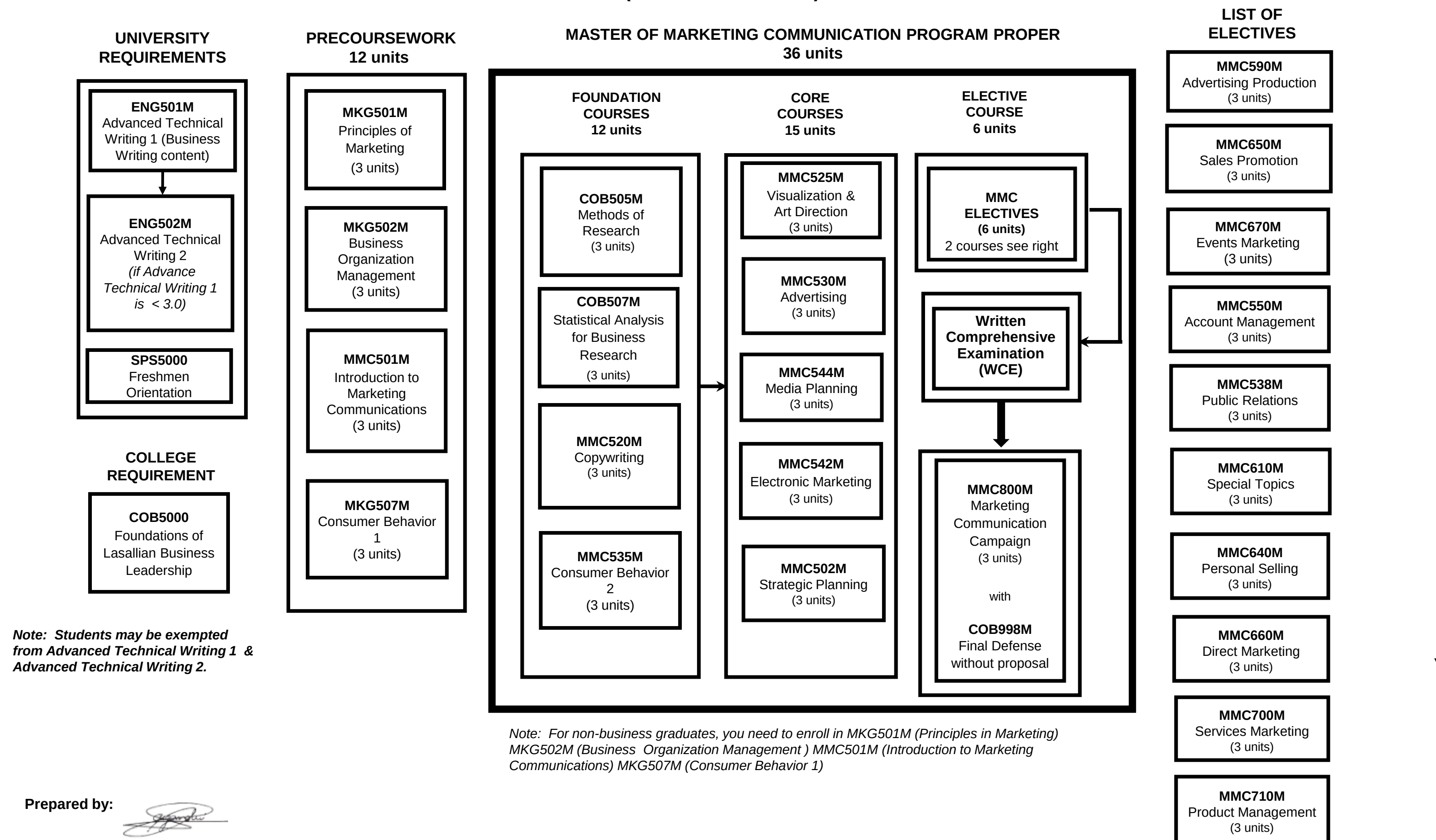




MASTER OF MARKETING COMMUNICATIONS (MMC) (FOR AY 2022 - 2023)



Prepared by:

RAYAN DUI
GS Program Coordinator

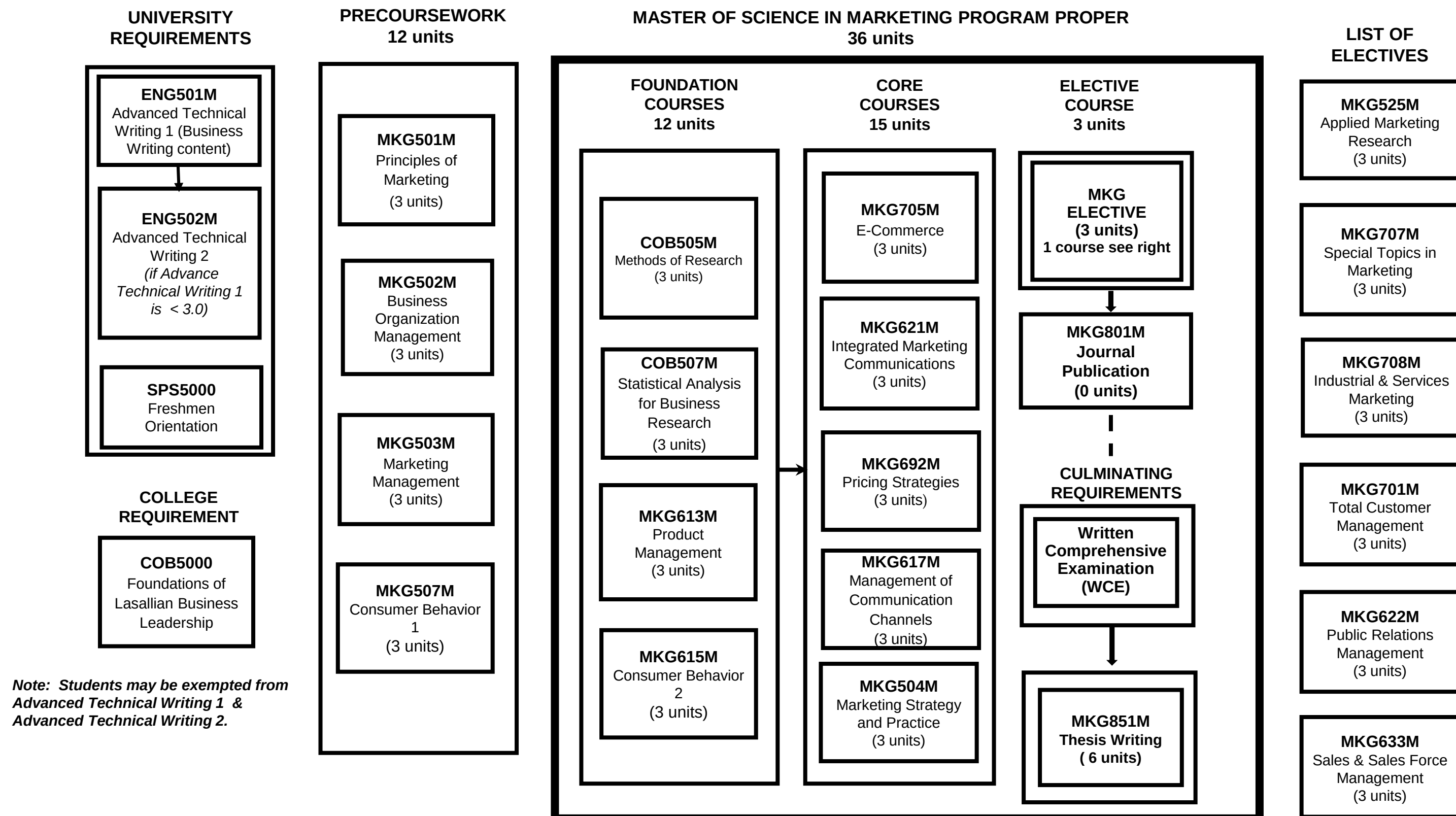
DR. REYNALDO BAUTISTA JR.
Chair, Department of Marketing and Advertising

Approved by:

DR. LIBERTY PATIU
Associate Dean, Research and Graduate Studies
RVR College of Business



**MASTER OF SCIENCE IN MARKETING (MSM)
(FOR AY 2022-2023)**



Prepared by:

RAYAN DUI
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Note: For non-business graduates: you need to enroll in MKG501M (Principles in Marketing) MKG502M (Business Organization Management) MKG503M (Marketing Management) MKG507M (Consumer Behavior 1).

Note: Students are allowed to publish their research at any point in their academic program. This is a major requirement before they are allowed to graduate.