



ATENEIO DE MANILA UNIVERSITY  
LOYOLA SCHOOLS  
Office of the Associate Dean for Academic Affairs

29 May 2020

Atty. Eduardo Victor J. Valdez  
Chair  
Department of Marketing and Law

Dear Atty. Valdez,

I wish to inform you of the completion of the approval process for the Minor/Specialization in Marketing which was approved by the Curriculum Committee and submitted for the information of the School Forum on 26 May 2020 and the School Council on 28 May 2020.

Details of this program, as approved by the Curriculum Committee, are herein attached. The Office of the ADAA reviewed course catalog numbers and titles and made corrections when necessary.

Thank you very much,

(Sgd.) Josefina D. Hofileña, Ph.D.  
Associate Dean for Academic Affairs

cc: Mr. Joaquin Julian B. Agtarap, MBA  
School Registrar

<b>Minor in Marketing, revised – Applicable to Students Assigned to Curriculum Versions 2018 and Later</b>	
The Minor in Marketing program provides interested NON-JGSOM students with a structured and coherent program of study in marketing.	
Eligibility Requirements (Majors Which Cannot Qualify for the Minor)	Open to non-JGSOM majors only
Admission Requirements (e.g., Pre-requisite Courses)	At least a grade of B in MKTG 111 Marketing Management
Minimum Grade Requirement	No Grade lower than a C for all subjects qualified for the Minor
Program of Study (List of Courses to be Taken)	<p><b>Required Courses (12 units)</b>  MKTG 111 Marketing Management  MKTG 112 Marketing Research  MKTG 118 Brand Management  MKTG 113 Marketing Communications OR  MKTG 119 Sales Management</p> <p><i>Students who take both MKTG 113 and MKTG 119 can have the second one credited as one of the Marketing elective</i></p> <p><b>Electives (3 units):</b> Choose one from the following:  MKTG 113.03 Advertising Management  MKTG 113.04 Marketing Communication in an Asian Context  MKTG 116 Direct Marketing  MKTG 119.03 Sales and Distribution Management  MKTG 120 Services Marketing  MKTG 122.04 Non-Traditional Marketing for Entrepreneurs  MKTG 125 International Marketing  MKTG 125.03 International Business Opportunities  MKTG 125.04 Export Marketing  MKTG 125.05 European Marketing and Business Strategy  MKTG 125.06 Understanding International Trade and Competition  MKTG 126 Digital Marketing  MKTG 127.03 Fashion Merchandising Management  MKTG 128.03 Consumer Behavior and Marketing Psychology</p> <p>And other Marketing-related electives, as approved by the Program Director</p>
Total Number of Units in the Minor	15 units
Other Information	N/A
Approved by the Curriculum Committee:	25 September 2019
Presented to the School Forum:	26 May 2020
Submitted to the School Council:	28 May 2020

<b>Specialization in Marketing, revised – Applicable to Students Assigned to Curriculum Versions 2018 and Later</b>	
The Specialization in Marketing program provides interested JGSOM students with a structured and coherent program of study in marketing.	
Eligibility Requirements (Majors Which Cannot Qualify for the Minor)	Open to JGSOM majors only
Admission Requirements (e.g., Pre-requisite Courses)	At least a B in any of the following subjects: MKTG 111 Marketing Management, OR MKTG 111.03 Entrepreneurial Marketing (Mgt/Mgt-H), OR MKTG 111.04 Entrepreneurial Marketing (MAC)
Minimum Grade Requirement	No Grade lower than a C for all subjects qualified for the Minor
Program of Study (List of Courses to be Taken)	<p><u>Required Courses (9 units):</u>  MKTG 112.03 Marketing Research 3 units (not for Mgt-H; Mgt)  MKTG 118 Brand Management 3 units  MKTG 113 Marketing Communications 3 units (not for CTM), OR  MKTG 119 Sales Management 3 units</p> <p><i>Students who take both MKTG 113 and MKTG 119 can have the second one credited as one of the Marketing elective</i></p> <p><u>Elective (3 units):</u> Choose one from the following:  MKTG 113.03 Advertising Management 3 units  MKTG 113.04 Marketing Communication in an Asian Context 3 units  MKTG 116 Direct Marketing 3 units  MKTG 119.03 Sales and Distribution Management 3 units  MKTG 120 Services Marketing 3 units  MKTG 122.04 Non-Traditional Marketing for Entrepreneurs 3 units  MKTG 125 International Marketing 3 units (not for Mgt-H)  MKTG 125.03 International Business Opportunities 3 units  MKTG 125.04 Export Marketing 3 units  MKTG 125.05 European Marketing and Business Strategy 3 units  MKTG 125.06 Understanding International Trade and Competition 3 units  MKTG 126 Digital Marketing 3 units (not for CTM)  MKTG 127.03 Fashion Merchandising 3 units  MKTG 128.03 Consumer Behavior and Marketing Psychology 3 units</p> <p>And other Marketing related electives, approved by the Program Director</p>

**Revised Minor/Specialization in Marketing- Marketing and Law Department**

Total Number of Units in the Specialization	12 units
Other Information	N/A
Approved by the Curriculum Committee:	25 September 2019
Presented to the School Forum:	26 May 2020
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