

ATENEO DE MANILA UNIVERSITY
Loyola Schools
Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Ctk 41
Course Title	Integrative Project
No. of Units	3

Course Description:

Students will work under close faculty supervision to design and implement a major project that will help them to integrate the knowledge that they have gained from the courses that they have taken under the various disciplines involved in the Communication Technology Management Program. The range of possible project options will be limited only by the imagination and creativity of the students undertaking them. A special emphasis will be on hands-on projects.

Course Objective/s:

- At the end of the course, students will be able:
- To demonstrate creative and strategic thinking, financial planning, decision-making, interpersonal skills, and entrepreneurial potential through a group project and presentation;
 - To integrate conceptual frameworks from Management, Communication, and Computer Science by developing business plans for services and products in the information and communications technology (ICT) industries;
 - To gain adequate exposure to the actual dynamics and practices of ICT industries.

Course Outline:

- I. GENERAL OUTLINE OF PAPER / PRESENTATION
- INDUSTRY OVERVIEW
 - MARKETING PLAN
 - OPERATIONS PLAN
 - FINANCIAL PLAN

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Course No.	Law 11
Course Title	Essentials of Philippine Business Law
No. of Units	3

Course Description:

The course aims to provide students with an overview of laws related to business in the Philippines, particularly those governing the transactions necessary for the conduct of an enterprise. The study of the laws would be complemented by court case studies, to gain an interpretation and understanding of the nature of these transactions.

Course Objective/s:

To provide the students with an overview of law and the Philippine legal system.

Course Outline:

Week 1 – Welcome / Introduction to Law

- I. Introduction to course, overview of subject, explanation of policies and grading system
- II. Introduction to Law

Weeks 2 to 8 – Obligations

- I. General Provisions, Nature and Effects of Obligations
- II. Different Kinds of Obligations
 - a. Pure and conditional Obligations
 - b. Obligations with a Period
 - c. Alternative Obligations
 - d. Joint and Solitary Obligations
 - e. Obligations with a Penal Clause

Week 9 – Departmental Midterms

Weeks 10 to 13 - Obligations

- I. Payment
 - a. General Provisions Payment
 - b. Applications of Payments
 - c. Payment by Cession
 - d. Tender of Payment and Consignation
- II. Loss of the Thing Due
- III. Condonation or Remission of Debt
- IV. Confusion or Merger of Rights
- V. Compensation
- VI. Novation

Weeks 14 to 15 - Contracts

- I. General Provisions
- II. Essential Requisites – Consent
 - I. Object
 - II. Cause
- III. Forms
 - a. Reformation of Instruments
- IV. Defective Contracts
 - a. Rescissible contracts
 - b. Voidable contracts
 - c. Unenforceable contracts
 - d. Void contracts
- V. Corporations - General Concept; Definition; Attributes
- VI. Corporate personality and doctrine of piercing the veil of corporate existence

Weeks 16 to 17 – Corporations and Partnerships

- I. Incorporation
 - a. Articles of Incorporation
 - b. By-Laws
- II. Board of Directors and Trustees and Officers and Meetings
- III. Powers of a Corporation
- IV. Capital Structure
- V. Rights and Obligations of Stockholders
 - I. Merger
 - II. Foreign Corporations
 - III. Non-Stock / Special Corporations
 - IV. Dissolution and Winding UP

- VI. Partnerships – General Concept; Definition
- VII. Types, Requisites and Formation

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Course No.	Law 22
Course Title	Law on Business Organizations and Intellectual Properties
No. of Units	3

Course Description:

An introduction to the basic provisions of the Corporation Code, and general concepts in intellectual property law, the protection they guarantee, and the actions and remedies involved therein.

Course Objective/s:

The student is expected to have a good understanding of the legal personality of corporations, how they are formed, and their basic difference from single proprietorships, and partnerships. The student must also be able to differentiate copyright, trademarks and trade names, and patents, how they are acquired, and enforced.

Course Outline:

Weeks 1 to 2

I. Definitions and Classifications

Corporation defined

Classes of Corporations

Corporators and Incorporators, Stockholders & Members

Classification of Shares

1.4.1 Founders' Shares

1.4.2 Redeemable Shares

1.4.3 Treasury Shares

Weeks 3 to 4

II. Incorporation and Organization of Private Corporations

Number and Qualifications of Corporations

Corporate Term

Minimum Capital Stock Required of Stock Corporations

Amount of Capital Stock to be Subscribed & Paid for

Incorporation

Contents of Articles of Incorporation
Amendment of Articles of Incorporation
Commencement of Corporate Existence
De Facto Corporations
Corporation by Estoppel

Weeks 5 to 6

III. Board of Directors / Trustees / Officers

- 3.1 The Board of Directors or Trustees
- 3.2 Election of Directors or Trustees
- 3.3 Corporate Officers, Quorum
- 3.4 Disqualification of Directors, Trustees, or Officers
- 3.5 Removal of Directors or Trustees
- 3.6 Liability of Directors, Trustees, or Officers
- 3.7 Dealings of Directors, Trustees, or Officers with the Corporation
- 3.8 Disloyalty of a Director
- 3.9 Executive Committee

Weeks 7 to 8

IV. Powers of Corporations

Corporate Powers and Capacity
Power to Extend or Shorten Corporate Term
Power to Increase or Decrease Capital Stock; Incur , Create, or
Increase Bonded Indebtedness
Power to Deny Pre-emptive Right
Sale or other Disposition of Assets
Power to Acquire Own Shares
Power to Invest Corporate Funds in another Corporation or \
Business
Power to Declare Dividends
Power to Enter into Management Contract
Ultra Vires Acts of Corporations

Week 9

V. By-Laws

Adoption of By-Laws
Contents of By-Laws
Amendment to By-Laws

VI. Meetings

Week 10 Departmental Mid-terms –

Weeks 11 - 14

VII. Stocks and Stockholders

Subscription Contract
Pre-incorporation Subscription

Consideration of Stock and Transfer of Shares
Rights of Unpaid Shares

VIII. Corporate Books and Records

IX. Merger and Consolidation

- 9.1 Plan of Merger or Consolidation
- 9.2 Stockholders' or Members' Approval
- 9.3 Articles of Merger or Consolidation
- 9.4 Effectivity of Merger or Consolidation
- 9.5 Effects of Merger or Consolidation

X. Appraisal Right

- 10.1 Instances of Appraisal Right
- 10.2 How Right is Exercised

XI. Non-stock Corporations

XII. Close Corporations

XIII. Special Corporations

XIV. Religious Corporations

Weeks 15 to 17

Selected provisions of the Philippine Civil Code on Partnerships

Selected sections of the Intellectual Property Code, with focus on basic provisions governing copyright, trademarks and trade names, and patents.

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Course No.	Law 125
Course Title	Labor Law and Social Legislation
No. of Units	3

Course Description:

Introduction to the basic concepts related to labor law, particularly with labor standards and labor relations.

Course Objective/s:

- To familiarize students with the nature, source, function, effects and applications of labor laws.
- To introduce the concept and underpinnings of labor standards, labor relations, and social legislation.

Course Outline:

Law 125 Course Outline

References are to Labor Code provisions unless otherwise indicated.

Topic	Reference	Cases
I. Introduction <ul style="list-style-type: none"> • Labor law in the Philippine context • The Philippine legal system and where rules on labor are locate 		
II. Employer-Employee relationship <ul style="list-style-type: none"> ▪ What determines the existence of an employer-employee relation? ▪ What relationships are closely 	<ul style="list-style-type: none"> ▪ Constitution: Art. XIII, sec. 3; Art. II, Sec. 18; Art. III, sec. 8 ▪ Constitution: Art. IX, B, Sec 2 (1) 	<ul style="list-style-type: none"> • LVN Pictures Inc. v. Phil. Musicians Guild (110 Phil. 725) • Dy Keh Beng v. International Labor, 90 SCRA 161 • Corporal v. NLRC (341 SCRA 658) [2000] • Maraguinot v. NLRC (284

<p>associated with employment?</p>		<p>SCRA 539)</p> <ul style="list-style-type: none"> • <i>Sonza vs. ABS-CBN Broadcasting Corporation</i>, G.R. No. 138051, June 10, 2004. • <i>ABS-CBN Broadcasting Corporation v Marlyn Nazareno, Merlou Gerzon, Jennifer Deiparine, and Josephine Lerasan</i>, G.R. No. 164156, September 26, 2006 • <i>WPP Marketing Communications, Inc. et al. vs. Jocelyn M. Galera/Jocelyn M. Galera vs. WPP Marketing Communications, Inc. et al.</i>, G.R. No. 169207/G.R. No. 169239, March 25, 2010 • <i>Television And Production Exponents, Inc. v Servaña</i>, (G.R. No. 167648, January 28, 2008)
<p>II. Subcontracting</p> <ul style="list-style-type: none"> • What is the nature, kinds and effects of subcontracting ? 	<p>106 – 107, D.O. No. 18 series of 2002</p>	
<p>III. Kinds of employees</p> <ul style="list-style-type: none"> ▪ What are the different kinds of employees under the law (statute and case law?) ▪ What are the rights of employees and requirements, implications in each kinds of employment? 	<p>279, 280, 281</p>	<ul style="list-style-type: none"> • <i>Philippine Bank of Communications v. NLRC</i> (146 SCRA 347) • <i>Neri v. NLRC</i> (224 SCRA 717) • <i>Philippine Telegraph & Telephone Co. v. NLRC</i> (272 SCRA 596) • <i>Apex Mining Company, Inc. v. NLRC</i> (196 SCRA 251) • <i>Brent School v. Zamora</i> 181 SCRA 702 [1990] • <i>Cielo v. NLRC</i> 193 SCRA 410 [1991] • <i>Purefoods Corp. v NLRC</i> (283 SCRA 133) • <i>Servidad v. NLRC</i> (305 SCRA 49) [1999] • <i>Job M. Alviado et al v Procter & Gamble Phils., Inc.</i>, G.R. No. 160506,

		<p>March 9, 2010</p> <ul style="list-style-type: none"> • Article: Odd Jobs under the Arroyo administration by Marya G. Salamat available at: http://bulatlat.com/news/6-9/6-9-odd.htm • Article: Stop the farce • By: Solita Collas-Monsod available at: http://opinion.inquirer.net/16657/stop-the-farce
• probationary	281	<ul style="list-style-type: none"> ▪ Mariwasa Manufacturing, Inc. v Leogardo (169 SCRA 465)
• Special Workers		
apprentice	58, 60,61, 71, 72	
learners	73 – 75	
handicapped	78 – 80	
• Women	130 – 138; R.A. No. 1161, as amended, Section 14-A, R.A. No. 8187	<ul style="list-style-type: none"> • Duncan Association of Detailman v. Glaxo Wellcome, September 17, 2004 • Star Paper Corporation v Ronaldo D. Simbol, G.R. No. 164774, April 12, 2006
• Minors	139 – 140, also amendments by RA 7658 and RA 9231.	DOLE Dept Advisory 01-08 Series of 2008 (Kindly look for a copy on the net)
• Househelpers	141-152	
• Homeworkers	153, 155	
• Foreigners	40-42, Rules: Book I, Rule XIV, secs 1-9	
IV. Conditions of employment	82	
• What are regulations under conditions of employment?		
• Who are covered / not covered by the law on conditions of employment?		
• Hours of work	83 - 85	
• Night work	86	
• Overtime	87 - 90	DEPARTMENT ADVISORY No. 2 Series of 2009, Guidelines on the Adoption of Flexible Work

		Arrangements available at: www.taxmaster.com.ph/DOLE/RP1.pdf
• Rest Period	91 – 93	
• Holidays	94, Executive Order No. 203	
• SIL	95	
• Solo Parents	RA 8972	
• Service Charge	96	
V. Wages	99, 120, 122, 125, Wage Order No. NCR-10, R.A. 8188, RA 9178	
• What is the wage fixing mechanism of the Philippines?		
• What is the nature, and what are the regulations on wages?		
VI.		
• Forms	102	
• Time	103	
• Place	104	
• Manner	105	
• Prohibitions	112 – 119	
VII. Post employment	278 - 279	
• Termination	282 – 286, Book V Rule XXIII secs 1 – 9	<ul style="list-style-type: none"> • Chua-Cua v. Clave, 189 SCRA 117 • Santos v. NLRC, 287 SCRA 117 • Lagatic v. NLRC, 285 SCRA 251 • Dimabayao v NLRC, G.R. No. 122178, February 25, 1999 • Flight Attendants And Stewards Association Of The Philippines (FASAP) vs. Philippine Airlines (G.R. 178083, - read the decision dated July 23, 2008 and the subsequent one dated Oct. 02, 2009) • Armando G. Yrasuegui v. Philippine Airlines, G.R. No. 168081, October 17, 2008 • Valdez v NLRC Feb 9, 1998, 286 SCRA 87 • Somerville Stainless Steel v NLRC, March 11, 1998
• What are the methods of employment termination?		
• What are the rules on termination for the different methods?		
• Retirement	287, R.A. 7641	
VII. Labor relations	243 – 246, 212 (e) (f)	
▪ How is the right of	(g) (h) (j) (k) (l) (m) (o)	

<p>self-organization, collective bargaining, and collective action manifested?</p> <ul style="list-style-type: none"> ▪ What are the rules governing workers' right to self-organization, collective bargaining and collective action? 	(p) (q) (r) (s). Refer to pertinent provisions of DO 40-03 as amended. RA 9481 (2007) and implementing rules and regulations	
Labor organizations	242	
Registration / cancellation	234, 238, 239	
Representation Issue	255 – 259	
Collective bargaining	250 – 253-A	
ULP	248 – 249	
Strikes, Lockouts	263	NUWHRAIN-APL-IUF Dusit Hotel Nikko Chapter v. Court of Appeals, GR No. 163942, November 11, 2008

Department	Marketing and Law	School	JGSOM
Course No.	Law 131		
Course Title	Family Law		
No. of Units	3		

Course Description:

An examination of the statutory provisions on persons and family relations, as contained in the preliminary and human relations chapter of the Civil Code of the Philippines and the Family Code. Topics include property relations between spouses, paternity and filiations, adoption, and support and emancipation.

Course Objective/s:

The course aims to give students a brief introduction to the laws on persons, marriage, family relations, property relations between spouses paternity and filiation, sdoption and other related topics. The students will study the Family Code, applicable provisions of the New Civil Code, related laws, as well as Supreme Court decisions applying and interpreting the relevant laws.

It is expected that in analyzing and studying the said laws, the students will be able to apply the same to real life situations and appreciate the possible legal consequences arising from the same.

Course Outline:

Law131 Course Outline and Reading Materials

	Degree of Relations	
	<ul style="list-style-type: none"> '- Citizenship <ul style="list-style-type: none"> Who are citizens of the Philippines Domicile Nationality Rule of Family Laws, Succession Law at the time of Marriage Applicable Dual Citizenship 	'87 Consti A NCC Art. 50 NCC Art. 15
II.	<u>Marriage</u> <ul style="list-style-type: none"> '- Definition <ul style="list-style-type: none"> Social Contract and Civil Status Special Rules on Evidence Constitutional Provisions '- Essential Requisites <ul style="list-style-type: none"> 1. Legal Capacity <ul style="list-style-type: none"> - Male and Female - Age Requirements - Not prohibited by law 2. Consent Freely Given '- Formal Requisites <ul style="list-style-type: none"> 1. Authorized Solemnizing Officers 2. Valid Marriage License <ul style="list-style-type: none"> - Exemption to Marriage License Reqt 3. Marriage Ceremony '- Foreign Marriages and Foreign Divorces '- Effects of Absence, Defect, Irregularities in the Requisites <ul style="list-style-type: none"> Absence - Void Marriage <ul style="list-style-type: none"> - Exception to Absence Rule Defect in Essential Reqs - Voidable Irregularities in Formal Reqs - No effect 	R.A. 9225 Implementin Family Code Wassmer v. PTT v NLR Zulueta v. C Art II Sec 12 FC Art 2 FC Art 5, 35 FC Art 5, 37 FC Art 7, 10 LGC Chp 3 Navarro v. I FC Art 9, 11 FC Art 27, 2 FC Art 3, 6 FC Art 26 Republic v C FC Art 4 FC Art 35(2)
III.	<u>Paternity and Filiation</u> <ul style="list-style-type: none"> '- Legitimate Children '- Illegitimate Children '- Proof of Filiation Required '- Impugning Legitimacy '- Legitimated Children '- Adopted Children <ul style="list-style-type: none"> Domestic Adoption Act, Requirements/Steps 	FC Art 164, FC Art 165, FC Art 172, FC Art 166, FC Art 177 R.A. 8552

	Inter-country Adoption Act	R.A. 8043
	'- Support	FC Art 194,
	'- Parental Authority	FC Art 209-
	Substitute and Special Parental Authority	
	Effects on the Children and Property	
	Suspension or Termination	
	'- Earnest Effort Requirement in suits	FC Art 151
	'- Family Home	FC Art. 152-
		Delizo v. De
IV.	<u>Termination of Marriage</u>	
	'- Death	
	Presumption on Time of Death	NCC Art 42,
	Subsequent Marriage based on Declaration of	
	Presumptive Death	FC Art 41
		RP vs Nolas
	'- VOID Ab Initio	
	Never prescribe or ratified	Ninal vs. Ba
	May not be attacked collaterally	Cosca v Pal
	Good faith immaterial, except...	RP v Castro
	Effects of Declaration of Null/Void Marriage	
	1. One party below 18 yrs old	FC Art 35 (1
	2. No authority of Solemnizing Officers	FC Art 35 (2
	3. No Marriage Licences	FC Art 35 (3
	4. Bigamous and Polygamous Marriages	FC Art 35 (4
	5. Mistake as to Identity of Party	FC Art 35 (5
	6. Incestous Marriages	FC Art 37
	7. Against Public Policy	FC Art 38
	8. Subsequent Marriage	
	Subsequent Marriage without securing Judicial	
	Declaration of Nullity of Previous	FC Art 40, 5
		Atienza v. B
		Domingo v.
		Bobis v. Bol
	Subsequent Marriage without complying with law on	
	presumptive legitimes, distribution of property	FC Art 52
	Both Spouses in Bad Faith in Subsequent Marriage	
	based on Declaration of Presumptive Death	FC Art 44
	Effects of Declaration of Null/Void Marriage	FC Art 50
	'- Psychological Incapacity	FC Art 36
	Requisites	Santos v. Be
		Republic v. J
		Chi Ming Ts
	Difference with Canonical Annulment	
	Essential Marital Obligations	FC Art 68, 7
	Effects of Declaration of Nullity	

<ul style="list-style-type: none"> '- Voidable <ul style="list-style-type: none"> By Whom and Prescriptive Period <ul style="list-style-type: none"> 1. One party 18- 21 yrs old 2. Unsound Mind 3. Consent obtained by Fraud <ul style="list-style-type: none"> - Non Disclosure of Conviction... - Concealment of Pregnancy... - Concealment of STD... - Concealment of Drug addition, Habitual Alcoholism, Homosexuality 4. Force, Intimidation, or Undue Influence 5. Non-consumation of Marriage Doctrine of Triennial Cohabitation <ul style="list-style-type: none"> 6. Incurable STD 	<p>FC Art 45 (1)</p> <p>FC Art 45 (2)</p> <p>FC Art 45 (3)</p> <p>Anaya v Pal...</p> <p>Aquino v. D</p> <p>FC Art 45 (4)</p> <p>FC Art 45 (5)</p> <p>Jimenez v C</p> <p>FC Art 45 (6)</p>
<p><u>Legal Separation</u></p> <ul style="list-style-type: none"> '- Effects of Legal Separation '- Grounds '- Distinguished from Annulment '- Distinguished from Separation de Facto '- Procedures/Denials 	<p>Rules of Cot</p> <p>FC Art 63, 6</p> <p>FC Art 55</p> <p>FC Art 56, 6</p>
<p><u>Property Relations</u></p> <ul style="list-style-type: none"> '- General Provisions '- Pre-nuptial/ Marriage Settlement '- Donations by reason of Marriage '- Absolute Community of Properties Regime (ACP) <ul style="list-style-type: none"> Excluded Properties Charges upon and obligations upon ACP Ownership, Administration and Disposition Dissolution and Liquidation '- Conjugal Partnership of Gains Regime '- Complete Separation of Property Regime <ul style="list-style-type: none"> Causes for Judicial Separation of Property '- Property Regime of union w/out Marriage 	<p>FC Art 74</p> <p>FC Art 77, 8</p> <p>FC Art 82, 8</p> <p>Matabuena v</p> <p>FC Art 91</p> <p>FC Art 92, 9</p> <p>FC Art 94</p> <p>FC Art 96</p> <p>FC Art 99, 1</p> <p>FC Art 105,</p> <p>FC Art 143 1</p> <p>FC Art 135</p> <p>FC Art. 147/</p> <p>Valdez v. R</p>
<p><u>Succession in a Nutshell</u></p>	

<ul style="list-style-type: none"> - Intestate Succession <ul style="list-style-type: none"> Compulsory Heirs Capacity to Succeed Acceptance or Repudiation Representation Accretion Heirs unworthy to succeed - Wills and Testamentary Succession <ul style="list-style-type: none"> Legitime Notarial vs. Holographic Wills Preterition, Collation Disinheritance Reserva Troncal Substitution Probate - Estate Tax 	<p>Summary of NCC Art 88 http://www.l4240_1992.l</p> <p>NCC Art 97</p> <p>NCC Art 91 NCC Art 89 Summary of http://www.l6720_1994.l http://www.l695_1993.ht</p> <p>NIRC Title I</p>
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References (optional):

<p>Persons and Family Relations Law by Sta. Maria The Family Code by Sempio Diy Lecture Notes on Civil Law of Prof Ruben Balane by Atty. Dot Uy Succession in a Nutshell by Sempio Diy Tax Digests by Co-Untian Arellano University Lawphil Project Rules on Adoption Rules on Declaration of Nullity and Annulment AM- 0011-01-SC Rules on Legal Separation AM-02-11-11 Rules on Provisional Orders AM-02-11-12 Other cases/articles will be supplied as needed</p>
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Department	Marketing and Law	School	JGSOM
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Course No.	Law 199A
Course Title	Special Topics in Law: Law for Art's Sake
No. of Units	3

Course Description:

An introduction to the Copyright Law provisions of the Philippine Intellectual Property Code and the mode of enforcing such provisions through contracts and administrative and criminal actions.

Course Objective/s:

1. Apprise the students of specific legal provisions that protect works resulting from creative processes like paintings and other works of art;
2. Provide ideas on possible ways of maximizing profit and income from the commercialization of such works through the use of copyright; and Identify issues and difficulties in the enforcement of copyright; and how such issues and difficulties could be addressed

Course Outline:

1. Introduction
2. Selected copyright provisions of the Intellectual Property Code of the Philippines
 - a. A near-definition (Sec. 177 of RA 8293) *
 - b. Underlying principle (Preamble of RA 8293)
 - c. Specific rights (Sec. 177)
 - d. Difference/s from trademark and patent (Kho v. CA; (Pearl & Dean v. SM)
 - e. Basic requirements for copyrightability: originality and expression
 - i. Originality (Ching v. Salinas; Shine v. Childs)
Originality in derivative works (Sec. 173)
 - ii. Expression vs. fixation and the kinds of works covered (Sec. 172) (Pearl & Dean v. SM)
 - f. Unprotected works and other subject matter
 - i. Per se (Sec. 175)
 - ii. Works of the government (Sec. 171.11; Sec. 176)
 - iii. Useful article (Oriental v. Goldstar)

* Indicated sections are provisions of Republic Act No. 8293, also known as Intellectual Property Code of the Philippines, unless specified otherwise (available in various sources through the internet)

- iv. Pornographic works?
- g. Ownership of copyright
 - i. Nature of ownership
 - aa. Creator's copyright (Sec. 178.1; Sec. 171.1)
 - Sole ownership
 - Joint ownership (Sec. 178.2)
 - Audiovisual works as a special case
 - bb. Publisher's copyright (Sec. 174)
 - The publisher of anonymous and pseudonymous works (Sec. 179)
 - ii. Context of creation
 - aa. Employment context (Sec. 178.3)
 - bb. Commissioned Works (Sec. 178.4)
 - cc. Collective Works (Sec. 171.2)
 - dd. Letters (Sec. 178.6)
 - iii. Transfer or assignment of copyright
 - aa. Requirements (Sec. 180; Sec. 181)
 - bb. Limited License (Sec. 180.3)
 - cc. Licensing of jointly-owned copyright (Sec. 178.2; Sec. 178.5)
 - dd. Tax implications of transfer of art works and copyright
 - h. Infringement of copyright (Francisco v. Drilon; Habana v. Robles)
 - i. Requisites (Tufenkian v. Moomjy)
 - ii. Substantial similarity test (Tufenkian v. Moomjy)
 - Variation of the test
 - iii. Instances when there is no infringement
 - iv. Kinds of infringement
 - aa. Direct infringement
 - bb. Contributory infringement
 - cc. Vicarious infringement
 - v. Difference of copyright infringement from art forgery (RA 9105)
 - vi. Difference of copyright infringement from plagiarism
 - i. Limitations to copyright
 - i. Specific Limitations to copyright (Sec. 184.1)
 - ii. Fair Use (Sec. 185)
 - aa. Essence of the concept
 - bb. Elements
 - Purpose and character of the use (Blanch v. Koons)
 - Nature of the copyrighted work (Harper v. Row)
 - Amount and substantiality of the portion (Harper v. Row)
 - Effect of the use upon the potential market (Harper v. Row)
 - iii. Parody
 - Parody in photographs (Leibovitz v. Paramount)
 - Parody in literature (Dr. Seuss Enterprises v. Penguin)

- Books)
 - iv. Misuse of copyright as a defense
 - v. Other limitations to copyright
 - aa. Personal use of published works
 - bb. Importation for personal purposes
 - cc. Reprographic reproduction by libraries
 - dd. Reconstruction or rehabilitation work of architecture
 - vi. Absence of copyright
- 3. Moral Rights (Sec. 193 to Sec. 199)
 - a. Specific rights
 - i. Right of attribution
 - ii. Right to make alterations
 - iii. Right to the work's integrity
 - Exception to droit au respect de l'oeuvre
 - iv. Right to restrain the use of author's name
 - b. Exception: no right against destruction of the work
 - c. Other component rights
 - d. Waiver of Moral Rights
- 4. Rights to Proceeds in Subsequent Transfers (Droite de suite) (Sec. 200; Sec. 201)
 - a. Exception
 - b. Rationale
 - c. Reality check
 - d. Recent developments
- 5. Period of Protection (Sec. 213; Sec. 214)
 - a. Copyright
 - i. Shorter periods
 - aa. Applied art
 - bb. Photographic works
 - cc. Audio-visual works
 - ii. Registration and Deposit
 - b. Moral rights
 - c. Droite de suite
- 6. Remedies (Sec. 216 to Sec. 226)
 - a. Persons liable
 - b. Liabilities
 - c. Imprisonment
 - d. Amount of damages
 - e. Who has the right to complain
 - f. Works protected
 - g. Prescriptive period as caveat
- 7. Neighboring Rights (Chapter XII of RA 8293)
 - a. Performers' rights (Sec. 203 to Sec. 207)
 - i. Moral rights
 - ii. Duration of rights
 - iii. Limitation on right (Sec. 212)
 - iv. Remedies (Sec. 213)
 - b. Rights of broadcasting organizations (Sec. 211)
 - i. Limitations on protection (Sec. 212)
 - ii. Remedies (Sec. 213)

- c. Rights of producers of sound recordings (Sec. 208 to Sec. 210)
 - i. Publication
 - ii. Communication to the public
 - iii. Limitation of right (Sec. 212)
 - iv. Remedies (Sec. 213)

SUBMIT PROJECT PAPER #2: Parts IV to VII

Distribution Considerations and Strategies	Chaps 12-13
Integrated Marketing Communications Strategy	Chap 14
Understanding/Developing the Promotions Mix	Chaps 15-17
Marketing Arithmetic: Preparing Financial Projections	Appendix 2

SUBMIT PROJECT PAPER #3: Parts VIII to X

D. SOCIAL RESPONSIBILITY AND ETHICS	Chap 20
SUBMISSION OF FINAL MARKETING PLAN	
FINAL ORAL DEFENSE	

Loyola Schools
 Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 102
Course Title	Opportunity Seeking and Marketing Analysis
No. of Units	5

Course Description:

The student learns to identify the needs of society, to actively seek answers to these needs in the form of new products or services, to quantify the risks of offering these products or services to the market, and to evaluate the resulting projects in terms of societal priorities and the well-being of the larger community. The student builds on the underlying principle that he should seek to generate a fair return by meeting the needs of his customers, rather than emphasizing purely on his own interests and concerns.

Course Objective/s:

- To introduce the student to various ways of scanning the environment and identifying business opportunities.
- To provide the student with a laboratory for testing out ideas and assessing market potential.
- To train the student in the tools of marketing analysis.
- To guide the student in the business planning process that will help to translate a good business idea into an actual start-up venture.

Course Outline:

- A. DEFINING MARKETING AND THE MARKETING PROCESS
 Course Overview
 Marketing: Creating and Capturing Customer Value Chap 1
 Partnering to Build Customer Relationships Chap 2
- E. UNDERSTANDING THE MARKETPLACE AND CONSUMERS
 Analyzing the Marketing Environment
 Chap 3
 Managing Marketing Information Chap 4
 Consumer Markets & Consumer Buyer Behavior Chap 5
 Business Markets & Business Buyer Behavior Chap 6
- F. CREATING A CUSTOMER-DRIVEN MARKETING STRATEGY AND MIX

Customer-Driven Marketing Strategy	Chap 7
SUBMIT PROJECT PAPER #1: Parts I to III	
Product, Services and Branding Strategies/New Product Development	Chaps 8-9
Pricing Considerations and Strategies	Chaps 10-11
SUBMIT PROJECT PAPER #2: Parts IV to VII	
Distribution Considerations and Strategies	Chaps 12-13
Integrated Marketing Communications Strategy	Chap 14
Understanding/Developing the Promotions Mix	Chaps 15-17
Marketing Arithmetic: Preparing Financial Projections	Appendix 2
SUBMIT PROJECT PAPER #3: Parts VIII to X	
G. SOCIAL RESPONSIBILITY AND ETHICS	Chap 20
SUBMISSION OF FINAL MARKETING PLAN	
FINAL ORAL DEFENSE	

Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 104
Course Title	Marketing Communications
No. of Units	3

Course Description:

An introduction to marketing communications as part of a company's integrated marketing communications (MarCom) program. Topics include the communication cycle, the nature and function of each tool in the MarCom process, and planning and implementing an integrated MarCom Program in the Philippines.

Course Objective/s:

- The program will enable students to
- Develop a better understanding of marketing communications, its role and value as marketing tool
 - Understand and appreciate integrated marketing communications and its channels
 - Develop the skills needed in creating IMC programs
 - Be able to effectively evaluate communications programs

Course Outline:

- A. Brief History of Marketing Communications
- B. Introduction to Integrated Marketing Communications
- C. Communications Planning
 - a. Consumer Contact Points
 - b. Competitive Environment
 - c. SWOT Analysis
- D. Communications Strategy
 - a. Marketing Objectives, Issues and Opportunities
 - b. Role of Communications
 - c. Brand Equity Assessment
 - d. Branding (Smashables)
 - e. Target Audience (Bulls-eye)
 - f. Insights
 - g. Point of Difference/Point of Parity
 - h. Key Message: Are you First in the mind?
- E. BIG IDEA that Creates Change
- F. Creative Process (Execute bigger, bolder, better)

G. IMC Tools, Channels and Measurement

References (optional):

Hegarty, John. Hegarty on Advertising
Lindstrom, Martin. Smash Your Brand.
Ries, Al. The 21 Immutable Laws of Branding.
Roberto, Dr. Ned. User-Friendly Marketing Research 2nd Edition.

Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 111
Course Title	Marketing Research
No. of Units	3

Course Description:

A scientific approach to decision making in marketing. Topics include cost and value information, product testing, consumer data bases, research designs, sampling techniques, data gathering techniques, creative data interpretation, simulation and implementation of actual research findings.

Course Objective/s:

At the end of the course, the student should:

1. Have a basic understanding of research principles, tools and its role in business
2. Gain a working knowledge of research and be able to apply them in the various stages of the marketing process through activities designed to enhance learnings and
3. Be able to integrate the concepts and techniques learned and demonstrate such in the preparation and presentation of a marketing research paper.

Course Outline:

This will cover 4 broad skills areas:

Research Planning

- a. Problem Identification
- b. Research Design

2. Executing Market Research

- a. Sampling
- b. Data Acquisition
- c. Data Processing

3. Analysis and Interpretation

4. Communicating the message and action planning

- a. Reports
- b. Summaries

Insights

References (optional):

- 1). Burns, A and Bush, R Marketing Research, 4th edition, Pearson South Asia Pte. Ltd (2004)
- 2). McDonald Colin and Van Gelder Phyllis ESOMAR Handbook of Market and Opinion Research
- 3). Selected readings to be given

Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 112
Course Title	Brand Management
No. of Units	3

Course Description:

Introduces the concept of branding and brand marketing, and integrates learning from other management areas as applied to actual products and services. In taking the course, students are left with a clear idea of the world of branding and brand management and can distinguish on what marketing tools are available to develop a brand. Students are given specific brand assignments and are to think and decide like real-life marketing professionals.

Course Objective/s:

- At the end of the course, the student should:
- g. Know and understand the basics of Brand Management.
 - h. Appreciate the importance of the Brand in over-all marketing strategy and understand its power and dynamics.
 - i. Integrate the concepts/techniques learned in the analysis of relevant case studies and in the preparation of a project paper.

Course Outline:

- A. BRAND, BRANDING AND BRAND MANAGEMENT
 - a. What is a brand
 - b. Why brands – branding and impact to modern society
 - c. Brand equity
- B. DEVELOPING BRANDS
 - a. Positioning
 - b. Brand Design
 - c. Brand Measurements and Analysis
 - i. Brand Loyalty
 - ii. Brand Awareness
 - iii. Brand Associations
- C. BRAND IDENTITY SYSTEM
 - a. Brand as Product
 - b. Brand as Organization
 - c. Brand as Person
 - d. Brand as Symbol
- D. MANAGING BRANDS
 - a. Megabrands

- b. Line Extensions
- c. Brand Portfolios
- E. BRANDING APPLICATIONS
 - a. Brands and business
 - b. Brands and organizations
 - c. Brands and the non-profit (CSR)
 - d. Brands and Ideologies

Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 121
Course Title	Advertising Management
No. of Units	3

Course Description:

This course is an introductory study of advertising from the specific point of view of Account Management within the advertising agency. It involves the understanding and appreciation of proper strategies--Advertising, Creative and Media -- as bases for correct, effective and efficient advertising campaigns in the Philippines. It also examines fully the roles played by the different department of an agency and the various segments of the advertising industry that pertain to each of them. This course will benefit future advertising practitioners whether as account managers in ad agencies, or as advertising or brand managers of clients, or as heads of their own companies.

Course Objective/s:

1. To give students an appreciation of Advertising and Marketing Communications development focusing on the CLIENT's perspective
2. To enable students to more strategically evaluate and critique creative work presented to them by Creative Advertising Agencies.

Course Outline:

- I. Introduction
 - A. Advertising and Marketing: The relationship and the difference
 - B. The Evolution of Advertising
 - C. Types of Advertising
 - D. Roles and Functions of Advertising
 - E. The Advertising Development Process
 - F. The Key Players in Advertising
- II. Concept Development
 - A. Consumer Understanding: The root of advertising the works
 - 1) Research Techniques
 - B. Parts of a Concept
 - 1) Accepted Consumer Beliefs
 - 2) Benefit Statement
 - 3) Reason to Believe
 - C. Concept Writing: Using the promise board
- III. The Copy Strategy & Brand Equity
 - A. The Difference vs. a Concept
 - B. Brand Character: defining your brand's personality

- C. How to Evaluate a Copy Strategy
- D. The Brand Equity Statement
- IV. The Advertising Brief
 - A. Generating the Right Insights and Recognizing Benefit Barriers
 - B. The ADMAP
- V. Television Advertising
 - A. The Advertising Idea: Developing a Campaign
 - B. The Selling Line
 - C. Drama
 - D. The Big Picture
 - E. Evaluating Storyboards
 - F. Commercial Production
- VI. Radio Advertising
 - A. Advantages and Disadvantages of Radio Ads
 - B. Evaluating Scripts
 - C. Sound Effects
- VII. Print Advertising
 - A. Principles of Print Advertising
 - B. Evaluating Print
- VIII. Rational vs. Emotional Advertising
- IX. Direct-to-Consumer Advertising: Relationship Marketing
- X. Below-the-line / Non Traditional Advertising & Communications
 - A. Point-of-Purchase Advertising / Merchandising Materials
 - B. Outdoor Ads
 - C. Packaging
 - D. PR
 - E. Promotions: How to support a campaign
 - F. New Media (e.g. Internet, mobile phones, etc.)
- XI. Advertising Ethics: Basic Guidelines of the Advertising Board of the Philippines
- XII. Media
 - A. Types of Media
 - B. Media Strategy Development and Planning

Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 122
Course Title	Sales Management
No. of Units	3

Course Description:

A study of the analysis, planning, implementation, and control of sales activities; including setting objectives, designing strategy, recruiting, selecting, training, supervising and evaluating the sales force.

Course Objective/s:

1. Adequately prepare students for a career in Sales.
2. Give them an adequate perspective of sales functions and operations that they can use to enhance their effectiveness in other related functions (e.g. Marketing, Finance, Production, etc).

Course Outline:

Selling to Customers	<ul style="list-style-type: none"> • Communication and Sales Presentations 	1- Chapter 5: Communication for Relationship Building 3- Chapter 11: Elements of a Great Sales Presentation	<ul style="list-style-type: none"> • Communication/ Presentation Drills
Selling to Customers	<ul style="list-style-type: none"> • Handling Objections • Negotiations 	2- Chapter 11: Responding to Objections 3- Chapter 9: Carefully Select Which Sales Presentation Method to Use (pp. 294-297)	<ul style="list-style-type: none"> • Sample presentations
Midterm Review	<ul style="list-style-type: none"> • Developing Your Own Sales Plan – Guidelines for the End-term Project 		<ul style="list-style-type: none"> • Identification of project plans
MIDTERM EXAM			

Generating Demand	• Trade Promotions	4- Chapter 13: Working with Resellers: The Struggle for Channel Control	• Trade Promotion Exercise
Generating Demand	• Consumer Promotions	4- Chapter 14: Management of Consumer Sales Promotions	• Consumer Promotion Exercise
NATIONAL HEROES' DAY			
Generating Demand	• Category Management & Shopper Marketing		
Bringing in the Numbers	• Sales Planning & Forecasting	1- Chapter 3: Planning, Sales Forecasting & Budgeting	
Progress Updates and Consultation for Final Projects	• Presentation Outlines		
	• Content/Data		
SALES PLAN PRESENTATION			

References (optional):

A. References

1. Sales and Distribution Management by Krishna K. Havaladar and Vasant M. Cavale
2. Selling, Building Partnerships, 4th Edition, by Barton A Weitz, Stephen B. Castleberry and John F. Tanner Jr.
3. Fundamentals of Selling: Customers for Life through Service, 9th Edition, by Charles M. Futrell
4. Promotional Strategy, 8th Edition, by James F. Engel, Martin R. Warshaw and Thomas C. Kinnear

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Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 142
Course Title	Services Marketing: Selling the Intangible
No. of Units	3

Course Description:

This course aims to prepare students to understand what service marketing is and to become consumers and future managers able to think and act critically in this field. This awareness and appreciation of services would enable these students to function as effective executives in a services market, who are able to develop and implement sustainable and successful marketing strategies using various frameworks in understanding the customer, uncovering insights and formulating innovations in service.

Course Objective/s:

Students will learn:

- (1) the milieu and distinctiveness of services especially the unique challenges involved in marketing services;
- (2) the concept of product intangibility or differences between marketing in service versus manufacturing;
- (3) the different components of the services marketing mix (the 7Ps)
- (4) the role of employees and customers in the delivery of service ; and
- (5) the key factors for success in service businesses and how service can be a source of competitive advantage using innovation and insightful frameworks.

Course Outline:

- A. Introduction
- B. Brief Overview of Service Marketing
- C. Trends : Understanding the importance of Service in a Service-based Economy
- D. Difference between products and services
 - a. The role of the Services Manager vs. the Product Manager : Implications
- E. Service Process Map
- F. Some Marketing Fundamentals
- G. Understanding the Customer in a Services Setting (consumer behavior)
- H. Planning Service via STP
- I. The 4Ps plus the 3Ps
 - a. The 3 Ps of Services Marketing : People
 - b. The 3 Ps of Services Marketing : Process/Physical Environment

- J. Tools and Frameworks in services marketing : SERVQUAL / RATER / SERVICE QUALITY GAPS
- K. Innovation in Services Marketing
 - a. Insighting
 - b. BIDA/MOT matrix
 - c. Service and BIG IDEAS workshop
- L. Service Quality and Satisfaction
 - a. Service Metrics
- M. Failure and Recovery
- N. Service Guarantees / Retention
- O. Service Setting Design : Aligning the strategy
- P. Delivering Outstanding Service
 - a. Managing the Servicescape (physical environment)
 - b. Internal Marketing (role of employees – people and process)
 - c. Understanding the customer satisfaction profit chain / Value Profit Chain
 - d. Customer Experience Management

ATENEO DE MANILA UNIVERSITY
 Loyola Schools
 Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 171
Course Title	International Business Opportunities
No. of Units	3

Course Description:

A study of foreign markets, domestic capabilities, competition, shipping alternatives, raw material supply situation, incentive plans, credit availability, and imports to support export development and diversification

Course Objective/s:

The Course aims to provide students with a better understanding of the dimensions in international business, familiarize them with the technical aspects in assessing and identifying business opportunities in the light of increasing competition in world markets, and appreciation of the implications of globalization to business and the enterprise particularly small and medium export oriented enterprises. The emphasis of the course is on exports. Practical examples taken from local and foreign experiences will be used to illustrate and highlight the areas covered in the course.

Course Outline:

I. International Trade: Theory and Applications

A. Theoretical Aspect

1. Theory of Absolute Advantage
2. Theory of Comparative Advantage
3. Other Theories on Trade

B. Applications

1. Tariff Barriers
2. Non-tariff Barriers
3. Motives for Trade
4. Motives for Protectionism

II. International Business Environment

A. Cultural Dynamics

B. Political Considerations

C. Economic Dimensions

D. Legal Aspects

E. Financial Framework

III. Philippine Export Experience

A. Export Performance

1. Trends of Exports

B. Export Issues and Problems

- 2. Direction of Trade
 - 3. Composition of Exports
 - 4. Performance of SME's
- C. Export Prospects
- IV. Assessing Capabilities and Potentials
- A. Identifying Trade Opportunities
 - B. Analyzing Domestic Capabilities
 - 1. Raw Material Availability/Sourcing
 - 2. Efficiency of Linkages
 - 3. Access to Technology
 - C. Assessing Export Industries
 - 1. Industry Structure
 - 2. Export Performance
 - 3. Issues and Problems
 - 4. Potentials and Prospects
- V. Appraising Foreign Markets
- A. Market Size and Growth Trends
 - B. Market Structure and Segments
 - C. Product Definition and Scope
 - D. Competition
 - E. Potentials and Prospects
- VI. Business Considerations
- A. Marketing Plan
 - B. Financial Requirements
 - C. Organization Strategy
 - D. Strategic Options
- VII. Finals
- Presentation of a Non-Traditional Export Product Paper that synthesizes lessons learned from the course. The selected non-traditional export product shall be subject to prior approval. Students are advised to select the non-traditional export product of their choice early in the course to ensure ample time for research work.

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Course No.	Mkt 172
Course Title	International Marketing
No. of Units	3

Course Description:

The course focuses on the conceptual framework for international marketing and the business environment (economic, socio-cultural, political, legal and regulatory) in which global companies must operate. It provides the student with the knowledge and tools for assessing and analyzing international market opportunities and threats, as well as the ability to formulate marketing strategies and programs with a global perspective. It presents the interplay of dynamic driving forces in the global business environment, the rapid economic integration of the world, and how these factors impact on the formulation and implementation of international marketing strategies.

Course Objective/s:

At the end of the course, the student will have:

- 1) A deeper and broader understanding of the marketing function as performed in an international setting;
- 2) The ability to synthesize and apply universal marketing concepts, principles and processes honed through written analysis of selected cases, as well as through the design and composition of a strategic Business Plan for a selected product or service for international marketing;
- 3) Substantive knowledge of the global business environment and the key factors which drive and /or restrain international marketing success;
- 4) The aptitude and skills needed to develop competitive business intelligence that can be harnessed for international market opportunity mapping and product development initiatives;

A better appreciation of opportunities in the global market, whether as an aspiring entrepreneur or as a marketing professional engaged by a firm

Course Outline:

Chapter / Topics

A WARM WELCOME TO EVERYONE!

- Brief Course Introduction
- Presentation & discussion of course requirements, class rules, guidelines, and policies; mutual expectations for the course between students and class facilitator
 - Attendance/allowable cuts/discipline in class
 - Quizzes/Tests/ WACs/Reports/Reflection papers
 - Grading system
 - Organizational activities:
 1. Assignment of class beadle
 2. Formation of groups

INTRODUCTION AND OVERVIEW

Chap 1 Introduction to Global Marketing

Chap 2 The Global Economic Environment

Chap 3 The Global Trade Environment

Chap 4 Social and Cultural Environments

Chap 5 The Political, Legal and Regulatory Environment of Global Marketing

Chap 6 Global Information Systems and Market Research

Chap 7 Segmentation, Targeting, and Positioning

Chap 8 Importing, Exporting, and Sourcing

Chap 9 Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances

Chap 10 Product and Brand Decisions

Chap 11 Pricing Decisions

Chap 12 Global Marketing Channels and Physical Distribution

Chap 13 Global Marketing Communications I : Advertising and Public Relations

Chap 14 Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, Special Forms of Marketing Communications, New Media

Chap 15 Strategic Elements of Competitive Advantage

Chap 16 Leadership, Organization, and Corporate Social Responsibility

Chap 17 The Digital Revolution and the Global e-Marketplace

* Synthesis of the Course

*Presentation of Business Plans

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Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 173
Course Title	Export Marketing
No. of Units	3

Course Description:

The course covers the conceptual framework for the conduct of international trade, focuses on exporting as a basic foreign market entry strategy. It provides the student tools for assessing and analyzing the export potential of products and services as well as screening and selection of foreign target markets. It presents the interplay of dynamic factors influencing the global business environment: economic and socio-cultural, physical, environmental, political and legal, competitive and distributive, and how they impact formulating export marketing strategies. It comprehensively covers the export marketing mix and provides working knowledge of the procedures, documentation, as well as the conduct of business according to generally accepted international trade and banking practices.

Course Objective/s:

At the end of the course, the student will:

- 5) Develop a broader understanding of each component of the export marketing mix and the drivers of international business, and to synthesize knowledge gained into instruments of action as presented in an Export Business Plan.
- 6) Demonstrate a working knowledge of the export processes, the international business environment, and the required attitudes and skills needed to deal effectively in foreign target markets.
- 7) Cultivate a deeper appreciation of exports as an important component of national economic development

Course Outline:

Chapter / Topics/ References

A WARM WELCOME TO EVERYONE!

- Introduction & Course Overview
- Mutual expectations from the class
- Class requirements and guidelines
 - Attendance/allowable cuts/discipline in class
 - Tests/ WACs /Reports/Projects
 - Grading system
 - Organizational activities:
 1. Assignment of class beadle
 2. Groupings

Chap 1- Introduction: Export Marketing Strategy

- Overview of the course
- Importance of Exporting
- Determination of Export Performance
- Export Marketing and Export Performance
- Development of Export Marketing Strategy

Chap 2 – Assessing Company Readiness to Export

- Why Should You Assess Company Readiness to Export?
- Then Who Should Export?
- Analyzing your Company's Ability to Export

Chap 3- Researching and Selecting Export Markets

- Subjectivity in Export Market Research
- Effective Market Research
- Screening Stages in Selecting Export Markets

Chap 4- Exploring International Entry Modes

- Direct Exporting
- Indirect Exporting
- Direct Company Presence
- Decision Factors of Foreign Market Entry

Chap 5- Partnering Strategies

- Potential Strategic Benefits of Partnerships
- Strategic Costs of Partnering
- Identifying Ideal Partners
- Structuring the Partnership
- Maintaining the Relationship
- Control Systems

Chap 6- Developing an Export Marketing Plan

- Assessing Competitors
- Opportunities and Threats
- Export Objectives

Chap 7- Working with Facilitating and Support Firms

- Banks as Your Facilitator
- Freight Forwarders as Your Facilitator
- Distributors as Your Facilitator
- Governments as Your Facilitator

Chap 8- Budgeting for Exporting

- Budgets for Export Activities
- Standard Costs and Export Control
- Foreign Exposures

<p>Chap 9- Analyzing the Legal Environment of Exporting</p> <ul style="list-style-type: none"> • Understanding Legal Implications for Export Activities • Philippine Policy Regarding Exports • Export Contracts • Import Barriers • Other Sources of Government Assistance
<p>Chap 10- Managing Logistics and Supply Chain in Exporting</p> <ul style="list-style-type: none"> • Inventory • Transportation • Information in Supply Chain Management
<p>Chap 11- Understanding Foreign Cultures</p> <ul style="list-style-type: none"> • Roles of Culture in Export Marketing • Understanding Cultures • Applications of Cultural Understanding in Business • Common Cultural Differences • Self-Referencing • Navigating the Cultural Differences • Cultural Attitudes that Work
<p>Chap 12- Product Adaptation</p> <ul style="list-style-type: none"> • Standardization Motivations • Adaptation factors • Product Adaptation Approaches <p>Chap 13- Advertising and Promotion in Export</p> <ul style="list-style-type: none"> • Creating Promotional Campaigns • Validating Your View with Additional Data • Creating a Promotional Message • Reaching Your Customers with the Right Tools • Media Selection • Implementation of Promotional Campaigns <p>Chap 14- Export Costing</p> <ul style="list-style-type: none"> • Understanding Costs • Export-related Costs • Types of Costs • Analyzing Costs • Factors That Affect Costs • Understanding Potential Export Costs • INCOTERMS (Terms of Shipment)
<p>Chap 15- Pricing for Export Markets</p> <ul style="list-style-type: none"> • Challenges to Export Pricing • Locus of Export Pricing Decisions • Dimensions of Export Pricing
<p>Chap 16- Financial Aspects and Payments in Exporting</p> <ul style="list-style-type: none"> • Financing Export Transactions • Determinants of the Export Finance Decision • Private Sources of Financing • Non-private Financing Sources • Methods of Export Payment • Export Insurance <p>Chap 17- Managing Export Operations</p>

- International Shipping
- Export Packing and Marking
- Export Documents
- Export and Import Restrictions
- Cargo Insurance
- Customs Brokers and Freight Forwarders

Submission of hard copy and Presentation of
Export Business Plan in class

ATENEDE MANILA UNIVERSITY
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Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 199I and J
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Course Title	
No. of Units	3 and 3

Course Description:

The SoMBA Program leading to a Minor in Enterprise Development is a three-term course that prepares students for an entrepreneurial career by providing a practical and experiential vehicle to incubate and nurture business ideas to a more mature stage. This will be done through direct hands-on learning under the formal mentorship and coaching of experienced professors.

The students organize themselves into groups and prepare several business proposals prior to acceptance into the program. Once accepted, they will then be guided in developing their approved business proposal to market-ready products or services. The groups are expected to develop a prototype and defend the feasibility of their business concept to a panel during the first (summer) term.

By the end of the second (1st semester) term, they are expected to have validated their business concept, presented a one-year Business Plan to a panel, incorporated their company and officially registered their business under the regulatory offices of the government, and formally launched at least one major product or service.

By the end of the third (2nd semester) term, they are expected to have implemented a major part of their business plan and realized enough revenues to evaluate the effectiveness of their strategies. They are also expected to propose corrective measures, and present a realistic plan on how to expand the business for the next three years.

At the end of the three-term program, student teams are expected to have:

- 1- An understanding of individual emotional, mental and financial readiness for getting into entrepreneurship.
- 2- Identified and tested a business concept during the 12-month incubation period.
- 3- Prepared and implemented a Business Plan
- 4- Conducted primary and secondary market research.
- 5- Identified key members of the team and their respective responsibilities.
- 6- Identified additional members, if any, needed to complete the team.

Course Objective/s:

The course is intended to have an integrative character and will thus be open to all senior students of the Loyola Schools who are interested in developing entrepreneurial skills and capabilities. Junior students will be considered on a case-to-case basis.

There are no prerequisite courses for SoMBA students at the start of the program. Students are however encouraged to team-up with members who have had a basic background in Accounting, Finance and Marketing, and/or who possess talents, capabilities and skills to move the business project forward, like, creativity, leadership, access to sources of financing, people handling, etc.

To earn the Minor, students must enroll in at least 15 units of the SoMBA Program and meet the minimum grade requirements. The Program offers 18 units spread through three (3) consecutive school terms in the same school year. In recognition of school programs that occur in the Summer for incoming Seniors, primarily OJT, internships and the JTA, the program may allow students to enroll for a 3-unit load (Marketing 199D) during the initial (Summer) term at the discretion of the Program Director.

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Department	Marketing and Law	School	JGSOM
Course No.	Mkt 199N		

Course Title	Special Topics in Marketing: Fashion Merchandising Management
No. of Units	3

Course Description:

Fashion merchandising management course revolves around the business side of fashion and offers incredible opportunities for students who love fashion and want to make their own fashion business or start a fashion career. The course covers merchandising concepts, methods and calculations vital to successful business practices in the fashion industry. It also studies the principles, procedures, and techniques practiced by buyers and merchandisers of fashion goods in determining what assortments to buy and which resources to select depending on the market segment.

Course Objective/s:

- At the end of the course, the student should:
- a. Know and understand the basics of Fashion Merchandising Management.
 - b. Understand that success in fashion business does not all depend on the designs but also on the proper planning, budgeting, sourcing, promoting and positioning of the merchandise.

Course Outline:

- A. Fashion product benefits
 - Fashion trends & forecasting
 - Market positioning
 - Analyzing a fashion brand
 - Fashion classification of people
 - Stages in the fashion cycle
 - Mood board preparation and presentation
- B. Seasons & phase planning
 - Zara case study
 - Range planning
 - Assortment planning
 - Disadvantage cards
 - Terminal stock intake
 - Fragmented stock planning
- C. Role of Buyers
 - Role of Merchandisers & stock control
 - Payment & delivery terms
 - Fashion buying cycle
 - Comparative shop analysis
 - Garment selection process for the next season
 - Stock turn
 - Fashion ads
 - Garment sourcing
 - Buying strategies

- Local Sub-Contractors Vs sourcing
- D. Role of visual merchandiser
 - Visual Merchandising Concepts
 - Important considerations in visual displays
 - Customer & store feedback
- E. Costing
 - Pricing & pricing strategies
 - Consignments & small business startup
 - Inventory planning & Open to Buy – OTB

ATENEO DE MANILA UNIVERSITY
Loyola Schools
Generic Course Syllabus for 2nd Semester, School Year 2012-2013

Department	Marketing and Law	School	JGSOM
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Course No.	Mkt 1990
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Course Title	Special Topics in Marketing: Non Traditional Marketing for Entrepreneurs
No. of Units	3

Course Description:

An introduction to key concepts and practical methods of marketing under a restricted budget, a prevalent situation in most start-up businesses and SMEs. Focus is on non-traditional marketing and selling techniques, though cost-saving techniques and use of tri-media ads are also explored.

Course Objective/s:

At the end of the course, the student should:

1. Master the vast array of non-traditional marketing and selling techniques and apply them strategically to reach desired marketing goals.
2. Acquire the discipline needed to think creatively so they can develop their own tools for marketing their products efficiently and effectively.
3. Appreciate the challenges of marketing in an entrepreneurial/start-up environment with limited resources.
4. Be able to synthesize all the lessons in a Creative Marketing Plan and demonstrate learned techniques in the final presentation.

Course Outline:

Week 1: Corporate Vs. Entrepreneurial Marketing
Week 2: Creativity Workshop
Week 3: Creative Use of Prospecting Tools
Week 4: Creative Direct Selling
Week 5: Creative Use of Newspapers and Magazines
Week 6: Creative Use of TV and Radio Ads
Week 7: Trade Shows, Free Samples, Demos and Seminars
Week 8: Creative Retailing
Week 9: Creative Public Relations and W-O-M
Week 10: Cutting-Edge Non-Trad Tools
Week 11: Putting It All Together
Week 12: Non-Traditional Tools (Presentations)