	Thesis (Marketing Management Case Digest)	3	MMPMC 311-313 MME 311
BA 321	Fundamentals of Predictive Analytics	3	
		Total Units:	19.5

FOURTH YEAR			
COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
1st Semester			
CFE 106A	Embracing the CICM Mission	1.5	CFE 105B
INCTAX	Income Taxation	3	
MKTGRES 411	Marketing Management Research 2	3	MKTGRES 321
MME 411	Special Topics in Marketing Management	3	MME 321-322 MMCASE 321
MME 412	International Marketing	3	MME 321-322 MMCASE 321
BA 411	Fundamentals of Prescriptive Analytics	3	
		Total Units:	16.5

COURSE NO.	DESCRIPTIVE TITLE	UNITS	CO / PRE-REQUISITES
2nd Semester			
CFE 106B	Embracing the CICM Mission	1.5	CFE 106A
MMPRAC 421	Practicum	6	MMPMC 111-MME 412
		Total Units:	7.5



ADMISSION POLICIES

Saint Louis University welcomes local and foreign students alike, subject to University admission Policies, requirements, and academic standards and pertinent laws of the Republic of the Philippines

Undergraduate Freshman Students

- All undergraduate freshman applicants must pass the SLU College Entrance Examination (SLU-CEE) and must qualify within the slots duly determined for their chosen course. The regular SLU-CEE is conducted during weekends from the middle of October up to the middle of December. Admission for the first semester starts at the middle of April.

Transfer Students

- SLU admits transferees in all courses except Bachelor in Medical Laboratory Science subject to their compliance with pertinent requirements and guidelines. They must undergo a Qualifying Examination (QE) and if qualified, will take the Personality Test and Interview. Foreign students applying as transferee are subject to the English Proficiency Test (EPT) rule.

Graduate Program Students

- The applicant must have finished the prerequisite degree/s prior to acceptance to the Graduate Program;
- For a Master's degree, the applicant must have a Baccalaureate degree from an institution of recognized standing
- For a Doctorate degree, the applicant must have a Master's degree in related fields from an institution of recognized standing.

Foreign Students

- Foreign students should apply not later than 6 months before the start of the academic term. Moreover, they should be in Baguio City at least 4 weeks before the start of classes of the academic term for them to take the EPT as well as SLU-CEE / QE / GPPE, and Personality Test.
- Foreign students applying for the first time either in the undergraduate or graduate program should initially possess satisfactory proficiency in English and have passed the EPT as well as the pertinent entrance examination and Personality Test. Before enrolling, they undergo Preadmission Processing at the Student Affairs Office.
- Foreign students must secure a valid Student Visa. There are two options in securing a Student Visa. For related information, consult Foreign Student section of the Registrar's Office.

SCHEDULE OF FEES

FIRST YEAR TUITION FEE AS OF AY 2022 - 2023		
COURSE	PARTIAL	FULL
BSBA MKTG MGMT BA	P 8,600.00	P 30,364.00
FEES LISTED PER SEMESTER AND ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE		



JOB OPPORTUNITIES (WHERE DOES THE PROGRAM TAKE YOU?)

- Brand Manager
- Marketing Executive
- Content Creator and Strategist
- Content Strategist
- Content Writer
- Advertising Director
- Digital Marketing Strategist
- Email Marketer
- Social Media Manager
- Market Research Analysts
- Public Relations Specialist
- Creative Director

CONTACT INFO

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