

DE LA SALLE UNIVERSITY - MANILA
RAMON V. DEL ROSARIO COLLEGE OF BUSINESS
COURSE CHECKLIST

ID 125 Bachelor of Science in Advertising Management
(ADV)

FIRST TERM, Academic Year 2025-2026					
Course Code	Course Title	Units		Prerequisites	ECTS
FDNECON	Applied Economics	3			6
FDNBUSF	Business Mathematics and Finance	3			6
FDNMANP	Organization and Management	3			6
FDNMARK	Principles of Marketing	3			6
FDNACCT	Fundamentals of Accountancy, Business & Management	3			6
LCLSONE	Lasallian Studies 1		(1)		1
LASARE1	Lasallian Recollection 1		(0)		0
NSTP101	National Service Training Program - General Orientation		(0)		0
	Total Units	15	(1)		31

SECOND TERM, Academic Year 2025-2026					
Course Code	Course Title	Units		Prerequisites	ECTS
ACCBUS1	Management Accounting	3		FDNACCT	6
DSILYTC	Introduction to Analytics (Descriptive & Predictive)	3			6
COBLAW1	Obligations and Contracts	3			6
COBSHUR	Human Resource Management with Organizational Behavior	3			6
LCC..01	Lasallian Core Curriculum 1 (Please see Table 2)	3			3
LCC..02	Lasallian Core Curriculum 2 (Please see Table 2)	3			3
NSTP-01	Civic Welfare Training/Literacy Training/Reserve Officer's Training		(3)	NSTP101	3
SAS1000	Student Affairs Services 1000		(0)		0
	Total Units	18	(3)		33

THIRD TERM, Academic Year 2025-2026					
Course Code	Course Title	Units		Prerequisites	ECTS
ACCBUS2	Corporate Accounting and Control	3		FDNACCT	6
MADFUND	Marketing Fundamentals	3		FDNMARK	6
COBECON	Basic Microeconomics	3			6
LCC..03	Lasallian Core Curriculum 3 (Please see Table 2)	3			3
LCC..04	Lasallian Core Curriculum 4 (Please see Table 2)	3			3
LCC..05	Lasallian Core Curriculum 5 (Please see Table 2)	3			3
LCC..06	Lasallian Core Curriculum 6 (Please see Table 2)	3			3
NSTP-02	Civic Welfare Training/Literacy Training/Reserve Officer's Training		(3)	NSTP-01	3
	Total Units	21	(3)		33

FIRST TERM, Academic Year 2026-2027					
Course Code	Course Title	Units		Prerequisites	ECTS
MADINMC	Principles of Advertising and Marketing Communication	3		MADFUND	6
MADCUBE	Consumer Behaviour Research	3		MADFUND	6
FMDFINA	Fundamentals of Financial Management	3		ACCCOMA	6
DSIMGTS	Prescriptive Analytics (Optimization)	3		DSILYTC	6
LCC..07	Lasallian Core Curriculum 7 (Please see Table 2)	3			3
LCC..08	Lasallian Core Curriculum 8 (Please see Table 2)	3			3
PE1CRDO	Cardio Fitness	2			1
	Total Units	20			31

SECOND TERM, Academic Year 2026-2027					
Course Code	Course Title	Units		Prerequisites	ECTS
MADSRCH	Marketing & Advertising Research and Analytics	3		MADCUBE	6
MADGCOA	Global Communication for Advertising Majors	3		GEPCOMM	6
MADDIGI	Digital Marketing	3		MADCUBE	6
ACCBUS3	Accounting for Business Sustainability	3		ACCBUS2	6
COBCSRG	CSR and Governance	3			6
COBLAW2	Partnership and Corporations	3		COBLAW1	6
PE2FTEX	Functional Exercises	2		PE1CRDO	1
LCLSTWO	Lasallian Studies 2		(1)	LCLSONE	1
SAS2000	Student Affairs Services 2000		(0)	SAS1000	0
	Total Units	20	(1)		38

THIRD TERM, Academic Year 2026-2027					
Course Code	Course Title	Units		Prerequisites	ECTS
MADDISC	Distribution Channels in Marketing and Advertising	3		MADCUBE	6
MARKSOC	Social Marketing	3		MADCUBE	6
MADPPRL	Marketing and Advertising Print Production with Laboratory	3		MADINMC	6
DSIOPMA	Operations and Technology Management	3		DSIMGTS	6
LCC..09	Lasallian Core Curriculum 9 (Please see Table 2)	3			3
LCC..10	Lasallian Core Curriculum 10 (Please see Table 2)	3			3
LASARE2	Lasallian Recollection 2		(0)	LASARE1	0
	Total Units	18	0		30

FIRST TERM, Academic Year 2027-2028					
Course Code	Course Title	Units		Prerequisites	ECTS
ADVISUA	Advertising Visualization and Art Direction	3		MADPPRL	6
ADWRITE	Copywriting and Creative Management	3		MADPPRL	6
ADVOCPR	Advocacy Advertising and Public Relations	3		MADPPRL	6
LCC..11	Lasallian Core Curriculum 11 (Please see Table 2)	3			3
LCC..12	Lasallian Core Curriculum 12 (Please see Table 2)	3			3
LCC..13	Lasallian Core Curriculum 13 (Please see Table 2)	3			3
	Total Units	18			27

SECOND TERM, Academic Year 2027-2028					
Course Code	Course Title	Units		Prerequisites	ECTS
ADSALES	Salesmanship in Advertising	3		MADINMC	6
ADRAPTO	Advertising Photography	3		ADVOCPR	6
ADMEDIA	Media Planning and Buying	3		ADVOCPR	6
CLWTAXN	Taxation	3		COBLAW2	6
COBSTRM	Strategic Management	3			6
COBFSPA	Feasibility Study	3		FMDFINA, DSIOPMA	6
PETHREE	Physical Fitness and Wellness in Individual Sports (Please see Table 3)	2		PE2FTEX	1
LASARE3	Lasallian Recollection 3		(0)	LASARE2	0
SAS3000	Student Affairs Services 3000		(0)	SAS2000	0
	Total Units	20	(0)		37

THIRD TERM, Academic Year 2027-2028					
Course Code	Course Title	Units		Prerequisites	ECTS
ADBROAP	Broadcast Advertising, Production and Management	3		MADPRNT	6
ADVELE1	Advertising Elective 1	3		see Table 1	6
ADVELE2	Advertising Elective 2	3		see Table 1	6
COBQUAL	Total Quality Management	3		DSIOPMA	6
LCC..14	Lasallian Core Curriculum 14 (Please see Table 3)	3			3
LCC..15	Lasallian Core Curriculum 15 (Please see Table 2)	3			3
PEDFOUR	Physical Fitness and Wellness in Team Sports (Please see Table 3)	2		PETHREE	1
LCLSTRI	Lasallian Studies 3		(1)	LCLSTWO	1
	Total Units	20	(1)		32

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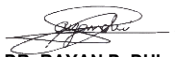
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Course Checklist

FIRST TERM, Academic Year 2028-2029					
Course Code	Course Title	Units		Prerequisites	ECTS
PRCADVR	Advertising Practicum and Thesis Writing Proposal	3		Completion of major subjects	6
COBIBMA	International Business Agreements	3			6
	Total Units	6			12

SECOND TERM, Academic Year 2028-2029					
Course Code	Course Title	Units		Prerequisites	ECTS
THSADV2	Advertising Practicum and Thesis Defense	3		PRCADVR	6
	Total Units	3			6

	FOUNDATION
	NLCC
	CHED CORE
	BUSINESS CORE

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Total Academic Units 179 units
Total Non-Academics (9) units
TOTAL 188 units

NOTE:
COURSES IN ITALICS ARE MAJORS.

ONLY THREE (3) MAJOR SUBJECTS ARE ALLOWED EACH TERM

TO THE STUDENT: Please take note that courses should not be enrolled without having passed their respective prerequisites. Courses taken without having passed the prerequisites will be INVALIDATED. Please be guided accordingly.

Table 3. PE3 and PE4			
Course Code	Course Title	Units	Pre-requisites
PE3ADTT	Advanced Table Tennis	2	PE2FTEX
PE3ARCY	Archery	2	PE2FTEX
PE3TAEK	Taekwando	2	PE2FTEX
PE3DNCE	Dance	2	PE2FTEX
PE3DART	Dart	2	PE2FTEX
PE3PICB	Pickleball	2	PE2FTEX
PE3SPKB	Spikeball	2	PE2FTEX
PE3SWIM	Swimming	2	PETHREE
PE4BIG3	3 On 3 Basketball	2	PETHREE
PE4HNDB	Handball	2	PETHREE
PE4ESPT	Esports	2	PETHREE
PE4ULTD	Ultimate Disc	2	PETHREE
PE4WBOB	Waboba	2	PETHREE
PE4DNCE	Dance	2	PETHREE
PE4WPLO	Water Polo	2	PETHREE

Table 1. Advertising Electives		
Course Code	Course Title	PRE-REQUISITES
ADE-COM	E-Commerce in Advertising	ADVOCPR
ADIRECT	Direct Response Advertising and Sales Promotion	ADVOCPR
ADEVMGT	Events Management	ADVOCPR
MARKHOS	Hospitality Marketing	MADSRCH
MADTOUR	Tourism Marketing	MADSRCH
MADDANA	Digital Analytics	MADDIGI
MADSMED	Social Media Marketing	MADDANA
MARKRTL	Retail Marketing	MADSRCH

Table 2. LCC..01 to 15 - Lasallian Core Curriculum Course Codes			
Course	Course Title	Units	Pre-requisites
LCFILIA	Introduksyon Sa Filipinolohiya At Araling Pilipinas	3	
LCENWRD	Encountering the Word in the World	3	
LCFILIB	Komunikasyon ng Pananaliksik	3	
GEPCOMM	Purposive Communication	3	
GEUSELF	Understanding the Self	3	
GERPHIS	Readings in the Philippine History	3	
LCASEAN	The Filipino and ASEAN	3	
GEETHIC	Ethics	3	
GESTSOC	Science, Technology and Society	3	
GERIZAL	Life and Works of Rizal	3	
GELECAH	G.E. Arts and Humanities	3	
GEWORLD	Contemporary World	3	
GEARTAP	Art Appreciation	3	
GEMATMW	Mathematics in the Modern World	3	
LCFAITH	A Faith Worth Living	3	

* as of October 2025