



MASTER IN MANAGEMENT Major in International Marketing REVISED CURRICULUM (S.Y. 2020-2021)			
CODE	COURSE	Non- Thesis	Thesis
1st Trimester			
_____ MASTER611	Research & Statistics (w/ SPSS Software	3	3
_____ MASTER612	Management (w/ SPSS Application)	3	3
_____ MASTER613	Human Resource Management (with Human Behavior in Organization) (w/ SPSS Application)	3	3
_____ MASTER614	Financial Management (w/ Excel Software)	3	3
2nd Trimester			
_____ MMIM621	Social Marketing in Action: Cases from Around the World	3	3
_____ MMIM622	International Marketing Strategy	3	3
_____ MMIM623	Marketing Innovations in the Transportation Industry	3	3
_____ MMIM THESIS 1	Seminar on Thesis Writing	-	3
_____ MMIM SEMINAR 1	Seminar on Project Study/Immersion	3	-
3rd Trimester			
_____ MMIM624	Innovative Trends in Marketing and Management	3	3
_____ MMIM631	Seminar on Toolbox for Marketing and Management: Creative Concepts, Forecasting Methods, and Analytical Instruments	3	3
_____ MMIM632	Seminar on Congruency, Expectations and Consumer Behavior in Digital Environments	3	3
_____ MMIM THESIS 2	Thesis Writing	-	3
_____ MMIM SEMINAR 2	Project Study/Immersion Paper Writing	3	-
B. REVIEW			
C. COMPREHENSIVE EXAMINATION			
D. PAPER/THESIS DEFENSE			
	Project Study Paper/Immersion Paper/Thesis		
	TOTAL	36 UNITS	36 UNITS

Prepared by:

Online Graduate Program Curriculum Committee

Revelino D. Garcia, Ph.D.
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Jennifer B. Raquion, Ph.D.
Member

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