

**La Salle University  
Ozamiz City**

**Prospectus Code: (Unique) BSC\_MKTG2005**

Subject Code	Descriptive Title	Pre-requisites
	<b>First Year</b>	
<b>First Semester</b>		
ENG 1	Study & Thinking Skills in English	
MAT1C	Commercial Algebra	
HIS 1	Phil. History: Roots & Development	
ECO1	Prin. Of Econ. W / Land Reform & Development	
FIL1	Sining ng Pakikipagtalastasan	
PS1	Phil. Government & the Constitution	
AC1	Elementary Accounting I	
PE1M	Physical Fitness	
PE1W	Physical Fitness	
NSTP 1	National Service Training Program	

**Second Semester**

RE1	Outline of Salvation History	
ENG2	Writing in the Discipline	ENG1
FIL2	Pagbasa at Pagsulat sa Iba't-ibang Disiplina	FIL1
NS1	Physical Sciences	
MAT3C	Mathematics of Investments	MAT1C
AC2	Elementary Accounting, Part II	AC1
BUS3	Business Psychology	
PHI1	Logic	
PE2 M & W	Rhythmic Activities	PE1, PE1W
NSTP2	National Service Training Program	NSTP 1

**Second Year**

**First Semester**

ENGL10	The Literature of the Philippines	ENG 2
MATH4C	Business Statistics	MAT3C
AC3	Partnership & Corporation Accounting	AC1
FIN1C	Corporate Finance I	AC1
MGMT1	Principles of Org'n & Management	AC1
TYPE1	Basic Keyboarding	
NS2	Biological Sciences	
ECON19	Consumer Economics	ECO1
PE 3M	Individual/Dual Sports and Games	PE2M&W
PE 3W	Individual/Dual Sports and Games	PE2M&W

**Second Semester**

RE2	Christology	RE1
ENG2A	Speech and Oral Communications	ENG2
MAT5C	Quantitative Techniques in Business	MAT4C
ACG12	Mgmt. Acctg. For Non-Accountants	AC3, MAT3C
MKTG1	Principles of Marketing	MGMT1
BUS2A	Personality Dev't & Public Relations incl. Office Ethics	MGMT1
HBO	Org'n Group & Individual Behavior	MGNT 1, BUS3
PE4 M	Team Sports/ Games	PE 3M
PE4 W	Team Sports/ Games	PE 3W

### Third Year

#### First Semester

COMP1C	Computer Literacy (Microsoft Word, Excel & Powerpoint)	TYPE1
MGMT6C	Human Resource Management	MGMT1
ENG5C	Business English	ENG2
FIN2C	Corporate Finance II	FIN1, AC3
BL1	Obligations & Contracts	AC3, MGMT 1
MKTG 2	Marketing Management	AC1, MGMT1, FIN1, ECO1
MKTG3	Marketing Mix and Product Development	

#### Second Semester

RE3	Ecclesiology & Sacraments	RE2
MGMT8	General & Professional Ethics	PHI1
PS3	Rizal's Life, Works & Writings	MGMT1
MGMT9C	Operations Management	MGMT1, MAT5c
ENTREP A	Business Planning and Development	AC12, FIN2
MKTG 4	Marketing Channels	
MKTG 5	International Marketing	
MKTG 6	Advertising	

### Fourth Year

#### First Semester

BL2	Partnership & Corporation Laws	AC3, MGMT1
TAX1	Income Tax Accountitng	AC12
BUS13	Business Policy	FIN 1, MGMT1
MKTG 7	Sales Promotion & Marketing Services	ECO 1, FIN 1, MGMT1
MKTG 8	MarketingResearch	MGMT1, MAT5c
COMP2B	Quantitative Systems for Business	MAT5C, MGMT9C
PRAC M1	Practicum I	MGMT3 & 6, AC12, ENTREP A

#### Second Semester

RE4	Basic Christian Morality	RE3
SOCIO3	Family & Community Relations including Family Planning	
HIST26	World History & Contemporary Civilization	TAX1
TAX2	Business & Occupation Taxes	
BL3	Negotiable Instrn & Warehouse Receipts	
MKTG 10	Sales management	ECO 1, FIN 1, MGMT1
MKTG 11	Public Relations & Market Planning	
MKTG 9	Corporate & Social Responsibility	ECO 1
PRAC M2	Practicum II	PRAC M1