



**CAP COLLEGE FOUNDATION, INC.**  
**The Digitalized Distance Education**  
**Course Curriculum**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**MAJOR IN MARKETING**

Ladderized Curriculum (Effective SY 1998-1999)

FIRST TERM			SECOND TERM		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
Eng 1	Basic Comm. Arts & Skills	3	Eng 2	Inter Comm. Arts & Skills	3
Fil 1	Komunikasyon sa Pilipino	3	Fil 2	Panitikang Pilipino	3
Math 1	College Algebra	3	Pol 2	Phil Gov't w/ New Constitution	3
Philo 1	Logic	3	Tax 1	Principles of Taxation and Income	3
Eco 1	Intro to Economics w/ LRT	3	CS/IT 1	Computer Science w/ WP	3
Hist 1	Phil. History & Culture	3	Eco 2	Price Theory: Microeconomics	3
BCCS 1	Basic Comm & Clerical Skills I	(3)	BCCS 1	Basic Comm & Clerical Skills II	(3)
P.E. 1	Physical Education	2	P.E. 2	Physical Education	2
NSTP 1	Nat'l. Service Training Program	(3)	NSTP 2	Nat'l. Service Training Program	(3)
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**CERTIFICATE: GENERAL CLERICAL SKILLS**

THIRD TERM			FOURTH TERM		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
Eng 3	Adv. Comm. Arts & Skills	3	Eng 6	Technical Writing	3
Math4B	Elements of Statistics	3	Psy 1	General Psychology	3
BLaw 1	Business Transactions	3	Acct 2	Principles of Accounting II	6
Acct 1	Principles of Accounting I	6	Nat 1	Introduction to the Natural Sciences	3
Man 1	Principles of Management	3	Mar 1	Principles & Methods of Marketing	3
P.E. 3	Physical Education	2	P.E. 4	Physical Education	2
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**CERTIFICATE: ASSOCIATE IN BUSINESS ADMINISTRATION (MARKETING)**

FIFTH TERM			SIXTH TERM		
CODE	DESCRIPTIVE TITLE	Units	CODE	DESCRIPTIVE TITLE	Units
Eng 7	Business Communication & Reporting	3	Eng 13	Advanced Expository Writing	3
Nat 4	Environmental Studies	3	Eco 19	Business Finance	3
SocSc2	Rizal's Life, Works & Writings	3	Mar 4	Advertising Management	3
Mar 2	Sales Management	3	Mar 5	Purchasing	3
Eco 14	Principles of Money, Banking & Credit	3	Mar 6	Product Development	3
Mar 3	Marketing Psychology	3	Res 1	Methods of Research	3
Elect 1	Mar 11, 13, 14 or 15	3	Elect 2	Mar 11, 13, 14 or 15	3
		21			21

SEVENTH TERM		
CODE	DESCRIPTIVE TITLE	Units
Fil 3	Retorika	3
Math 3	Mathematics of Investment	3
Man 10	Public Relations	3
Mar 9	International Marketing	3
Mar 12	Special Laws of Selling	3
Pract	Practicum (300 hrs)	6
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**DIPLOMA: BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING**