

ETEEAP BSBA- Marketing Management Curriculum

Subject Code	Subject Description	Units
E-ADVERTISING	Advertising	3
E-STRAMAN	Strategic Management	3
E-ELEC 8	Strategic Marketing Management	3
E-PRODMAN	Product Management	3
E-PROSALES	Professional Salesmanship	3
E-AOM	Administrative Office Management	3
E-BUS TAX	Business Taxation	3
E-GOODGOV	Good Governance and Social Responsibility	3
E-INCOME TAX	Income Taxation	3
E-MANACC	Management Uses of Accounting	3
E-PARCOR	Partnership and Corporation Accounting	3
E-RECRUIT	Recruitment and Selection	3
E-FL	Foreign Language	3
E-GEC-PCOM	Purposive Communication	3
E-RES 1	Research Methods/Thesis Proposal & Defense	3
E-COMLAW	Law on Sales, Agency, Labor and other Commercial Laws	3
E-DISTRIMAN	Distribution Management	3
E-GEC-TCW	The Contemporary World	3
E-OPMAN	Operations Management	3



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