

**Course Code:** COBFSMA

**Course Title:** Feasibility Study

**Course Description:**

This course will provide the student with an in depth understanding of the importance of developing marketing programs and strategies that are based on research and quantitative analysis in different business scenarios through critically synthesizing data and information about the marketing environment – the industry and competitive dynamics, demand and market trends – and insightfully using market research in developing the firm's offering.

At the end of the course, the student is required to prepare and present a marketing/business plan that will showcase the course learning and synthesis of different business concepts, frameworks and practices.

**Department:** Marketing and Advertising

**Required text and materials**

Abrams, R., 2003, The Successful Business Plan: Secrets & Strategies, Canada: The Planning Shop

Cuyugan, J. 2005, A Project Feasibility Study for Filipino Students and Entrepreneurs, Philippines: Bright Concepts

**Other References**

Roberto, N. 2016, User-Friendly Marketing Research, 4th Edition, Philippines: Rex Printing Company, Inc.

Loma, E. 2009, Quantitative Decision Models: An Introduction to Applied Operations Research, Philippines: Anvil Publishing, Inc.