SOCIAL RESPONSIBILITY: TRIAD ROLE OF
THE GOVERNMENT
MARKETING EDUCATORS, AND THE
BUSINESS SECTOR

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Awareness in the contemporary legal and
ethical issues in the marketing mix should not be
left to the responsibility of the business sector
alone. Marketing as a profession require high
standards of conduct. An essential element in the
professionalism of marketing require that a set of
standards learned in the classrooms should be
emphasized to which practitioners can refer. In
large measure, the thinking, convictions, and
concerns of a wide segment of marketing business
begin in the marketing classrooms.

The local and national government, on the other
hand, have the sole responsibility to enact
legislation concerning businesses and the
marketing practice. In the process, participation of
the sectoral representatives in the legislative
deliberations affecting regional, national, and
global interests become imperative.

Although it is an accepted fact that businesses
focus on satisfying the needs of the different
publics, the government and marketing education
should also focus on reinforcing social
responsibility to the consuming public. These
sectors should realize that their policies and
programs must be focused on satisfying the needs
of the different publics.

THE APPLICATION OF PRODUCT LIFE CYCLE
STRATEGIES IN THE DEVELOPMENT OF A
BUSINESS CURRICULUM: BACHELOR OF
SCIENCE IN COMMERCE MAJOR IN
ENTREPRENEURSHIP WITH ELECTRONIC
COMMERCE

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The study "The Application of Product Life
Cycle Strategies in the Development of a Business
Curriculum: Bachelor of Science in Commerce
Major in Entrepreneurship with Electronic
Commerce" was aimed at arresting the declining
population of students in the Commerce Program
of the Holy Cross of Davao College. The study also
focused in producing a solution to this declining
trend.

The solution was to design a new course
that was suited towards the ever-changing
environment, which the graduates of the course
find themselves. This environment that they face
today is rapidly reacting to the different
developments happening in the global arena. One
of the developments is the use of the Internet as a
tool not only for research and information gathering
but also as a means for marketing various
products. This development has shrunk the
distance between countries doing business. As a
result, marketing products was faster as customers
have a wide variety of choices at the tip of their
fingertips. Thus, the Internet has sprouted the
development of different dotcoms offering their
products in electronic form. This has also fostered
fierce competition among dotcoms as one
company to another try to outdo each other in
marketing.

Because of this development, entrepreneurs have also made use of the Internet,
which resulted in E-entrepreneurs. Examples of this new breed of entrepreneurs include the
owners of Yahoo.com and Amazon.com. These
ventures have generated billions of US dollars in
sales over the past several years, proof that the
Internet has become an acceptable part of the
marketing process.

The proposed course therefore aims to
develop graduates with the entrepreneurial traits
with the tools needed to take advantage of this
development. The reason for this is obvious: by
encouraging graduates to organize their own
business, they can contribute to the economy
through employment and taxes. Integrating
electronic media as a tool to reach out to more
customers will also allow them not only to be
competitive but also to reach out to customers
outside of the country. Proof of this is the
establishment of a truly Filipino dotcom business,
Divisoria.com which cater to Filipinos abroad.

Therefore the design of the curriculum is
based on the development of the Internet as an
application tool for marketing and the needs of the
students for a course that allow them to create
their own business taking advantage of this tool. In
doing so, the Holy Cross of Davao College intends
to develop a new breed of entrepreneurs from its
students with its new course: the E-entrepreneurs.