



PROGRAM DESCRIPTION

This program aims to prepare the students to be responsive to the total environment by providing technical skills and competencies in the areas of marketing.

Theory is blended with practicum activities to give the students a broad and enriched base for career in marketing.



PROGRAM OBJECTIVES/OUTCOMES

1. Help the students seek employment and entry level jobs or positions of responsibility as marketing manager, marketing executive or marketing director.
2. Guide the students in organizing or managing entrepreneurial activities if they decide to be self-employed.
3. Equip the students with knowledge of the principles and concepts of marketing.
4. Prepare the students to pursue a teaching career or graduate studies in business.

CURRICULAR OFFERING

General Education Courses

		Units
Eng 101	Study & Thinking Skills	3
Eng 102	Writing in the Discipline (*Eng 101)	3
Eng 103	Speech Communication w/ Debate	3
Fil 101	Komunikasyon sa Akademikong Filipino	3
Fil 102	Pagbasa at Pagsulat sa Iba't-Ibang Disiplina (*Fil 101)	3
Lit 102	Literature of the World	3
Math 101	College Algebra	3
Mat 121	Mathematics of Investment (*Math 101)	3
NatSci 101	Physical Science	3
NatSci 102a	Biological Sciences (*NatSci 101)	3
Philo 101	Logic	3
Hums 101	Art Appreciation and Aesthetics	3
Psy 101	General Psychology w/ HIV, AIDS & Drug Education	3
Socio 102	Society and Culture w/ Family Planning	3
Econ 101a	Basic Microeconomics	3
PolSci 101	Politics and Governance w/ Philippine Constitution	3
Hist 101	Philippine History	3
Rizal	Life and Works of Rizal	3
PE 101	Fundamentals of Physical Fitness	2
PE 102	Individual/Dual Sports	2
NSTP 101	NSTP	3
NSTP 102A	NSTP (*NSTP 101)	3
TOTAL		64

Fundamental Courses

		Units
Stat 101	Fundamentals to Statistics	3
PE 103	Dances	2
PE 104	Team Sports	2
Engl 104	Technical/Scientific Writing (*Eng. 101)	3
Engl 106	Business Correspondence (*Eng. 101)	3
Comp 101	Information & Comm Technology	3
Comp 102e	Business Application (*Comp101)	3
Tax 101	Income & Business Taxation	3
TOTAL		22

Major Courses

		Units
Acctg 101	Fundamentals of Accounting	6
Acctg 102	Partnership and Corporation Accounting	6
Law 101a	Obligation and Contract w/ Sales and Agency Law	3
Mktg 101	Principles of Marketing	3
Mktg 102	Sales Marketing (*Mktg.101)	3
Mktg 103	Professional Salesmanship (*Mktg.101)	3
Mktg 104	Marketing Management (*Mktg.101)	3
Mktg 105	Distribution Management (*Mktg.101)	3
Mktg 106	Marketing Research (*Mktg.101)	3
Mktg 107	Product Management (*Mktg.101)	3
Mktg 108	Advertising (*Mktg.101)	3
Mktg 109	Retail Management (*Mktg.101)	3
Mktg 110	Strategic Marketing Management (*Mktg.101)	3
Entrep 101	Entrepreneurship	3
Mgmt 101	Principles of Management	3
Mgmt 102	Human Behavior in Organization (*Mgmt.101)	3
Mgmt 103e	Social Responsibility & Good Governance	3
Mgmt 104	Human Resource Management *(Mgmt.101)	3
Mgmt 105	Total Quality Management (*Mgmt.101)	3
Res 101	Methods of Research (*Stat.101)	3
Entrp 102	Development of Enterprises (*Entrep101)	3
Fin 101	Business Finance	3
PI 100	Project Implementation	6
TOTAL		78

Electives

Elec	Environmental Management	3
Elec	Consumer Behavior	3
Elec	Franchising	3
Elec	Direct Marketing	3
Elec	Productions/Operations Mgmt	3
Elec	Management of Cooperatives	3
Elec	Labor Law and Legislation	3
Elec	Managerial Accounting	3
TOTAL		15
GRAND TOTAL		179

(* Pre-requisite subjects)



MODE OF INSTRUCTION

A student enrolled in the program will be given a learning package (Modules) to read and to work on. He/she can choose any of the three modes of learning.

- **Group Paced Learning.** Students follow a fixed class schedule at least once to twice a month on Saturdays to meet their tutors for discussion, seminars, symposia, and/or conferences to enrich their learning experience. Students are expected to submit written assignments, and sit in supervised examinations at the University.
- **Self-Paced or Individualized.** A student is provided with his/her own tutor and a class schedule. Modules, independent researches and other instructional materials are laid down by the tutors who help the student enhance his/her knowledge, skills and attitudes. The student is required to visit the University as scheduled.
- **Online Learning –** A student is provided with his/her own tutor online and a class schedule. Tutors utilize an open source learning management system (LMS) as virtual classroom and other communication tools available today. The student may process his/her requirements and exams via online.

ADMISSION REQUIREMENTS

Applicants must submit the following:

1. Form 138 - HS Report Card
2. Honorable Dismissal – OTR (*for transferees*)
3. Certificate of Good Moral Character
4. Certificate of Employment
5. NSO Birth Certificate

6. Medical Certificate with chest x-ray
7. 6 pcs. 2X2 Picture w/ white background
8. 3 pcs. Long folder w/ fastener

CONTACT DETAILS

Tel. No. (072) 607-8324,
TELEFAX (072) 242-3608
dous_dlc@yahoo.com

Philosophy (Pilosopia)

Total human development with appropriate competencies
"Naan-anay a pannakamuli ti tao iti umiso ken nadumaduma a kabaelan"

Vision (Sirmata)

A premier and globally competitive university
"Kangrunaan ken mabigbigbig nga Universidad iti sangalubungan"

Mission (Misyon)

Provides relevant quality instruction, research & extension
"Mangipaay iti maiyanatup ken dekalidad a panagisuro, panagsukisok ken ekstensiyon"

Goal (Panggep)

To lead in transforming human resources into productive, self-reliant citizens and responsible leaders
"Mangidaulo iti pannakatubay dagiti tao a managparnuay, makapagwaywayas ken nanakman a mangidalan"

DOUS Goal

To provide distance education to people who have no access to schools, colleges, and universities or to those who, for one reason or another, cannot avail themselves of the conventional mode of instruction.



"providing more opportunities"



Don Mariano Marcos Memorial State University
OPEN UNIVERSITY SYSTEM
Cor. Gov. Ortega St., Brgy. Catbangan,
City of San Fernando, La Union
Philippines 2500

Bachelor of Science in Business Administration (BSBA)

**major in Marketing Management
(BOR No. 2014-218)**

