

Marketing Management

GE COURSES

- Understanding the Self
- Readings in Philippine History
- The Contemporary World
- Mathematics in the Modern World
- Purposive Communication
- Art Appreciation
- Science, Technology and Society
- Ethics
- Life and Works of Rizal

GE ELECTIVES

- Komunikasyon sa Akademikong Filipino
- Pagbasa't Pagsulat Tungo sa Pananaliksik
- World Literature with Philippine Literature

PHYSICAL EDUCATION AND NSTP

- PE 1 Physical Fitness
- PE 2 Rhythmic Activities
- PE 3 Recreational Games and Sports
- PE 4 Team Sports
- ROTC

CBME COURSES

- Basic Accounting 1
- Basic Accounting 2
- Computer and IT Applications in Business
- Operations Management
- Strategic Management

BAC COURSES

- Human Resource Management
- Basic Microeconomics
- Good Governance and Social Responsibility
- Business Law (Obligations and Contracts)
- Taxation (Income Taxation)
- International Business and Trade
- Business Research
- Thesis/Feasibility Study

INTERNSHIP

- Practicum/Work Integrated Learning

PROFESSIONAL MAJOR COURSES

- Professional Salesmanship
- Marketing Research
- Marketing Management
- Distribution Management
- Pricing Strategy
- Product Management
- Retail Management
- Advertising

ELECTIVE MAJOR COURSES

- Entrepreneurial Management
- E-Commerce and Internet Marketing
- Business Analytics
- Consumer Behavior
- Special Topics in Marketing Management

INSTITUTIONAL COURSES

- Foreign Language 1
- Foreign Language 2
- Foreign Language 3
- Foreign Language 4
- Orientation to WIS Guiding Principles
- Professional Career Orientation and Management
- Comprehensive Examination

PERFORMANCE INDICATORS

- Propose social responsibility strategies and compliance action plan for a business
- Prepare comprehensive strategic business plan
- Prepare a social media marketing plan
- Conduct a planning and problem solving meeting to resolve issues related to a planned business event
- Apply appropriate quantitative tools to address a business case problem
- Prepare market needs analysis
- Prepare product/service specifications plan
- Formulate compensation and incentive policies
- Formulate supplier support policies
- Prepare environment impact and mitigation plan

PROGRAM OUTCOMES

- Demonstrate corporate and Social responsibility
- Perform the basic functions of management such as planning, organizing, staffing, directing, leading and controlling
- Apply information and communication technology (ICT) effectively and efficiently
- Work effectively with other stakeholders and manage conflict in the workplace
- Select the proper decision tools to critically, analytically, and creatively solve problems and drive results
- Analyze the business environment for strategic direction
- Prepare operational plans
- Innovate business ideas based on emerging industry
- Manage a strategic business unit for economic sustainability