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:

a. To demonstrate creative and strategic thinking, financial planning, decision-making, interpersonal skills, and entrepreneurial potential through a group project and presentation;

b. 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;

c. To gain adequate exposure to the actual dynamics and practices of ICT industries.

Course Outline:

I. GENERAL OUTLINE OF PAPER / PRESENTATION

A. INDUSTRY OVERVIEW
B. MARKETING PLAN
C. OPERATIONS PLAN
D. FINANCIAL PLAN
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
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>VI.</td>
<td>Partnerships – General Concept; Definition</td>
</tr>
<tr>
<td>VII.</td>
<td>Types, Requisites and Formation</td>
</tr>
</tbody>
</table>
ATENEO DE MANILA UNIVERSITY  
Loyola Schools  
Generic Course Syllabus for 2nd Semester, School Year 2012-2013

<table>
<thead>
<tr>
<th>Department</th>
<th>Marketing and Law</th>
<th>School</th>
<th>JGSOM</th>
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<tbody>
<tr>
<td>Course No.</td>
<td>Law 22</td>
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</tr>
<tr>
<td>Course Title</td>
<td>Law on Business Organizations and Intellectual Properties</td>
<td></td>
<td></td>
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<tr>
<td>No. of Units</td>
<td>3</td>
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</table>

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.
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.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Reference</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Introduction</td>
<td>• Constitution: Art. XIII, sec. 3; Art. II, Sec. 18; Art. III, sec. 8</td>
<td>• LVN Pictures Inc. v. Phil. Musicians Guild (110 Phil. 725)</td>
</tr>
<tr>
<td>• Labor law in the Philippine context</td>
<td>• Constitution: Art. IX, B, Sec 2 (1)</td>
<td>• Dy Keh Beng v. International Labor, 90 SCRA 161</td>
</tr>
<tr>
<td>• The Philippine legal system and where rules on labor are locate</td>
<td></td>
<td>• Corporal v. NLRC (341 SCRA 658) [2000]</td>
</tr>
<tr>
<td>II. Employer-Employee relationship</td>
<td></td>
<td>• Maraguinot v. NLRC (284</td>
</tr>
<tr>
<td>II. Subcontracting</td>
<td>SCRA 539)</td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>• What is the nature, kinds and effects of subcontracting?</td>
<td>• Sonza vs. ABS-CBN Broadcasting Corporation, G.R. No. 138051, June 10, 2004.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• ABS-CBN Broadcasting Corporation v Marlyn Nazareno, Merlou Gerzon, Jennifer Deinarine, and Josephine Lerasan, G.R. No. 164156, September 26, 2006</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• WPP Marketing Communications, Inc. et al. vs. Jocelyn M. Galera/Jocelyn M. Galera vs. WPP Marketing Communications, Inc. et al., G.R. No. 169207/G.R. No. 169239, March 25, 2010</td>
<td></td>
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<tr>
<td></td>
<td>• Television And Production Exponents, Inc. v Servaña, (G.R. No. 167648, January 28, 2008)</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>III. Kinds of employees</th>
<th>106 – 107, D.O. No. 18 series of 2002</th>
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<tbody>
<tr>
<td>• What are the different kinds of employees under the law (statute and case law?)</td>
<td>• Philippine Bank of Communications v. NLRC (146 SCRA 347)</td>
</tr>
<tr>
<td>• What are the rights of employees and requirements, implications in each kinds of employment?</td>
<td>• Neri v. NLRC (224 SCRA 717)</td>
</tr>
<tr>
<td></td>
<td>• Philippine Telegraph &amp; Telephone Co. v. NLRC (272 SCRA 596)</td>
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<tr>
<td></td>
<td>• Apex Mining Company, Inc. v. NLRC (196 SCRA 251)</td>
</tr>
<tr>
<td></td>
<td>• Brent School v. Zamora 181 SCRA 702 [1990]</td>
</tr>
<tr>
<td></td>
<td>• Cielo v. NLRC 193 SCRA 410 [1991]</td>
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<tr>
<td></td>
<td>• Purefoods Corp. v NLRC (283 SCRA 133)</td>
</tr>
<tr>
<td></td>
<td>• Servidad v. NLRC (305 SCRA 49) [1999]</td>
</tr>
<tr>
<td></td>
<td>• Joeb M. Alviado et al v Procter &amp; Gamble Phils., Inc., G.R. No. 160506,</td>
</tr>
</tbody>
</table>
March 9, 2010

- 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

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<td>apprentice</td>
<td>58, 60, 61, 71, 72</td>
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<td>handicapped</td>
<td>78 – 80</td>
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<td>Women</td>
<td>130 – 138; R.A. No. 1161, as amended, Section 14-A, R.A. No. 8187</td>
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<td>Minors</td>
<td>139 – 140, also amendments by RA 7658 and RA 9231</td>
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<td>Househelpers</td>
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<td>Homeworkers</td>
<td>153, 155</td>
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<td>Foreigners</td>
<td>40-42, Rules: Book I, Rule XIV, secs 1-9</td>
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**IV. Conditions of employment**

- 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
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<th>V. Wages</th>
<th>99, 120, 122, 125, Wage Order No. NCR-10, R.A. 8188, RA 9178</th>
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<tr>
<td>• What is the wage fixing mechanism of the Philippines?</td>
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<td>• What is the nature, and what are the regulations on wages?</td>
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<td>VI. Forms</td>
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<td>• Time</td>
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<td>• Place</td>
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<td>• Manner</td>
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<td>• Prohibitions</td>
<td>112 – 119</td>
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<td>VII. Post employment</td>
<td>278 - 279</td>
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<tr>
<td>• Termination</td>
<td>282 – 286, Book V Rule XXIII secs 1 – 9</td>
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<tr>
<td>• What are the methods of employment termination?</td>
<td></td>
</tr>
<tr>
<td>• What are the rules on termination for the different methods?</td>
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<td>VII. Labor relations</td>
<td>243 – 246, 212 (e) (f) (g) (h) (j) (k) (l) (m) (o)</td>
</tr>
<tr>
<td>• Retirement</td>
<td>287, R.A. 7641</td>
</tr>
</tbody>
</table>

**Arrangements available at:**
**self-organization, collective bargaining, and collective action manifested?**

- What are the rules governing workers’ right to self-organization, collective bargaining and collective action?

<table>
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<th>Labor organizations</th>
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<td>Representation Issue</td>
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<td>ULP</td>
<td>248 – 249</td>
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<td>Strikes, Lockouts</td>
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(p) (q) (r) (s). Refer to pertinent provisions of DO 40-03 as amended. RA 9481 (2007) and implementing rules and regulations.

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**ATENEO DE MANILA UNIVERSITY**  
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Generic Course Syllabus for 2nd Semester, School Year 2012-2013
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<th>JGSOM</th>
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<tr>
<td>Course No.</td>
<td>Law 131</td>
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</tr>
<tr>
<td>Course Title</td>
<td>Family Law</td>
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<tr>
<td>No. of Units</td>
<td>3</td>
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</tbody>
</table>

**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, adoption 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:**

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Laws/Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I. Introduction to Persons &amp; Family Law - Effects and Application of Law</td>
</tr>
</tbody>
</table>
Degree of Relations

- Citizenship
  Who are citizens of the Philippines
  Domicile
  Nationality Rule of Family Laws, Succession
  Law at the time of Marriage Applicable
  Dual Citizenship

- Domicile
  NCC Art. 5
  NCC Art. 15

- Nationality
  Rule of Family Laws, Succession
  NCC Art. 15, 16

- Law at the time of Marriage
  Applicable

- Dual Citizenship
  R.A. 9225
  Implementing Rules

II. Marriage
- Definition
  Social Contract and Civil Status

  Special Rules on Evidence
  Constitutional Provisions

- Essential Requisites
  1. Legal Capacity
     - Male and Female
     - Age Requirements
     - Not prohibited by law

  2. Consent Freely Given

- Formal Requisites
  1. Authorized Solemnizing Officers

  2. Valid Marriage License
     - Exemption to Marriage License Reqt

  3. Marriage Ceremony

- Foreign Marriages and Foreign Divorces

- Effects of Absence, Defect, Irregularities in the Requisites
  Absence - Void Marriage
  - Exception to Absence Rule
  Defect in Essential Reqs - Voidable
  Irregularities in Formal Reqs - No effect

III. Paternity and Filiation
- Legitimate Children
- Illegitimate Children
- Proof of Filiation Required
- Impugning Legitimacy
- Legitimated Children

- Adopted Children
  Domestic Adoption Act, Requirements/Steps
  R.A. 8552
<table>
<thead>
<tr>
<th>Section</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>Inter-country Adoption Act</td>
<td>R.A. 8043</td>
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<td></td>
<td>FC Art 194, FC Art 209-210</td>
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<tr>
<td>- Support</td>
<td>FC Art 151</td>
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<td>- Parental Authority</td>
<td>FC Art. 152-153</td>
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<tr>
<td>Substitute and Special Parental Authority</td>
<td>Delizo v. De Visso</td>
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<tr>
<td>Effects on the Children and Property</td>
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</tr>
<tr>
<td>Suspension or Termination</td>
<td></td>
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<tr>
<td>- Earnest Effort Requirement in suits</td>
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<tr>
<td>- Family Home</td>
<td></td>
</tr>
</tbody>
</table>

## IV. Termination of Marriage

### - Death

Presumption on Time of Death
Subsequent Marriage based on Declaration of Presumptive Death

### - VOID Ab Initio

Never prescribe or ratified
May not be attacked collaterally
Good faith immaterial, except...

Effects of Declaration of Null/Void Marriage

1. One party below 18 yrs old
2. No authority of Solemnizing Officers
3. No Marriage Licences
4. Bigamous and Polygamous Marriages
5. Mistake as to Identity of Party
6. Incestuous Marriages
7. Against Public Policy
8. Subsequent Marriage

Subsequent Marriage without securing Judicial Declaration of Nullity of Previous

Subsequent Marriage without complying with law on presumptive legitimes, distribution of property
Both Spouses in Bad Faith in Subsequent Marriage based on Declaration of Presumptive Death

Effects of Declaration of Null/Void Marriage

### - Psychological Incapacity

Requisites

Difference with Canonical Annulment
Essential Marital Obligations
Effects of Declaration of Nullity
'Voidable
By Whom and Prescriptive Period

1. One party 18-21 yrs old
   FC Art 45 (1)

2. Unsound Mind
   FC Art 45 (2)

3. Consent obtained by Fraud
   - Non Disclosure of Conviction…
   - Concealment of Pregnancy…
   - Concealment of STD…
   Anaya v Pal:
   Aquino v. D

4. Force, Intimidation, or Undue Influence
   FC Art 45 (4)

5. Non-consumation of Marriage
   FC Art 45 (5)

   Doctrine of Triennial Cohabitation
   Jimenez v Canizares

6. Incurable STD
   FC Art 45 (6)

Effects of Annulment

Legal Separation
' Effects of Legal Separation
' Grounds
' Distinguished from Annulment
' Distinguished from Separation de Facto
' Procedures/Denials

Rules of Court
FC Art 63, 6
FC Art 55

Property Relations
' General Provisions
FC Art 74
FC Art 77, 8

' Pre-nuptial/Marriage Settlement

' Donations by reason of Marriage

' Absolute Community of Properties Regime (ACP)
   Excluded Properties
   Charges upon and obligations upon ACP
   Ownership, Administration and Disposition
   Dissolution and Liquidation
   FC Art 91
   FC Art 92, 9
   FC Art 94
   FC Art 96
   FC Art 99, 1

' Conjugal Partnership of Gains Regime

' Complete Separation of Property Regime
   Causes for Judicial Separation of Property
   FC Art 105, 1
   FC Art 143
   FC Art 135
   FC Art. 147/ Valdez v. R.

' Property Regime of union w/out Marriage

Succession in a Nutshell
Intestate Succession

Compulsory Heirs

Capacity to Succeed
Acceptance or Repudiation
Representation
Accretion
Heirs unworthy to succeed

Wills and Testamentary Succession

Legitime

Notarial vs. Holographic Wills

Preterition, Collation
Disinheritance
Reserva Troncal
Substitution
Probate

Estate Tax

References (optional):

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

<table>
<thead>
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<tr>
<td>Course No.</td>
<td>Law 199A</td>
<td></td>
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</tr>
<tr>
<td>Course Title</td>
<td>Special Topics in Law: Law for Art’s Sake</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of Units</td>
<td>3</td>
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</tbody>
</table>

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
            -. 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)
Course Description:

A study that builds on the evolution of modern management toward a marketing-oriented view of business; stressing the underlying principle of the “marketing concept”; and integrating concepts in relation to consumer needs, marketing information, product development, pricing, distribution, selling, advertising, and promotions.

Course Objective/s:

At the end of the course, the student should:

d. Understand the basic principles, theories, concepts and dynamics of Marketing
e. Apply these principles and tools in case analysis and to practical business decision-making situations.

f. Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan.

Appreciate and learn more about Marketing as a career

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

B. 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

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

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

<table>
<thead>
<tr>
<th>Department</th>
<th>Marketing and Law</th>
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<tbody>
<tr>
<td>Course No.</td>
<td>Mkt 102</td>
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<tr>
<td>Course Title</td>
<td>Opportunity Seeking and Marketing Analysis</td>
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<td>No. of Units</td>
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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
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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

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

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

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<tr>
<td>Course No.</td>
<td>Mkt 111</td>
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<tr>
<td>Course Title</td>
<td>Marketing Research</td>
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<td>No. of Units</td>
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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:

  1. 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

References (optional):
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

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<tr>
<td>Course No.</td>
<td>Mkt 112</td>
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<tr>
<td>Course Title</td>
<td>Brand Management</td>
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<td>No. of Units</td>
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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

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<tbody>
<tr>
<td>Course No.</td>
<td>Mkt 121</td>
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<tr>
<td>Course Title</td>
<td>Advertising Management</td>
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<td>No. of Units</td>
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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
# Course Syllabus for 2nd Semester, School Year 2012-2013

## Department
Marketing and Law

## School
JGSOM

### 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:

<table>
<thead>
<tr>
<th>Selling to Customers</th>
<th>• Communication and Sales Presentations</th>
<th>1- Chapter 5: Communication for Relationship Building</th>
<th>2- Chapter 11: Responding to Objections</th>
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<tr>
<td></td>
<td></td>
<td>3- Chapter 11: Elements of a Great Sales Presentation</td>
<td>3- Chapter 9: Carefully Select Which Sales Presentation Method to Use (pp. 294-297)</td>
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<tr>
<td>Selling to Customers</td>
<td>• Handling Objections • Negotiations</td>
<td>• Communication/ Presentation Drills</td>
<td>• Sample presentations</td>
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<tr>
<td>Midterm Review</td>
<td>• Developing Your Own Sales Plan – Guidelines for the End-term Project</td>
<td>• Identification of project plans</td>
<td>MIDTERM EXAM</td>
</tr>
<tr>
<td>Generating Demand</td>
<td>• Trade Promotions</td>
<td>4- Chapter 13: Working with Resellers: The Struggle for Channel Control</td>
<td>• Trade Promotion Exercise</td>
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<tr>
<td>Generating Demand</td>
<td>• Consumer Promotions</td>
<td>4- Chapter 14: Management of Consumer Sales Promotions</td>
<td>• Consumer Promotion Exercise</td>
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<tr>
<td>NATIONAL HEROES’ DAY</td>
<td>• Category Management &amp; Shopper Marketing</td>
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<tr>
<td>Generating Demand</td>
<td>• Sales Planning &amp; Forecasting</td>
<td>1- Chapter 3: Planning, Sales Forecasting &amp; Budgeting</td>
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<tr>
<td>Bringing in the Numbers</td>
<td>• Presentation Outlines</td>
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<tr>
<td>Progress Updates and Consultation for Final Projects</td>
<td>• Content/Data</td>
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</table>

**SALES PLAN PRESENTATION**

References (optional):

A. References

1. Sales and Distribution Management by Krishna K. Havaldar and Vasant M. Cavale
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 insighting 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

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<td>Course No.</td>
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<tr>
<td>Course Title</td>
<td>International Business Opportunities</td>
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<td>No. of Units</td>
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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.
ATENEO DE MANILA UNIVERSITY
Loyola Schools
Generic Course Syllabus for 2\textsuperscript{nd} Semester, School Year 2012-2013

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<tr>
<td>Course No.</td>
<td>Mkt 172</td>
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<tr>
<td>Course Title</td>
<td>International Marketing</td>
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<td>No. of Units</td>
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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 forces 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 m

Course Outline:
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
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 forces influencing the global business environment: economic and socio-cultural, physical and 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 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
<table>
<thead>
<tr>
<th>Chap 9 - Analyzing the Legal Environment of Exporting</th>
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<tr>
<td>• Understanding Legal Implications for Export Activities</td>
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<td>• Philippine Policy Regarding Exports</td>
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<td>• Export Contracts</td>
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<td>• Import Barriers</td>
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<td>• Other Sources of Government Assistance</td>
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<th>Chap 10 - Managing Logistics and Supply Chain in Exporting</th>
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<td>• Inventory</td>
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<td>• Transportation</td>
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<td>• Information in Supply Chain Management</td>
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<tr>
<th>Chap 11 - Understanding Foreign Cultures</th>
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<tr>
<td>• Roles of Culture in Export Marketing</td>
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<tr>
<td>• Understanding Cultures</td>
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<td>• Applications of Cultural Understanding in Business</td>
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<tr>
<td>• Common Cultural Differences</td>
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<td>• Self-Referencing</td>
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<td>• Navigating the Cultural Differences</td>
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<td>• Cultural Attitudes that Work</td>
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<tr>
<th>Chap 12 - Product Adaptation</th>
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<tr>
<td>• Standardization Motivations</td>
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<td>• Adaptation factors</td>
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<td>• Product Adaptation Approaches</td>
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<tr>
<th>Chap 13 - Advertising and Promotion in Export</th>
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<td>• Creating Promotional Campaigns</td>
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<td>• Validating Your View with Additional Data</td>
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<td>• Creating a Promotional Message</td>
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<td>• Reaching Your Customers with the Right Tools</td>
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<td>• Media Selection</td>
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<td>• Implementation of Promotional Campaigns</td>
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<tr>
<th>Chap 14 - Export Costing</th>
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<td>• Export-related Costs</td>
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<td>• Types of Costs</td>
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<td>• Analyzing Costs</td>
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<td>• Factors That Affect Costs</td>
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<tr>
<td>• Understanding Potential Export Costs</td>
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<tr>
<td>• INCOTERMS (Terms of Shipment)</td>
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<tr>
<th>Chap 15 - Pricing for Export Markets</th>
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<tr>
<td>• Challenges to Export Pricing</td>
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<td>• Locus of Export Pricing Decisions</td>
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<td>• Dimensions of Export Pricing</td>
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<th>Chap 16 - Financial Aspects and Payments in Exporting</th>
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<tr>
<td>• Financing Export Transactions</td>
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<td>• Determinants of the Export Finance Decision</td>
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<td>• Private Sources of Financing</td>
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<td>• Non-private Financing Sources</td>
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<td>• Methods of Export Payment</td>
</tr>
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<td>• Export Insurance</td>
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| Chap 17 - Managing Export Operations |
• 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

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

<table>
<thead>
<tr>
<th>Department</th>
<th>Marketing and Law</th>
<th>School</th>
<th>JGSOM</th>
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<tbody>
<tr>
<td>Course No.</td>
<td>Mkt 199I and J</td>
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</table>
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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<tr>
<th>Department</th>
<th>Marketing and Law</th>
<th>School</th>
<th>JGSOM</th>
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<tbody>
<tr>
<td>Course No.</td>
<td>Mkt 199N</td>
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</table>
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
<table>
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<tr>
<th>Course Title</th>
<th>Special Topics in Marketing: Non Traditional Marketing for Entrepreneurs</th>
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<td>No. of Units</td>
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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)