



**LAGOS STATE UNIVERSITY, OJO
FACULTY OF MANAGEMENT SCIENCES**

DEPARTMENT OF MARKETING

UNDERGRADUATE PROGRAMME

**STUDENTS' HANDBOOK
(2021-2026)**

TITLE PAGE



**LAGOS STATE UNIVERSITY, OJO
FACULTY OF MANAGEMENT SCIENCES**

DEPARTMENT OF MARKETING

UNDERGRADUATE PROGRAMME

**STUDENTS' HANDBOOK
(2021-2026)**

AFFIRMATION PAGE

LAGOS STATE UNIVERSITY, OJO
STUDENTS' HANDBOOK FOR UNDERGRADUATE PROGRAMMES

Information in this Handbook

The information given in this Handbook is as far as possible accurate at the date of publication. The programmes, courses and options available are subject to changes, withdrawal or substitution and admission is offered on that basis. Should a student wish to confirm the definite availability of a programme, course or option, he/she should contact the Department directly.

Accuracy of Information

Decisions on admission are made in good faith on the basis of information provided by applicants and their referees. If the University later discovers that false statements have been made or material information withheld or omitted, then it reserves the right to withdraw an offer of admission or terminate such a students' registration.

**A Publication of Lagos State University
Faculty of Management Sciences,
P.M.B. 0001, LASU, Ojo Lagos Nigeria.**

Faculty Colour: Brown

Type-Setting:

Cover Design By: Lagos State University

Printed by: LASU Press 01-8547694

Copyright @ Department of Marketing
LASU, FMS, August, 2022

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, mechanical, photocopy, recording or otherwise, without the prior permission of the copyright owner.

ISBN: 978-978-087-248-9

TABLE OF CONTENTS

TITLE PAGE	1
AFFIRMATION PAGE	2
TABLE OF CONTENTS.....	3
UNIVERSITY POSTAL ADDRESS, WEBSITE & TELEPHONE NUMBERS.....	5
VISITOR AND PRINCIPAL OFFICERS OF THE UNIVERSITY	6
OBJECTIVES OF THE UNIVERSITY	7
FOREWORD	8
FOREWORD BY DEAN	9
HEAD OF DEPARTMENT’S REMARK.....	10
FACULTY OF MANAGEMENT SCIENCES	11
GENERAL INFORMATION	12
i. Organizational/Administrative Structure	12
ii Faculty Standing Committees	13
ii. PAST AND CURRENT DEANS OF THE FACULTY	16
iii. PAST AND CURRENT SUB-DEANS OF THE FACULTY	16
iv. PAST AND CURRENT HEADS OF DEPARTMENT OF MARKETING	16
v. PAST AND CURRENT FACULTY OFFICERS.....	16
HISTORICAL BACKGROUND, PHILOSOPHY AND OBJECTIVES OF THE PROGRAMME	17
7.1 HISTORICAL BACKGROUND.....	17
7.2 PHILOSOPHY.....	18
7.3 OBJECTIVES OF THE MARKETING PROGRAMME.....	18
7.4 DEPARTMENTAL COMMITTEES	19
7.5 ADMISSION REQUIREMENTS FOR MARKETING PROGRAMME	19
8.0 Code of Conduct	20
9.0 GENERAL UNIVERSITY REGULATIONS GOVERNING THE AWARD OF BACHELOR’S DEGREE IN MARKETING	21
A. Degree Structure	21
B. Courses and Course units.....	22
C Programme Requirements	22

D.	Examinations, Grading Procedure and Results	24
10.	REGISTRATION PROCEDURE	26
11.	GRADING SYSTEM.....	27
12	MARKETING PROGRAMME (STRUCTURE OF COURSES & DESCRIPTION).....	28
13	ACADEMIC STAFF WITHIN THE FACULTY	42

UNIVERSITY POSTAL ADDRESS, WEBSITE & TELEPHONE NUMBERS

Requests for information regarding the University should be sent to:

The Registrar: Lagos State University,
Lagos-Badagry Expressway, Ojo, Lagos.

Postal Address: P.M.B. 0001, LASU Post Office, Ojo.
Lagos-Badagry Expressway, Ojo, Lagos.

Website: lasu.edu.ng.

E-mail: vc@lasu.edu.ng
registrar@lasu.edu.ng
Dean-managementsciences@lasu.edu.ng
HOD-marketing@lasu.edu.ng

Telephone: Vice-Chancellor: 01-854705, 01-8547080

Registrar: 08023150055

Deputy Vice-Chancellor (Administration): 01-854706

Deputy Vice-Chancellor (Academic): 01-854706

Dean: 08023593046

Director, Academic Planning Unit: 08035793528

HOD: 08123141464

VISITOR AND PRINCIPAL OFFICERS OF THE UNIVERSITY

VISITOR

His Excellency, Babajide Olushola SANWO-OLU
Executive Governor, Lagos State.

CHANCELLOR

Professor Gbolahan ELIAS, SAN

PRO-CHANCELLOR AND CHAIRMAN OF GOVERNING COUNCIL

Sir David Olabanji SUNMONI, FCA, KJW

VICE-CHANCELLOR

Professor (Mrs.) Ibiyemi Ibilola OLATUNJI-BELLO, PhD, mni.
B.Sc. M.Sc. PhD.

DEPUTY VICE-CHANCELLOR (ADMINISTRATION)

Professor Adenike Omotunde BOYO

B.Sc. M.Sc. Ph.D.

DEPUTY VICE -CHANCELLOR (ACADEMIC)

Professor Wahab ELIAS

B.Sc. M. Sc, Ph.D

REGISTRAR & SECRETARY TO GOVERNING COUNCIL

Mr. Emmanuel Fanu

B.Sc. (Ed.), MPA, Dip. Law

UNIVERSITY BURSAR

Mr. Babatunde Sa'id Olayinka

HND, B.Sc. MBA, FCA

UNIVERSITY LIBRARIAN

Dr. Emmanuel Layi Adebayo

B.Sc. MLS, Ph.D

OBJECTIVES OF THE UNIVERSITY

The Lagos State University (LASU) was established in 1984 as a multi-campus, and a non-residential University. Thirty-two (32) years after, the University is manifesting the dream of its founding fathers. The objectives of the University which are intended to meet the peculiar needs of Lagos State Manpower Development Plan, among others are to:

- *form the apex of the educational system of the State, to provide facilities for learning, and to give instruction and training in such branches of knowledge as the University may desire to foster, and in doing so, to enable students obtain the advantage of liberal education;*
- *promote, by research and other means, the advancement of knowledge and its practical application in solving social, cultural, economic, scientific and technological problems;*
- *encourage the advancement in general, and to provide the opportunity for acquiring higher and liberal education;*
- *act as a vehicle of development in general, and, in particular, to act as an instrument to effectively stimulate the development of the State through continuing education, applied research, technical assistance, direct consultation, informational services and internship programmes;*
- *provide innovative educational programmes of high standards, regardless of the nature of the degree being pursued, as this has importance and relevance for State and National Development;*
- *provide ready access for citizens of the State, in particular, to higher education, regardless of social origin or income;*
- *meet the specific manpower needs of the State;*
- *serve as a creative custodian, promoter and propagator of the State's Social and Cultural Heritage and Resources;*
- *undertake Undergraduate and Postgraduate Courses in Law, Arts, Social Sciences, Natural Sciences, Education, Engineering, Technology and Environmental Design, Management Sciences and Medical Science;*
- *enhance educational opportunities of Lagos State indigenes and;*
- *undertake any other activities appropriate for a University of the highest standards.*

FOREWORD

This handbook is the 5th edition of the Departmental Handbook of the Department of Marketing, Faculty of Management Sciences, Lagos State University. This edition covers a period of five years, 2021 – 2026. The handbook includes the regulations for undergraduate degree programme of the Department of Marketing as approved and revised by the Senate of Lagos State University. The contents of the handbook are accurate as at the time of going to press. Nevertheless, it must be observed that the University Senate reserves the right to make changes to any part of this edition at any time it deems fit. The handbook offers details of the Marketing academic programme, the courses available and the contents and credit loads of the programme. It provides information on admission requirements, regulations governing awards of the Degree and regulations on conduct of examinations.

It is envisioned that this handbook will serve as a guide to all lecturers, students and other interested parties within and outside Lagos State University. Students are advised to relate well with their level advisers, supervisors, and the Head of Department for clarifications on any aspect of the content of this handbook that may not be clear to them.

May I at this point express my appreciation to all those whose contributions have made the preparation of this 5th edition possible. I am particularly grateful to the Dean, the Sub-Dean, Level Advisers, Faculty Officer, Faculty Finance Officer, and the entire Academic and Non-Academic Staff of the Department and Faculty.

Any correspondence on this handbook should be addressed to “The Head, Department of Marketing, Lagos State University, Ojo, Lagos”.

Balogun, M.T. Ph.D

Acting Head,

Department of Marketing

FOREWORD BY DEAN

It is a privilege to be at the helm of affairs of the Faculty of Management Sciences at this critical time of re-engineering of our management values to contribute positively to the challenges of changing the nation. Indeed, no nation can succeed without a vibrant, dedicated and honest leadership. The Faculty through its curriculum is poised to build a new set of managers that would lead the nation out of the brinks of self-manufactured disaster through quality management practices. The Faculty has a unique challenge of bracing up to fulfil its mandate of educating quality managers who will change the nation. This is important, given the fact that Lagos is the commercial heartbeat of not only Nigeria, but Africa as a continent. Consequently, the Faculty has designed its programmes in such a way as to assist Lagos, and indeed Nigeria as a whole, to live up to their responsibilities of nation building.

I sincerely thank the Vice-Chancellor and her management team for creating an enabling environment for renewal.

Professor Akewushola, R.O
Dean, FMS

HEAD OF DEPARTMENT'S REMARK

It is my pleasure to welcome you to Lagos State University, the Faculty of Management Sciences, and in particular, to the Department of Marketing. The Department of Marketing was established in year 1999 as an aftermath of the creation of the Faculty of Management Sciences. The Department over the years, has a very robust curriculum and is poised to develop a novel set of Marketing graduates equipped with the wherewithal to move the nation out of the thresholds of ruin through quality marketing services and practices. The Department is at the moment focussing its efforts on teaching and research activities both at the undergraduate and postgraduate levels. Since inception in 1999 and as at 2022 the Department has successfully graduated several sets of undergraduates numbering over 2,000 students into the labour market and they are making waves in their respective organizations.

The programme is designed to meet the requirements of regulatory bodies such as NUC, as well as other professional bodies like NIMN & APCON. As part of her development policy, the Department runs the following programmes;

- Diploma in Marketing
- Bachelor of Science (B.Sc.) in Marketing (Conversion Programme)
- Bachelor of Science (B.Sc.) in Marketing
- Postgraduate Diploma (PGD) in Marketing
- Master of Science (M.Sc.) in Marketing
- Doctor of Philosophy (Ph.D.).

This handbook contains the curriculum of the B.Sc. Marketing programme in line with National Universities Commission of Nigeria benchmarks for courses and their contents. It also includes the philosophy behind the establishment of the Department, admission and graduation requirements with courses and their contents. It is my belief that this document will serve as a guide not only to current and prospective students but also to lecturers and other interested individuals within and outside this university community.

Thank you.

Any observation and comments on it should be addressed to:

Balogun, M.T. Ph.D

**Department of Marketing,
Faculty of Management Sciences, LASU, Ojo.**

FACULTY OF MANAGEMENT SCIENCES

5 PRINCIPAL OFFICERS OF THE FACULTY

DEAN

Raheem Olasupo AKEWUSHOLA

B. Sc (Hons); M. Sc; Ph.D

SUB-DEAN

Raheem Akanni OKEWALE

B.Sc; M.Sc; Ph.D

FACULTY OFFICER

Dr. O.O. Kolawole

BSc; MSc; MBA; Ph.D

FACULTY FINANCE OFFICER

Mrs. Majekodunmi R.O

CHIEF PERSONAL SECRETARY TO THE DEAN

Mrs. Ajasa, Folashade

OND; BSc

HEADS OF DEPARTMENTS

	Department		Qualifications
1.	Accounting	Professor S.A. Bolarinwa	B.Sc., M.Sc., Ph.D.
2.	Banking and Finance	Dr. Ayodele Awotundun	B.Sc., M.Sc., Ph.D.
3.	Business Administration	Dr. A.O. Adeoye	B.Sc., M.Sc., Ph.D.
4.	Industrial Relations & Human Resource Mgt.	Prof. F.I. Jayeoba	B.Sc, M.Sc. IRPM, M.Sc. Psy Ph.D. ACIPM
5.	Insurance	Dr. A. O. Abass	B.Sc., M.Sc., Ph.D
6.	Marketing	Dr. M. T. Balogun	B.Sc., M.Sc., Ph.D.
7.	Project Management Technology	Dr. S. O. Olabode	B.Sc., M.Sc., Ph.D.
8.	Public Administration	Prof. Akhape Ighodalo	B.Sc., M.Sc., Ph.D.

GENERAL INFORMATION

6. Historical Background

The establishment of Faculty of Management Sciences was approved by the University Senate on 5th August, 1999. The faculty was carved out from the Faculty of Social Sciences. The new Faculty was borne out of the need to make administration of academic programmes effective and to ensure that courses that were taken were related to one another are put under one umbrella. The faculty comprise of 8 departments namely; Accounting, Business Administration, Insurance, Finance, Industrial Relations and Human Resources Management, Marketing, Management Technology and Public Administration. In 2005, the aforementioned programmes were merged into three departments:

1. Accounting and Finance
2. Business Administration and Management Technology
3. Industrial Relation and Public Administration

The status quo was however restored in 2014 with each department regaining its identity.

i. Organizational/Administrative Structure

The Dean of the Faculty is the administrative Head of the Faculty that exercises general superintendence over the academic and administrative affairs of the faculty. The Dean is ably assisted by the Heads of Departments in the Faculty, the Sub-Dean and the Faculty Officer. The Heads of Departments are responsible through the Dean to the Vice Chancellor for the smooth running of their departments.

The Faculty Officer is the head of all non-academic staff of the faculty. He / She is the Secretary to all the Faculty Boards and Committees. He / She also ensures the implementation of their decisions and directives.

The Faculty Finance Officer takes charge of the bursary activities relating to issuance of receipts of payments of school fees, ensuring compliance with the approved budget and other financial activities in the faculty.

Students in the Faculty organize academic and social activities under aegis of the Faculty of Management Sciences Students' Association (MASSA-LASU). The Association, which draws its membership from all matriculated students of the faculty, elects its executive members to office every academic year. The Association articulates the needs and problems of students and works toward promoting a peaceful staff-student relationship. The faculty also organizes career and

motivational talks from time to time among other activities. The structure of the Faculty of Management Sciences consists of the following Departments;

- a. Accounting
- b. Banking and Finance
- c. Business Administration
- d. Insurance
- e. Management Technology
- f. Marketing**
- g. Industrial Relations and Human Resource Management
- h. Public Administration

ii Faculty Standing Committees

The Board and other Statutory Committees of the Faculty are concerned with the consideration of all academic matters, for example, curriculum development, conduct of examinations and consideration of results, academic staff matters, determination of students' academic standing and welfare, among other issues that might be brought before them from time to time. The Boards and the Committees are:

a. Faculty Board of Management Sciences

Composition

- Vice Chancellor -Chairman
- Dean, Faculty of Management Sciences
- Sub-Dean, Faculty of Management Sciences
- All Heads of Departments in the Faculty of Management Sciences
- All full-time members of Academic Staff in the Faculty of Management Sciences, not below the rank of an Assistant Lecturer.
- One (1) Representative of each Faculty/School and the College of Medicine
- The Librarian or his/her Representative
- Faculty Officer, Management Sciences – Secretary

b. Faculty Board of Examiners of Management Sciences

Composition

- Vice Chancellor - Chairman
- Dean, Faculty of Management Sciences
- Sub-Dean, Faculty of Management Sciences
- All Heads of Departments in the Faculty of Management Sciences
- All full-time members of Academic staff in the Faculty of Management Sciences not below the rank of an Assistant Lecturer.

- One (1) Representative of each Faculty/School and the College of Medicine
- Head, Examinations & Records Division or his/her Representative
- The Librarian or his/her Representative
- Faculty Officer, Management Sciences - Secretary

c. Faculty Postgraduate Committee

Composition

- Dean, Faculty of Management Sciences - Chairman
- All Heads of Departments in the Faculty
- All Professors in the Faculty
- Coordinators of Postgraduate Programmes in the Faculty
- Representative of the Faculty on the Postgraduate School Board
- Faculty Officer, Management Sciences - Secretary

d. Faculty Appointments and Promotions (Academic) Committee

Composition

- Dean, Faculty of Management Sciences – Chairman
- Sub-Dean
- All Heads of Departments in the Faculty
- All Professors in the Faculty
- Faculty Officer, Management Sciences – Secretary

e. Faculty Finance Committee

Composition

- Dean, Faculty of Management Sciences
- Sub-Dean, Faculty of Management Science
- All Heads of Departments in the Faculty
- Faculty Officer – Management Sciences
- One (1) Representative from each Department in the Faculty
- Faculty Finance Officer, Management Sciences – Secretary

f. Faculty Publications Committee

Composition

- Dean, Faculty of Management Sciences - Chairman
- One Representative from each Department
- Faculty Officer, Management Sciences – Secretary

g. Faculty Lecture Series Committee

Composition

- Dean, Faculty of Management Sciences - Chairman
- One Representative from each Department
- Faculty Officer, Management Sciences – Secretary

h. Faculty Management Committee

Composition

- Dean, Faculty of Management Sciences – Chairman
- Sub-Dean, Management Sciences
- All Heads of Departments in the Faculty
- Faculty Finance Officer
- Faculty Officer, Management Sciences – Secretary

The following degrees are awarded:

a.	Accounting	BSc, Conversion, PGD Accounting, MSc Accounting, MPhil/PhD Accounting.
b.	Finance	BSc, Conversion, PGD Finance, MSc Finance, MPhil/PhD, Finance.
c.	Business Administration	Undergraduate Diploma, BSc, Conversion, PGD, MSc, MBA, MPhil/PhD Business Administration, MPhil/PhD Management.
d.	Industrial Relations & Human Resource Management	Undergraduate Diploma, BSc, Conversion, PGD, MSc, MHRIR, MPhil/PhD IR&HRM
e.	Insurance	BSc, Conversion, Master in Risk Management, Master of Science (Risk Management and Insurance)
f.	Marketing	BSc, Conversion, PGD Marketing, MSc Marketing, PhD Marketing.
g.	Project Management / Management Technology	BSc, Conversion, PGD Project Management, MSc Project Management, MSc Production and Operations Management, PhD Project Management
H	Public Administration	Public Administration - Undergraduate Diploma, BSc Public Administration, BSc Local Government Administration, Conversion, PGD Public Administration, MSc Public Administration, Master of Public Administration, PhD Public Administration.

ii. PAST AND CURRENT DEANS OF THE FACULTY

1.	1999- 2004	Prof. Fapohunda, O. J. (Late)
2.	2004- 2006	Prof. Olojede, Iyabo
3.	2007	Prof. Matanmi, Olusegun O.
4.	Aug- Oct 2007	Prof. Akarakiri, J.B. (Ag.)
5.	2007- 2009	Prof. Olojede, Iyabo
6.	June 2010 – July 2012	Prof. Fajonyomi, Banji S.
7.	August 2012 – July 2014	Prof. Fajonyomi, Banji S.
8.	August 2014 to 2016	Prof. Oyedijo, Ade
9.	February 2016 to January 2018	Prof. Fajonyomi, Banji S.
10.	February 2018- April 2022	Prof. Yusuf, B.R
11.	April 2022 to date	Prof. Akewushola, R.O.

iii. PAST AND CURRENT SUB-DEANS OF THE FACULTY

1.	2011 – 2012	Dr. Yusuf, B. R.
2.	2012 – 2014	Dr. Olateju, O. I.
3.	2015 - 2016	Dr. Olumoko, T. A
4.	2016 -2018	Dr. Saka, R. O.
5.	2018 – 2021	Dr. Balogun, M.T.
6.	2021 to date	Dr. Okewale, R.O

iv. PAST AND CURRENT HEADS OF DEPARTMENT OF MARKETING

○	2003– 2005	Dr. L. Osuagwu
○	2006 – 2009	Dr. M. A. Awoniyi (Head of Unit)
○	2009 – 2012	Dr A. R. Hassan (Head of Unit)
○	2012 – 2016	Dr. S. E. Udegbe (Head of Department)
○	2016 – 2018	Prof. O. J. Oyeniyi (Head of Department)
○	2018 – 2022	Prof M.A. Awoniyi (Head of Department)
○	2022 – Date	Dr. M.T. Balogun (Ag. Head of Department)

v. PAST AND CURRENT FACULTY OFFICERS

1.	1999- 2000	Mr. Lewis, A.O.
2.	2000- 2004	Mr. Olaleye, M.T.
3.	2004- 2005	Mrs. Atunwa, H.B.
4.	Nov. 2005- Dec. 2005	Mr. Sanusi, B.A.
5.	2005- 2007	Mr. Taylor, D.A.
6.	2007- 2008	Mr. Ogunsanya, J.S.
7.	2008- 2011	Mr. Lewis, A.O.

8.	March 2011- Oct. 2011	Mr. Hunpe, O.M.A
9.	October 2011	Mrs. Fatogun, A.T.
10.	November 2011- 2014	Mrs. Dosumu, O. O.
11.	2014 - 2017	Mr. Fanu, E.A.
12.	2017 – 2020	Mr. Otesanya, S.O.
13.	August. 2020- April. 2021	Mr. Olatubosun, O.A
14.	May.2021- Jan. 2022	Mrs. Obayori-Davies, F.M
15.	2022 to date	Dr. (Mrs) Kolawole, O.O

S/N	NAME	DESIGNATION
1.	Professor R.O. Akewushola	Dean
2.	Mrs. Ajasa Folashade	Chief Senior Personal Secretary
3.	Miss Ibraheem Mutiat O.	Senior Computer Operator
4.	Dansu Sanuel	Executive Officer
5.	Daramola Lateefat	Higher Executive Officer
6.	Charles A. Zechariah	Transport Supervisor

ii. Faculty Office

S/N	NAME	DESIGNATION
1	Kolawole, O.O PhD	Deputy Registrar
2	Asesanya Samuel O.	Principal Assistance Registrar
3.	Oyedele Sunday	Senior Assistance Registrar
4.	Adebanjo Abiodun A.	Senior Assistance Registrar
5.	Ibidapo Babatunde S.	Admin. Officer II
6.	Shafau Sulaimon O.	Admin. Officer II
7.	Akanbi Adebunmi E	Chief Executive Officer
8.	Akapo Abayomi A.	Higher Executive Officer
9.	Lasisi Olalekan Idris	Computer Operator I

HISTORICAL BACKGROUND, PHILOSOPHY AND OBJECTIVES OF THE PROGRAMME

7.1 HISTORICAL BACKGROUND

Marketing programme evolved as one of the current eight programmes in the Faculty of Management Sciences. It was developed as a department in 1999 for the purpose of awarding Bachelor of Science (B.Sc.) Degree in Marketing. The fusion of programme in 2005 into three (3) distinct Departments in the Faculty of Management Sciences made marketing a programme in the Department of Business Administration & Management Technology. It became a distinct Department in the Faculty in 2014. Marketing Department services other programmes in the department, other departments in the faculty and other faculties in the university with her rich cultural courses of value creation. The Department has the potential and capability of transforming into a future Faculty or School of Marketing.

Mission: Providing environments and avenues for value creation and societal satisfaction.

Motto: Developing qualitative and quantitative marketers for local and global markets.

7.2 PHILOSOPHY

The general philosophy of the Marketing programme is the belief that training in this discipline will develop the mind, impart both theoretical and practical knowledge on the individual student, develop self-confidence, help to be innovative and self-reliant in the fields of marketing.

The basic philosophy is to produce well-grounded middle and high-level manpower equipped with relevant and adequate knowledge and skills for decision-making with the ability to create, innovate and promote entrepreneurial enterprises. It aims to produce Marketing managers that can effectively handle diverse market offerings (goods, services, etc.) in a dynamic and ever-changing global environment; and who are equally relevant in the civil service, research institutes, the academia and the world in general.

7.3 OBJECTIVES OF THE MARKETING PROGRAMME

The main objectives of the B.sc Degree programme in marketing are:

1. To provide basic knowledge and skills needed for the understanding and analysis of problems related to Marketing Management and of different human organisation.
2. To equip students with knowledge and skills of decision making; especially the analytical skills needed for recognising, defining and solving problems.
3. To develop in students, leadership and interpersonal relations skills in Marketing and Management
4. To equip and expose the students of the programme at various levels of the programme in Marketing Management and cognate disciplines.
5. To develop the students' sense of judgment and ability to analyse general marketing and business decision processes, investment policies, export mechanism, marketing management strategies and related environmental problems with the purpose of providing solutions to these problems.
6. To create an appropriate environment necessary for the students' intellectual and creative development in marketing activities.
7. To develop independent and meaningful intellectual organ for the students, through marketing and management techniques, libraries, research, fieldwork and computer applications.
8. To enable the graduates in marketing programme, like others within the Faculty of Management Sciences, fit into various sectors of the Nigerian and world economies, particularly in the area of self-employment, marketing, entrepreneurship development (both in private and public sectors), e-commerce, research, and international marketing among others. The programme is such that graduates of the Department would serve as marketing researchers, marketing executives, policy analysts, lecturers, investment and appraisal officers, planning officers, bank and non-governmental administrators, Auditors,

Tax officers, commercial & Business Attaches/ Diplomats, career diplomats, Business intelligence officers etc.

9. To equip these graduates to fit into the advanced programmes of M.Sc., MBA, M.Phil. and Ph.D. in Marketing, Advertising, International Marketing, Planning, Statistics, Credit Management, Operations Research, Commerce, International Business, Management and allied courses, etc.
10. To prepare the graduates of the marketing programme to obtain within the shortest time, additional professional qualifications such as offered by the National Institute of Marketing (NIMN), CIA, ICWA, ICAN, NIMN, NIM ACWA, CIB, Chartered insurance, Auditors and other professional bodies.

7.4 DEPARTMENTAL COMMITTEES

Admission/Registration Committee

Examination Committee

Publication/Journal Committee

Examination Malpractice Committee

7.5 ADMISSION REQUIREMENTS FOR MARKETING PROGRAMME

ADMISSION REQUIREMENTS

COURSE	REQUIREMENTS FOR		UTME SUBJECTS	SPECIAL CONSIDERATIONS (WAIVER) REMARKS
	Direct Entry	SSCE Subjects		
Marketing	Two 'A' Level Passes Chosen from Marketing, Commerce, Business Method Management, Government, Economics, Geography, Book Keeping And/or Accounting.	Five 'O' Level Credit Passes Including English Language, Mathematics And any other three from the following Subjects Marketing, Economics, Commerce, Accounts, Book Keeping, Geography, Government, Business Methods and Civic.	English Language and Mathematics, plus any other two relevant subjects.	LASU diploma is acceptable for Direct Entry. LASU foundation programme also acceptable for direct entry.

8.0 Code of Conduct

All students be they fresh students or returning are required to sign the LASU code of conduct at the beginning of every session.

Without prejudice to existing rules and regulations, this code of conduct shall guide the behaviour of students in the university.

1. All secret cults, confraternities and similar organizations in the university are illegal. Any student of the university found to be a member or sponsor, or patron of such an organization shall be liable to summary dismissal from the university.
2. The possession, carrying or use of fire arms and dangerous weapons by the students on the campus is illegal and any student found to possess, carry or use such weapons shall be dismissed from the university.
3. Any student who threatens or in any way endangers the life of any other students or members of staff or engage in physical fight on the campus shall be liable to strict disciplinary action, which may lead to dismissal. Students should in addition note and are reminded that causing bodily harm, rape and threat of life are criminal offences and will be reported to the police
4. Consumption and use of all alcoholic beverages and liquor on the campus by the students are prohibited and any student caught using and consuming such beverages and liquor shall face disciplinary action.
5. All students, organizations, societies, clubs and associations are to be registered with the students' affairs division with three copies of their constitution and a list of the names of their executive members, staff advisers, patrons and sponsors.
6. Students are also reminded that suspension from university is suspension from participation in all academic activities. Students who continue to attend or attempts to attend academic lectures or courses or participate in any other students' activities on the campus while the suspension is still in force shall be summarily dismissed from the university.
7. No mosque, church or any house of prayer or worship on the campus shall be used as a residence or for residential purpose by any student. Any such building known or used as a residence or for residential purpose shall be closed forthwith.
8. (a). the use of all Auditoria on campus shall be subject to obtaining written approval.
(b). All forms of students' social activities that involve drumming and singing should be restricted to the students' arcade.
9. Any student found defacing the university walls, posters and other university property, disrupting academic activities for whatever reason and taking over the work of security officers by locking the gate or hijacking of vehicles will be liable to severe disciplinary action, which may lead to suspension or dismissal depending on the severity of such misconduct.

10. All posters and handbills for distribution by students must be cleared and approved by students' Affairs office before distribution. Any contravention may lead to suspension or dismissal.
11. Any student on probation for two consecutive periods shall be asked to withdraw from the university. Students on probation would not be considered for inter-faculty transfer.
12. Any interference on matters of discipline from whatever quarters shall be resisted.
13. There must be strict adherence to a well-defined official line of communication between students and the university authorities. This should be as shown below: Course Adviser for your level, HOD of your Department, Dean of Faculty, Dean of Students, Vice-Chancellor
14. All religious activities including drumming and singing should be restricted the chapel or mosque area.
15. Until further notice, no social and religious activities on the university campus should extend beyond 6.00pm. Students are not allowed to stay in Ojo campus beyond 9.00pm.
16. As much as the university respects freedom and appreciates the maturity of our students with regards to mode of dressing and comportment on the campus, indecent and sexually provocative dressed are not allowed. Students not properly dressed are normally disallowed access to lecture halls, the library and other official places. Lecturers and the official of the university have the right to deny attention at offices or admission into lecture or examination halls to students not properly or decently dressed.
17. All students are requested to report any infractions or contravention of any of these rules or any other university rules or regulations to either,
 - i. The Registrar
 - ii. Dean of Students' Affairs and/or
 - iii. University security Agents.
 - iv. Head of Department
 - v. Dean of Faculty

9.0 GENERAL UNIVERSITY REGULATIONS GOVERNING THE AWARD OF BACHELOR'S DEGREE IN MARKETING

A. Degree Structure

1. A programme of study is provided leading to a Bachelor's degree to be denoted by the letters B.Sc., which may be awarded with honours or as a pass.
2. The basic structure of the degree programme in this Department shall be of 4 years duration. All the courses taken during the four years shall count towards the award of a degree.
3. Students who possess appropriate advanced Level of the General Certificate of Education or equivalent qualifications may be admitted to second year of the programme and shall normally spend not less than six semesters for their degree. Courses taken at 200, 300 and

400 levels shall be used in the award of degree to this category of students. Students in this category shall be required to take in addition, appropriate prescribed GNS courses and other compulsory courses at the 100 level as may be deemed appropriate by the Department.

4. All Units and Grade Points (or Grade Point Average, i.e., GPA) earned at every level of a 4-year or a 3-year programme shall be calculated on a cumulative basis and shall count equally towards the award of the degree.

B. Courses and Course units

5. A Course Unit is defined as a series of 15 one-hour lectures or tutorials, or equivalent amount of assigned study or any combination of the above. No course shall be assigned less than two (2) Units and more than three (3) Units, except for Research Project which is 6 units.

6. There shall be four levels of courses for the 4 years degree programme numbered as follows:

100 – 199 (100 Level Courses)

200 – 299 (200 Level Courses)

300 – 399 (300 Level Courses)

400 – 499 (400 Level Courses)

Course Codes shall be prefixed by MKT. For instance, MKT 101 – ELEMENTS OF MARKETING, for 100 Level Students. Harmattan Semester course codes reflect ODD numbers (e.g. MKT 101, MKT 205, MKT 307) while Rain Semester courses are depicted by EVEN numbers as course codes (e.g. MKT 102, MKT 202, MKT 404 etc.)

7. Course Status

The following standard terminologies shall be used to indicate the status of each course:

- (a) *Compulsory*: courses specified by the Department, Faculty or University which students must take and pass (i.e. score minimum of 40% marks).
- (b) *Electives*: Courses specified by the Department, Faculty or University from which a student can take in order to make up the required number of units for the award of the degree.

C Programme Requirements

8. Students Workload:

A student is normally expected to register for minimum and maximum courses of 18 units and 24 units respectively. However, a student may register for a minimum of 16 units or a maximum of 25 units per semester with the written permission of the Dean through the Head of Department. To remain in full-time studies, a total minimum workload of 36 units in both the Harmattan and Rain Semester is required of every student.

9. **Graduation Requirements:**

To satisfy the requirements for graduation, a student must take a minimum of 144 units (4–year programme) or 108 units (3–year programme) and a maximum of 225 units (4–year programme) or 126 units (3–year programme).

10. In conjunction with graduation requirements above, a student shall be required to pass a minimum of 144 units (4 – year programme) or 108 units (3 – year programme) before he/she can qualify for the award of a degree of this University.

11. All students shall be required to pass University required courses before they can qualify for the award of a degree of this University.

12. **Academic Status of Students:**

Academic status of a student will be determined on the basis of his performances in the First and Second Semester examinations for each of 100, 200, 300 and 400 levels of the degree programme. The following categorization of a student’s status shall be used – “Good Standing” and “Probation”.

(a) To be in “Good Standing”, a student must

- i. Pass a minimum of 18 units in each semester examination and;
- ii. Have a Grade Point Average of not less than 1.

(b) A student shall be placed on “Probation” if

- i. He has not passed a minimum of 36 units in both the Harmattan and Rain Semester examinations for a particular level and/or;
- ii. His G.P.A is less than 1.50

(c) The period of probation shall be a maximum of two consecutive semesters, after which such a student will be asked to withdraw

13. A student on probation is allowed to register for courses at the next higher level in addition to his/her probation level courses provided that:

(a) The regulation in respect of student workload is complied with.

14. Students who transfer from other universities shall be credited with only those courses relevant to the programmes of this university which the candidates have already passed. Such students shall however, be required to pass the minimum number of units specified for graduation from the number of sessions spent in this university; provided that no student shall spend less than 2 years (4 semesters) in order to earn a degree of this University.

15. Appropriate decisions on transfer cases shall be subject to the approval of Senate on the recommendations of the Faculty Board.

16. Students who are to be away from the University for one reason or the other must apply for permission and on their return must ensure that they are reabsorbed before attending classes and or writing examinations. On the re-absorption of students who have been absent for a long time should not graduate with honours degree as stipulated in the University regulations.

D. Examinations, Grading Procedure and Results**17. Course Assessment:**

- (a) All courses shall normally be evaluated by examinations and continuous assessment (C. A). Continuous Assessment shall be done through essays and tests.
- (b) Scores from continuous assessment shall constitute 30% of the final marks for each of the courses.

18. Examinations:

- (a) Scores for examinations shall contribute 70% of the final marks.
- (b) Each course shall normally be completed and examined at the end of the semester in which it is offered.
- (c) A written examination shall last a minimum of two hours for a two-unit course and a minimum of three hours for a three-unit course.

19. Pass Mark:

The minimum pass mark in any course shall be 40%

20. Examination Malpractice

Whenever there is an alleged examination malpractice the candidate(s) involved shall be required to make a signed statement immediately. Failure to comply shall constitute a serious offence and lead to disqualification from the examination and any other disciplinary action deemed appropriate. A proven case of examination malpractice shall lead to dismissal from the University.

Table1: EXAMINATION MISCONDUCT AND PENALTIES

S/N	OFFENCES	PENALTIES
1	Impersonation (within and outside LASU)	Expulsion
2	Smuggling question papers out of examination hall for help and returning with answer scripts	Expulsion
3	Failure to appear before the misconduct panel	Suspension for 1 semester after which non-appearance leads to expulsion
4	Being found in examination hall with jottings relevant to the examination (in the locker)	Rustication (2 Semester)
5	Physical attacks or assault on invigilators/fellow student	Rustication (2 Semester)
6	Coming to examination hall with prepared answer scrip	Expulsion
7	Writing relevant materials on palms or any part of the body	Rustication (2 Semester)
8	Exchange of sheets, copying other students or exchange of question papers in examination hall	Rustication (2 Semester)
9	Failure to submit answer scripts at the end of examination	Rustication (2 Semester)
10	Rudeness, insubordination, disobedience and disorderly behaviour within the examination hall	Rustication (1 Semester)
11	Failure and refusal to fill the examination misconduct form when apprehended	Rustication (1 Semester)
12	Use of cell phones to answer/solve examination questions	Rustication (1 Semester)

13	Refusal to submit self for search by an invigilator of same sex	Rustication (1 Semester)
14	Being in possession of answer script without being authorized	Rustication (1 Semester)
15	Destruction of evidence	Rustication (2 Semester)
16	Discussion during examination, consultation, giving information or assistance or soliciting	Student will be awarded zero if found culpable by exam malpractice committee
17	Indecent dressing by students into examination hall	Denial into the examination hall invigilator

iii. Approved Procedure for the Re-Assessment of Examination Scripts

The complainant will submit in writing an application for remarking to the Head of Department clearly stating the reasons in writing and copy the Vice-Chancellor and the Dean of the Faculty.

Student will then pay a prescribed fee of ₦500.00 for a re-assessment.

The Head of Department conducts a discrete investigation into the request and takes one of the following actions:

- i) Advises the students to drop the request if he finds no substance in it.
- ii) Where a complainant is dissatisfied with the advice of the Head of Department in (i) above, the following procedure will operate.
- iii) The complainant pays the sum of five hundred naira (₦500.00) to the University
- iv) Makes the request for remarking to the Dean of the Faculty through the Head of Department clearly stating his/her reasons in writing
- v) Depending on the prevailing circumstances, the remarking could be undertaken by the Head of Department or any other Lecturer who could make a professional judgment on the course being remarked and on the Lecturer. The Dean, in consultation with the Head of Department or any other suitably qualified person, sends a sample representing the spread of the grades in the course together with the questions and marking scheme to the external examiner or any other expert in the subject who is not lower in rank than the internal examiner. The decision of the external examiner shall be final and the Dean shall report the outcome of the exercise to the Vice Chancellor

Any disciplinary action that might arise from a request for re-marking shall be treated according to existing regulations governing such matters.

iv. Re-sit Examination

There shall be NO RESIT EXAMINATION in any course offered. However, students may retake the course after they have attended lectures at the next available opportunity.

v. Students Responsibilities

It is the responsibility of each student to ensure the following:

- (a) Prompt registration at the beginning of each semester
- (b) Regular attendance at lectures
- (c) Quick response to official calls
- (d) Completion of all academic assignments
- (e) Effective use of the library and studying at his/her convenience
- (f) Close relationship with his/her level adviser
- (g) Good preparations and success in all examinations
- (h) Compliance with all rules and regulations of the university
- (i) Eschews all acts that can lead to suspension or dismissal from the university. Some of such serious acts are joining cult and examination malpractice.

To this end, students should know that their success or failure depends on how they are able to manage their resources and comport themselves in the university.

vi. Staff Office Hours

Lecturers in the department keep office hours that are displayed on the door of each academic staff.

10. REGISTRATION PROCEDURE

i. Requirements for Registration

- a. Original and photocopies of credential posted on-line
- b. Birth certificate
- c. Six (6) passport photographs
- d. JAMB Notification of Results

ii. Procedures for Course Registration

- a. All students should note that Registration of courses commences on resumption for each semester. Students are therefore expected to register twice in a session; i.e. at the beginning of each semester.
- b. After the payment of school fees students should proceed to the Bursary with proof of payment for a PIN code for online registration. All duly registered students should download and reproduce four (4) copies of the Course Registration Forms for distribution as follows:
 - i. Head of Department
 - ii. Dean
 - iii. Faculty Officer
 - iv. Student
- c. Students are allowed a maximum of seven (7) weeks for registration and an additional two (2) weeks for late registration would be granted.
- d. Any student that fails to register within this period ceases to be a bona fide student of the Lagos State University. For emphasis, Senate will not entertain any application for

- suspension and resumption of studies for failure to register within the time frame given.
- e. The first procedures are subject to change as regulated by the University Senate or Management at the start of each academic session.
 - iii. **Addition and Deletion of Courses:** Any student wishing to delete course(s) will be allowed to do so within nine (9) weeks of registration: Any student wishing to add additional course(s) will be allowed to do so within the first seven (7) weeks of registration for both first and second semester.
 - iv. **Suspension of Studies:** it is against the university rules and regulations for students to absent themselves from lectures and other university academic activities without due written permission. Students could be pardoned for being indisposed and other reasons, they must obtain written permission in case of health reasons; students must produce authenticated medical certificate to be endorsed by LASU Director of Medical Services. Such permission must be routed through the Head of Department to the Dean. Unauthorised absence from the University leads to loss of studentship and withdrawal from the University.
 - v. **Suspension of Studies:** Students are allowed to suspend studies only for good reasons such as on health or financial reasons. Such students must however inform the university through the channel of communications laid down in section 4 of this hand book. The intent to suspend studies must be approved by the University Senate and such suspension shall normally not exceed two consecutive semesters. Students should note that retroactive suspension of studies is not allowed. Students will special request and cases are advised to always seek further clarification from the office of Dean of Students Affairs.

11. GRADING SYSTEM

Each course unit shall be graded out of a maximum of 100 marks and assigned appropriate letter grade which is then assigned its appropriate grade point equivalent as in the following table;

MARKS %	LETTER GRADE	GRADE POINT
70 – 100	A	5
60 – 69	B	4
50 – 59	C	3
45 – 49	D	2
40 – 44	E	1
00– 39	F	0

E. Degree Classification

20. The determination of the class of degree shall be based on the cumulative grade point average earned at the 100, 200, 300 and 400 levels. The Cumulative Grade Point Average (CGPA) shall be determined at the end of each semester taken into consideration all the courses so far offered.

21. The Cumulative Grade Point Average (CGPA) shall be used in the determination of the classes of degree according to the following ranges:

C.G.P.A Class of Degree

4.50 – 5.00	First Class Honours
3.50 – 4.49	Second Class Honours (Upper Division)
2.40 – 3.49	Second Class Honours (Lower Division)
1.50 – 2.39	Third Class Honours
Less than 1.50	Fail

22. (a) The maximum length of time required to obtain a degree in the Department shall be twelve semesters for 4years degree programme and ten semesters for candidates admitted into the 200 level of the programme.
 (b) For extension beyond the maximum period of a degree, special permission of senate shall be required on the recommendation of the Faculty Board.

12 MARKETING PROGRAMME (STRUCTURE OF COURSES & DESCRIPTION)
LIST OF 100 LEVEL TO 400 LEVEL COURSES IN MARKETING DEPARTMENT

Course code	Course Title	Course Units	Course Status
MKT 101	Elements of Marketing	2	C
BUS 103	Introduction to Business	3	C
GNS 101	Use of Library	2	C
ACC 101	Introduction to Accounting 1	2	C
ECO 101	Introduction to Economics 1	2	C
MAT 103	Introduction to Business Mathematics	2	C
MAT 105	Statistics for Management and Social Sciences 1	2	C
BFN 101	Introduction to Finance	3	E
PSY 101	Introduction to Psychology	2	E
INS 101	Introduction to Insurance	2	E
	Total	22	

100 Level Second Semester

Course code	Course Title	Course Units	Course Status
MKT 102	Elements of Marketing II	2	C
MKT 104	Marketing in Practice 1	1	C
MAT 104	Mathematics for Management and Social Sciences II	2	C
MAT 106	Statistics for Management and Social Sciences II	2	C
ECO 102	Principles of Economics II	2	C
POL 106	The Citizen and State	3	C
ACC 102	Introduction to Accounting II	2	C
BUS 102	Elements of Management	3	C
GNS 102	Use of English	2	C
PSY 102	Introduction to Psychology II	2	E
BFN 102	Elements of Banking	3	E
	Total	24	

200 Level first Semester

Course code	Course Title	Course Units	Course Status
CSC 201	Computer Application for Management Sciences II	2	C
ECO 201	Microeconomics I	2	C
ACC 201	Financial Accounting I	2	C
ACC 203	Intro. to Cost Accounting	3	C
MKT 201	Consumer Behaviour I	2	C
MKT 203	Sales Management I	2	C
MKT 205	Introduction to Analysis of Marketing Decision	2	C
GNS 201	Lagos and its Environs	2	C
IRP 201	Recruitment, Selection and Placement	2	E
	Total	19	

200 Level Second Semester

Course code	Course Title	Course Units	Course Status
ACC 204	Introduction to Management Accounting	2	C
GNS 202	African History and Culture	2	C
MAT 206	Statistics for Mangement and Social Sciences IV	2	C
MKT 202	Consumer Behaviour	2	C
MKT 204	Distribution and Logistics Management	2	C
MKT 206	Retail Management	2	C
MKT 208	Product Development and Management	2	C
MKT 212	Marketing in Practice	1	C
MKT 224	Sales Management II	2	C
BUS 202	Management Theory and Practice	3	E
	Total	20	

300 Level first Semester

Course code	Course Title	Course Units	Course Status
BUL 307	Business Law for non – Law students	2	C
CSC 301	Computer Application for Managment Sciences III	2	C
GNS 301	Philosophy and Logic	2	C
MKT 301	Promotion and Marketing Communication	3	C
MKT 303	Marketing Management 1	2	C
MKT 305	Agricultural Marketing	2	C
MKT 307	Financial Service Marketing	2	C
MKT 399	Research Methodology	3	C
BFN 310	Monetary and Fiscal Policy	2	E
	Total	21	

300 Level Second Semester

Course code	Course Title	Course Units	Course Status
BUL 308	Company Law for non – Law students	2	E
GNS 302	Man and Science	2	C
POL 312	Elements of Government	2	C
MKT 302	Marketing Management II	2	C
MKT 304	Marketing Research I	2	C
MKT 306	Purchasing and Supply Chain Management	2	C
MKT 308	Marketing in Practice III	1	C
MKT 310	Marketing Ethics and Social Responsibility	2	C
MKT 312	Analysis for Marketing Decision	2	C
BFN 320	Financial Management	2	E
	Total	19	

400 Level first Semester

Course code	Course Title	Course Units	Course Status
FMS 401	Entrepreneurial Development	3	C
BUS 401	Business Policy and Strategy I	3	C
MKT 401	Marketing Research II	2	C
MKT 403	Industrial and Services Marketing	2	C
MKT 405	International Marketing	2	C
MKT 407	Analysis for Marketing Decision II	2	C
MKT 409	Marketing of Maritime Services	3	C
MKT 499	Research Project I	3	C
	Total	20	

400 Level second Semester

Course code	Course Title	Course Units	Course Status
BUS 402	Business Policy and Strategy II	3	C
MKT 402	Export Marketing	3	C
MKT 404	Electronic Marketing	2	C
MKT 406	Marketing of Non-Profit Organisation	2	C
MKT 408	Strategic Marketing Management	2	C
MKT 410	Aspect of Promotion and Public Relations	2	C
MKT 412	Marketing of Small Business Enterprise Management	2	C
MKT 498	Research Project II	3	C
	Total	19	

COURSE DESCRIPTION FOR B.SC MARKETING**100 LEVEL****MKT 101: ELEMENTS OF MARKETING I:**

Introduction to markets and marketing; definitions; concepts; classification of markets; marketing; value creation; origin of marketing; evolution of modern marketing; marketing relationships with other discipline; marketing in Nigeria; marketing practice regulation; the marketing environment; critiques of controllable and uncontrollable variables; the Nigerian marketing environment; characteristics and features; management function of marketing; marketing research; target-market(customer and consumer behaviour); consumer behaviour theories; segmentation in marketing; reasons, bases, effects, contemporary global issues in marketing.

MKT 102: ELEMENTS OF MARKETING II

Activities in marketing; purchasing/ buying function; selling/sales; selling theories and equations; purchasing cycle; legal aspects of marketing; introduction to marketing mix concept; marketing strategies: product; definitions; classification; characteristics and features; development of new product; processes; management of the product(s); objectives and planning; generic markets; adoption/innovation of product; product life cycle (PLC); product failure; product modification; branding; packaging & labelling; pricing; definitions; objectives; factors influencing/ price setting operations; old school vs. modern school of thought; place (distribution); definitions; scope/ levels of independent firms; development of distribution channel in Nigeria; factors determining choice of marketing channels; channels conflicts and resolution; promotion; definitions; promotion mix; factors influencing promotion mix; need for promotion; benefits of promotion; marketing communication; background; role of marketing communication; developing effective communication; current developments in marketing; international marketing; world marketing institutions; industrial marketing; relationship marketing; events marketing; problems and prospects of local markets development in Nigeria.

MKT 104: MARKETING IN PRACTICE I

Field trips; visit to marketing organizations/ departments; visits to trade fairs/shows; visit to market places; reports on field trips as they relate to any marketing issue/topic of interest treated/ taught within the session.

GNS 101: USE OF LIBRARY

As in GNS Centre

BUS 103: INTRODUCTION TO BUSINESS

As in Business Administration Department

ACC 101: INTRODUCTION TO ACCOUNTING

As in Accounting Department

ECO 101: INTRODUCTION TO ECONOMICS I

As in Economics Department

MAT 103: INTRODUCTION TO BUSINESS MATHS

As in Mathematics Department

MAT 104: MATHEMATICS FOR MANAGEMENT AND SOCIAL SCIENCES II

As in Mathematics Department

MAT 105: STATISTICS FOR MANAGEMENT AND SOCIAL SCIENCES I

As in Mathematics Department

ECO 102: INTRODUCTION TO ECONOMICS II

As in Economics Department

GNS 102: USE OF ENGLISH

As in GNS Centre

POL 106: CITIZENS AND STATE

As in Political Science Department

200 LEVEL

MKT 201: CONSUMER BEHAVIOR I

Meaning and approaches to consumer behaviour, role of consumer in marketing; consumer perspectives/ viewpoint; overview of consumer decision-making behaviour; social stratification and consumer behaviour; reference group and sub-cultural influences; the nature and influence of individuals in consumer behaviour; predisposition, information processing, learning process, evaluative criteria, attitudes, personality, models of consumer behaviour, the marketing concept and consumer behaviour.

MKT 203: SALES MANAGEMENT I

Principles of selling; introduction to sales management; evolution of sales management; selling personal selling objectives; determining sales policies and strategies; the sales executive's jobs; the sales organization; distributive network relations; sales forecasting; sales related marketing policies; the sales process.

MKT 204: DISTRIBUTION AND LOGISTICS MANAGEMENT

The relevance of logistics and distribution management in marketing ;distribution and logistics management activities; types and features of distribution channels; distribution strategies ;wholesaling distribution ;retailing decision; distribution channels and corporate strategy; intra – channel conflicts; physical distribution (PD) strategies and logistics management ;transportation ,distribution and logistics management; quantitative methods for distribution and logistics management decision ;the internet system in distribution and logistics management, franchising ;integrated distribution and logistics management system .

MKT208: PRODUCT DEVELOPMENT &MANAGEMENT

Meaning of product ;concept of optimum product competition ;product/market opportunities; product policies and strategies; new product development(NPD) process and associated managerial decisions; NPD and cycle time (CT); organizing for new product development; management of new product development process; product life cycle; and associate managerial decisions; product adoption process; product branding; product classifications in goods and services; product planning and development; product mix decisions; service characteristics and managerial decisions; product packaging decisions.

MKT 224: SALES MANAGEMENT II

Sales force management; sales management and market potential; search for sales opportunities; personnel management in the selling field; recruiting and selecting sales personnel; planning and conducting sales training programme; sales techniques; motivating sales personnel; sales meetings and sales contests; assigning sales personnel to sales territories; evaluating and supervising sales personnel; controlling sales efforts; sales budget; sales quotas; sales analysis and control; quantitative methods for sales management decisions; sales management and the internet system.

MKT 206: RETAIL MANAGEMENT

Meaning of retailing; value of retailing; types of retail outlets; retail management decisions; non store retailing; telemarketing; retail strategy; the changing nature of retailing; e-commerce; retailing and wholesaling; retailing and distribution channel decisions; retailing and logistics management; retail auditing; retailing and supply chain management; future changes in retailing.

MKT 202: CONSUMER BEHAVIOUR II

Attitude change and persuasive communication; attitude change and consumer behaviour; nature of communication in consumer behaviour; problem recognition processes; evaluation process; purchasing processes; post purchase processes and behaviour; determinants of consumer behaviour; issues in consumerism; psychology in industrial marketing; consumer in economic theory; motivation and consumer behaviour; consumer satisfaction orientation in marketing thought; current status of consumer behaviour research.

MKT 212: MARKETING IN PRACTICE II

Field trips; visits to marketing organizations/ departments; visits to trade fairs/ shows; visits to market- places; reports on field trip as they relate to any marketing issue/ topic of interest treated/ taught within the session.

MKT 205: INTRODUCTION TO ANALYSIS OF MARKETING DECISIONS

This course emphasizes marketing applications of the following topics: frequency distributions; measures of location and dispersion in simple and grouped data; laws of probability; tests of hypothesis; analysis of variance and covariance; simple and multiple regression and correlation analyses; contingency table and chi-square applications; binomial, Poisson and normal distribution; estimation and tests; statistical methods and their applications to problems in the marketing mix elements; Bayesian statistics and its marketing applications; index numbers; statistical packages for marketing research multivariate statistical methods; difficulties associated with applications of statistics in marketing.

GNS 201: HISTORY OF LAGOS

As in GNS Centre

CSC 201: INTRODUCTION TO COMPUTER

As in Computer Science Department

ECO 202: MICRO ECONOMICS I

As in Economics Department

ACC 201: FINANCIAL ACCOUNTING

As in Accounting Department

ACC 203: INTRODUCTION TO COST ACCOUNTING

As in Accounting Department

GNS 202: AFRICAN HISTORY AND CULTURE

As in GNS Centre

MAT 203: STATISTICS FOR MANAGEMENT AND SOCIAL SCIENCES II

As in Mathematics Department

MAT 207: STATISTICS FOR MANAGEMENT AND SOCIAL SCIENCES III

As in Mathematics Department

300 LEVEL

MKT 301: PROMOTION AND MARKETING COMMUNICATION

Definition; roles of promotion in marketing; Consumer behaviour and marketing promotions and communications; creativity in marketing promotions-mix; managing promotions and marketing communications process; ethical and legal environments for marketing promotions and communications; budgeting and appropriation; considerations for efficient and effective marketing promotions and communications; thoughts on marketing promotions and communications; the internet system and marketing promotions and communications; regulations and control of marketing promotions and communications; regulations and control of marketing promotions and communications; measuring the effectiveness of marketing promotions strategy; integrated marketing promotions strategy.

MKT 303: `MARKETING MANAGEMENT I

Application of the fundamental principles¹ of management to the marketing function; analyzing, organizing, planning, implement, coordinating, and controlling of the marketing unction; designing, organizing the marketing plan; integrating the whole marketing function(product, pricing, promotion, distribution, mega- marketing etc.). marketing and social responsibility; consumer behaviour and marketing management; total quality management (TQM) in marketing; marketing management decisions in the marketing mix elements; environment for marketing management decisions; micro and macro analysis of marketing management problems.

MKT 305: AGRICULTURAL MARKETING

Definition of agricultural marketing; growth of agricultural marketing; role of farmers in agricultural marketing; expansion of agricultural products; pricing policies and strategies in agricultural marketing; impacts of foreign changes on agricultural products; distribution policies and strategies in agricultural marketing ; modes of distributing agricultural products in Nigeria; the cost of physical distribution of agricultural products in Nigeria; storage operations in agricultural marketing; problems of standardization in agricultural marketing; roles of government in agricultural marketing; international marketing of agricultural products; commodity marketing; how futures markets works; hedging; planning in agricultural marketing; agricultural futures and option contract specifications; agricultural marketing and the internet system; problems of agricultural marketing in Nigeria; towards the effective and efficient agricultural marketing in Nigeria.

MKT 307: FINANCIAL SERVICES MARKETING

Application of fundamental concepts and principles in marketing financial services(banking, insurance, accounting, etc.)characteristics of financial services and their marketing implications; marketing planning I financial services market; market segmentation; marketing –mix strategies

in financial services; relationship marketing; marketing audit; and control in financial services; ethical issues in financial service marketing; new product development(NPD) in financial services; marketing of banking services in Nigeria; marketing of insurance services in Nigeria; marketing o accounting services in Nigeria; marketing activities in the capital markets; environment for financial services marketing in Nigeria; the internet system and financial services marketing; problems of marketing financial services in Nigeria.

MKT 302: MARKETING MANAGEMENT II

Marketing analysis for marketing management decisions; buyer behaviour and market segmentation policies and strategies, pricing policies and strategies; product policies and strategies; distribution management policies and strategies; marketing environment strategy performance relationships; marketing planning process and format; research for marketing management decisions; international marketing policies and strategies; relationship marketing policies and strategies; quantitative methods of marketing management decisions.

MKT 304: MARKETING RESEARCH II

Application of analytical tools to marketing problems, including markets, products, distribution channels, sales efforts and advertising, with emphasis on planning, investigation, collection, analysis, and interpretation of data and presentation of results; marketing research and decision – making; marketing research design; value and cost of marketing research information; secondary data in marketing research ; survey research; panels and ex-post facto; experimentation; measurement; questionnaire designs; attitudinal scales; observation; depth interviews and projective techniques.

MKT 310: MARKETING ETHICS AND SOCIAL RESPONSIBILITY

An overview of the concepts of marketing ethics and social responsibility;

MKT 312: ANALYSIS FOR MARKETING DECISION I

Introduction to production/ operation management, system theory; introduction to general system theory; type of system ,structure of business ;configuration of the production system ;the stochastic input-output system and queuing configuration ,management science decision making forecasting method in the organization ;cases for decision making.

MKT 306: PURCHASING AND SUPPLY MANAGEMENT

Meaning of purchasing and supply chain management, managerial principle and concepts in supply management; planning in purchasing and supply chain management; organizing purchasing and chain management (centralization and decentralization); material management; purchasing and supply policy; procedures and documentation; make or buy decisions, performance evaluation in purchasing and supply chain management; quality assurance; sourcing procedure;

legal aspects of purchasing; value analysis (value engineering) in purchasing and supply chain management; negotiations, inventory management; hedging and forward buying; supply chain management and marketing strategy, reverse logistics and supply chain management ; ethical issues in supply chain management; international procurement; introduction, types of international procurement; reasons for international procurement, difficulties in foreign trade payments; shipping methods and terms; general documentation; purchasing and internet.

CSC 301: COMPUTER APPLICATION FOR ARTS, EDUCATION, MANAGEMENT SCIENCE AND SOCIAL SCIENCES II

As in Computer Department

BUL 307: BUSINESS LAW FOR NON LAW STUDENTS

As in Law Department

BFN 310: MONETARY AND FISCAL POLICY

As in Banking and Finance Department

GNS 301: PHILOSOPHY AND LOGIC

As in GNS Centre

POL 312: ELEMENTS OF GOVERNMENT

As in Political Science Department

BUL 308: COMPANY LAW FOR NON LAW STUDENTS

As in Law Department

BFN 320: FINANCIAL MANAGEMENT

As in Banking and Finance Department

GNS 301: MAN AND SCIENCE

As in GNS Centre

400 LEVEL

MKT 401: MARKETING RESEARCH 11

Sampling in marketing research, analysis of data; statistical techniques, problem identification in marketing research; market share and sales analysis; sales forecasting; product and pricing research, promotion and distribution research; research control; evaluation and reporting of marketing research process, qualitative and quantitative marketing research approaches; consumer panel audits, retail audits, marketing research and management decisions; the role of marketing research in corporate planning, ethical issues in marketing research and the internet system; practical exercise/assignment in marketing research. Marketing Information System (MKIS): definition relevant concepts in market information system; components of MKIS; developing market information, marketing intelligence, marketing research and MKIS; the MKIS process; survey of the buyer intentions, market and sales forecasting; marketing information analysis; distribution marketing information; data communication techniques; MKIS and information and communication technology(ICT); planning for MKIS; internal control in an EDP environment, basics of MKIS hardware, implantation and evaluation of MKIS; MKIS and the system approach to management; MKIS and management information system(MIS);organizational culture and MKIS.

MKT 403: INDUSTRIAL AND SERVICES MARKETING

The nature and scope of industrial marketing business to business(B to B) marketing; buyer-seller relationship; industrial market segmentation; industrial product and new product development; pricing strategy in industrial marketing; distribution strategy in industrial marketing; managing the industrial sales force; communications in industrial marketing planning industrial marketing; service types; service features and their marketing implications; creating breakthrough services; building service brand loyalty; focusing and positioning services; information and communications technologies(ICT) for services marketing; trends in service marketing.

MKT 407: ANALYSIS FOR MARKETING DECISION 11

Preamble overview of qualitative technique- Delphi method, market research, historical analogy, influence diagram- Venn diagram, decision tree etc.; overview of quantitative techniques; mathematical- arithmetic, geometry, calculus, trigonometry, algebra- probability, mathematical models iconic, analogue and symbolic models statistics, decision analysis- decision making/ process, expected monetary value(EMV) and minimum opportunity loss (MOL) decision situations (certainty, risk, uncertainty, conflicts) concepts of rationality, elements of decisions situation; decision under certainty (maximax, maximin, mainimax), regret, Laplace Bayle's- equally likely, Hurwitz pessimism; decisions trees, Markov analysis; simulation models- Monet Carlo model; linear programming- assumptions, mathematical formulation of a problem NWU,LCM, and VAM, assignment problem- Hungarian method forecasting and prediction.

MKT 405: INTERNATIONAL MARKETING

Introduction; understanding international marketing; international marketing environment; concepts of international trade; import and export process, financial strategies for international marketing activities; global marketing, multinational marketing information system and research process; planning and organizational structure for foreign markets, international product programme; international pricing; marketing communication strategies in international markets; international consumer behaviour ,international distribution system, recent development in international marketing.

MKT 409: MARKETING OF MARITIME SERVICE

maritime shipping and international shipping practice; maritime shipping practice in Nigeria, market considerations for maritime shipping; maritime market analysis and segmentation; positioning and targeting in maritime marketing; maritime marketing policies and strategies, maritime reforms and marketing; import and export activities and their marketing implications; environment for local and international maritime marketing; freight policies and determinations; relationship marketing in maritime services impediments to the marketing of maritime services in Nigeria; maritime services and supply chain management, internet system and maritime services marketing; maritime marketing and local and international maritime organization, structural rigidities in the marketing of marketing of maritime services.

MKT 422: LEGAL ASPECTS OF MARKETING

Introduction; enforcement of trading laws; rules for sale/supply of goods, including sales of good act 1979 and the supply of Goods and Services act 1982; Unfair Contract Terms Act 1977; Rules for unsolicited goods and services, legal regulations applicable to telephone selling, functions of the advertising standards authority; regulation of the marketing of financial services, including the financial services, including the financial services Act; ABI codes of practice for general insurance and long term business.

MKT 402: EXPORT MARKETING

Introduction to export marketing, export market analysis; export market research; export promotion; the Nigerian export promotions council, export fiancé; costing and pricing in export marketing; budgetary and marketing controls in export marketing; export selling, organizational resources for export marketing, export marketing environment, international chambers of commerce; the world trade organization and other relevant organizations in export marketing; export marketing documentation procedure; commodity marketing; problems of export marketing in Nigeria.

MKT 410: ASPECTS OF PROMOTION AND PUBLIC RELATIONS

An overview of advertising and new media choices; effective and creative ad messages; endorser and message appeals in advertising; traditional advertising media; online and mobile advertising; social media; direct marketing and other media; advertising media; measuring ad message effectiveness, nature and role of PR; Reactive And Proactive PR; commercial rumours and control; importance of word-of-mouth; PR and viral marketing; event sponsorship, ambush events, sponsorship performance; cause related marketing; cause and event oriented marketing.

MKT 404: ELECTRONIC MARKETING

Introduction; one-on-one in the interactive age; maintaining a market orientation in the interactive age; customer-focused strategies and tactics and the internet; impact of the internet system on marketing communications; e-commerce activities, supply chain management; measuring the effectiveness of electronic marketing; syndicated electronic marketing research; selling on the internet; difference between internet marketing and brick and mortar marketing; hazards of electronic marketing; electronic marketing in Nigeria; the future of electronic marketing.

MKT 424: SMALL BUSINESS MANAGEMENT

Fundamentals of business management; classifications of small business enterprises; small business and entrepreneurship; environment for small business management; feasibility study in small business management; small business finance, basic accounting for small business management; legal issues in small business management; problems of small business management in Nigeria; enabling environment for small business management in Nigeria.

MKT 406: MARKETING FOR NON- PROFIT ORGANISATION

Introduction; needs and wants in the non –profit sector, types of non- profit organizations; marketing activities in non-profit organization; marketing environment in the non-profit sector, market analysis for non- profit marketing; marketing strategies in the non-profit organization; marketing planning in the non- profit sector; political marketing; marketing of educational services; marketing of government programs; marketing or religion activities; marketing in the police, marketing in the NGOS; marketing in social courses, marketing audit in non- profit organizations, marketing in professional and trade associations; non-profit marketing in Nigeria, problems of marketing for non –profit organizations, the future of non- profit marketing.

MKT 489: RESEARCH PROJECT I

Research topic choice, clarification and development presentation and defence of research proposal in seminar, design, pilot testing and administration of research instrument (where applicable); literature exploration; analysis of data; writing of chapters one (introduction) and two (review of literature) and submission of chapters one and two.

MKT 499: RESEARCH PROJECT II

Developing research skills in students; analyzing, interpreting and writing reports based on theory, empirical evidence and data; presentation of chapter three (methodology), four (results/findings) and five (discussion of findings, summary, recommendations, conclusions and suggestions for further research, etc.) of the final research projects (see MKT489), and the final defence of the research project.

13 ACADEMIC STAFF WITHIN THE FACULTY

SN	NAMES	QUALIFICATIONS	DESIGNATION	DEPARTMENT
1.	PROF. B.R YUSUF	B.Sc., M.Sc., PhD	PROFESSOR	ACCOUNTING
2.	PROF. J. S. KEHINDE	B.Sc., M.Sc., PhD	PROFESSOR	ACCOUNTING
3.	PROF. M. A. ABATA	B.Sc., M.Sc., PhD	PROFESSOR	ACCOUNTING
4.	PROF. O. I. OLATEJU	B.Sc., MSc., PhD	PROFESSOR	MANAGEMENT TECH
5.	PROF. BANKOLE	BSc., MSc., PhD	PROFESSOR	IRHRM
6.	PROF. T.M. FAPOHUNDA	BSc.; MSc.; PhD	PROFESSOR	IRHRM
7.	PROF. JAYEOBA	BSc.; MSc.; PhD	PROFESSOR	IRHRM
8.	PROF. OLAJIDE	BSc.; MSc.; PhD	PROFESSOR	BUSINESS ADMINISTRATION
9.	PROF.S. AKEWUSHOLA	BSc.; MSc.; PhD	PROFESSOR	BUSINESS ADMINISTRATION
10.	PROF. S. DUROWOJU	BSc.; MSc.; PhD	PROFESSOR	BUSINESS ADMINISTRATION
11.	DR. O. A. ADEOYE	B.Sc., M.Sc., PhD	ASSOCIATE PROFESSOR	BUSINESS ADMINISTRATION

S/N	NAME OF STAFF	RANK/DESIGNATION	QUALIFICATIONS
1.	PROF. O. J. OYENIYI	PROFESSOR	B.Sc. (LAGOS); M.Sc. (LAGOS); PhD (COVENANT)
2.	PROF. M.A. AWONIYI	PROFESSOR	BBA (LIB); MBA (SOKOTO); M.PHIL (OAU); PhD (OAU); MNIM, FNIMN.
3.	PROF. T. A. OLUMOKO	PROFESSOR	B.Sc. (LASU); M.Sc. (LAGOS); PhD (NSU); ANIM
4.	DR. A.A. IDRIS	ASS. PROFESSOR	B.Sc. (UI); M.Sc. (LAGOS); PhD (LASU); ACA; ACIS; DIP M (UK).
5.	DR. M. T. BALOGUN	SNR. LECTURER	B.Sc. (UDUS); MSc (UNILAG); MKT; PhD (LASU)
6.	DR. OPELE A. M.	LECTURER I	B.Sc.; M.Sc.; PhD
7.	DR. AJOSE, A. O	LECTURER II	B.Sc. (LASU); M.Sc. (LASU); PhD (KWASU)
8.	MR. SADIQ K. A	ASS. LECTURER	B.Sc. (LASU); M.Sc. (LASU)
9.	MRS. OYEKUNLE, O. T	ASS. LECTURER	B.Sc. (COVENANT); M.Sc. (UNILAG)
10.	MR. TIJANI, U.M	GRADUATE ASSISTANT	B.Sc. (LASU); M.Sc. (LASU)
11.	MR. LAWAL, A.I.	GRADUATE ASSISTANT	B.Sc. (LASU)

EXTERNAL EXAMINER

DR. AYO ONIKU	B.Sc. M.Sc., PhD	UNIVERSITY OF LAGOS, AKOKA
---------------	------------------	----------------------------

NON-ACADEMIC STAFF

SN	NAME OF STAFF	RANK/DESIGNATION SALARY SCALE AND DATE OF FIRST APPOINTMENT	QUALIFICATIONS AND DATES OBTAINED
1.	MR. FOLARIN AKIN-ROBERTS	Assistant Chief Computer Operator	Diploma (Ed.); B.Ed.; M.Ed.,
2.	MR. A.O GEORGE	Principal Executive Officer I	B.A (History &Int'l Relation), M.A(History & Diplomacy), PGD (Int'l trade facilitation)