

MINORS PROGRAM IN MARKETING and ADVERTISING

Rationale

In this very competitive environment, marketing and advertising are ways by which a company, place, person, product or service can be in the mindset of consumers. So whether you are in the field of engineering, sciences or information technology, it would be good to learn marketing and advertising as a tool in creating awareness and achieving loyalty for any company.

Overview

The minors program in marketing and advertising aims to give students specialization tracks that would develop their knowledge and skills in some fields in marketing and advertising. At the end of their programs, they will be more competent and confident to traverse in the field of Marketing or Advertising as they become more creative and analytical, better and effective communicators, socially responsible and inclusive towards more sustainable business.

Goals

In relation to the University's expected Lasallian graduate attributes, the goals of the program are as follows:

ELGA	PROGRAM GOALS
Critical and Creative Thinker	To assess and analyze marketing and advertising matters and provide ethical recommendations.
Effective Communicator	To present, defend, and articulate marketing plans and campaigns.
Service-driven Citizens	To help others make better decisions in marketing and advertising.
Reflective Lifelong Learner	Apply the learnings in marketing and advertising in creating a more sustainable environment.

Marketing Minors

Course Code	Course Description	Pre-requisite
MADFUND (Fundamentals in Marketing)	Covers the principles and basic concepts of marketing with emphasis is made on the four basic elements of the marketing mix - <i>product, price, placement, and promotion</i> .	

Minor in Marketing Strategy (equip students with skills that would help them create long-term, forward-looking plans whose fundamental goal is to reach

prospective consumers and turn them into customers keeping in mind the company's competitive advantage)

Course Code	Course Description	Pre-requisite
MADINST (Insighting)	Teaches students how to cull insights from research and consumer behavior and turn them into the rationale or “big idea” behind marketing strategies and campaigns	MADFUND
MADPROB (Creative Problem Solving)	Students will use techniques of inquiry to creatively 'interrogate' a problem with the aim of understanding its structure, how to analyze that structure to find the best route to a creative or innovative solution, how to generate ideas and possibilities that are likely to yield the most effective solution, and how to choose, construct and defend that solution in public discourse	MADFUND
MARKSTA (Strategic Marketing)	Assess factors that influence the customer's purchase behavior, understand alternative strategies in delivering customer value and determine the appropriate marketing strategy for the brand	MADINST MADPROB

Minor in Marketing Environments (engage students in the different marketing environments that propel brands towards sustainability)

MADRTL (Retail Management)	Discusses the basics of managing a retail store and its retail mix. Final output is a retail plan and actual pop up store.	MADFUND
MADPRD (Product Management)	Discusses concepts, tools, procedures and applications in marketing a product with a goal of sustainability. Final output is a marketing plan.	MADFUND
MADSRV (Services Marketing)	Discusses concepts, tools, procedures and applications in marketing a service with a goal of sustainability. Final output is	MADRTL MADPRD

	a service plan.	
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Minor in Marketing Research (equip students with that basics of marketing research to aid marketing decisions in companies)

MADINST (Insighting)	Teaches students how to cull insights from research and consumer behavior and turn them into the rationale or “big idea” behind marketing strategies and campaigns	MADFUND
MADSRCH (Marketing Research)	Course will engage students in different marketing frameworks and will focus on the UAI (Usage, Image and Attitude Study). Final output is a UAI study for a chosen brand.	MADFUND
MADCUBE (Consumer Behavior)	Discusses the fundamental principles and concepts in consumer decision-making and psychological processes involved in cognition, affect and behavior specifically, models of consumer needs, attitude, personality and learning, highlighting theories in product and brand selection, purchase intention, purchase and post purchase behavior of consumer	MADINST MADSRCH

Minor in Digital Marketing (equip students with the basics of digital marketing and other online platforms)

MADDIGI (Digital Marketing)	Focuses on this component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.	MADFUND
MADANA (Digital Analytics)	Discusses how to analyze and use qualitative and quantitative data from your business and the	MADFUND MADDIGI

	competition to drive a continual improvement of the online experience. Focuses on measuring influx of visitors and visitor behavior.	
MADSMED (Social Media Marketing)	Focuses on the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, Snapchat and TikTok.	MADFUND MADANA MADDIGI

ADVERTISING MINORS

Core Subject for Advertising Minors

MADINMC (Integrated Marketing Communications)	Will give students full knowledge and understanding of the basic principles and techniques of integrated marketing communications and how it is used in various marketing functions. Final output is an IMC campaign.	Market1 or FDNMARK (see guidelines below)
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Minor in Copy Writing and Visualization (equip students basic skills in the creative aspect of advertising)

MADINST (Insighting)	Teaches students how to cull insights from research and consumer behavior and turn them into the rationale or “big idea” behind marketing strategies and campaigns.	MADIMC
ADWRITE (Copywriting)	Engages students in the creative, narrative writing skills	MADIMC MADINST

	and non-narrative multimedia content includes copywriting, content for traditional media, new media technology and various platforms for advertising.	
ADVISUA (Visualization)	Students will undergo progressive exercises in visualization will be covered and the use of basic drawing skills will be honed to convey the visual idea effectively and clearly	MADIMC MADINST

Minor in Advertising Advocacy (equip students with the basics of creating and implementing campaigns in social enterprises or companies with corporate social responsibility goals)

ADWRITE (Copywriting)	Engages students in the creative, narrative writing skills and non-narrative multimedia content includes copywriting, content for traditional media, new media technology and various platforms for advertising.	MADIMC
ADVCPR (Advocacy and Public Relations)	Course tackles the basic principles and practices of public relations and how these principles apply in promoting and discussing issues that can advocate social change	MADIMC ADWRITE
MARKSOC (Social Marketing)	Covers the basics in social marketing- examining issues of social responsibility in businesses and how marketing theory and techniques may be used to promote more environmentally and socially conscious business practices.	MADIMC ADWRITE

Minor in Advertising Production (expose and engage students in actual production of advertisements)

ADVISUA (Visualization)	Students will undergo progressive exercises in	MADIMC
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	visualization will be covered and the use of basic drawing skills will be honed to convey the visual idea effectively and clearly	
ADRAPTO (Photography)	Students will be practicing and developing on a continuing basis the aesthetics of composition, lighting, color, black & white values, visual texture, still photography, fashion photography, basic production design, organization of advertising photography, resourcefulness in the procurement and preparation of props, basic digital photo development and post processing and visual expression and appreciation.	MADIMC ADVISUA
ADBROAP (Advertising Production)	This course is a hands-on application basic advertising skills in copy writing, market research and brand management through broadcast production.	ADIMC ADRAPTO

Guidelines/Application Procedure

1. The MAD Minor Program is offered only to students with outside of RVR-COB.
2. A minimum CGPA of 2.0 is required and also passing the qualifying exam. If the student's CGPA is lower than 2.0 an interview with the vice chair or any MAD faculty will be conducted if the student passes the qualifying exam.
3. Student must submit an application form duly signed by a parent/guardian and latest transcript of record.
4. For Advertising minors- students should have taken a fundamental course in marketing whether in their College or Senior High. Otherwise, they should enroll an additional fundamental course in Marketing.
5. All other applicable University policies (e.g. on minimum class size, special class, dropping) shall be observed.