

**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 legislations 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.