

# THE DEPARTMENT OF MARKETING

## FACULTY OF MANAGEMENT SCIENCES

### DIPLOMA IN MARKETING

#### 1.0 Introduction

Department of Marketing, Faculty of Management Sciences is well-structured and staff for both undergraduate and postgraduate programmes. The Department currently has undergraduate degree programme which it has run successfully for almost two decades. The diploma in marketing programme is a well thought out and designed to provide opportunity for students who intend to pursue diploma studies in the field of marketing.

#### 2.0 Rationale

The aim of the course among others is to provide students with in-depth knowledge and understanding of the nature of marketing and management functions to be carried out in a successful business venture. It is designed to equipped students with necessary skills for the 20<sup>th</sup> century marketing practices and functions. Practical application of marketing based theories to solve acquisition of entrepreneurial skill will be a major drive for the programme.

#### 2.0 Vision

To graduate Diploma students that are well grounded in rudiments and principles of marketing practices in Nigeria.

#### 3.0 Mission

To provide basic and remedial training in marketing for the purpose of preparing students for higher studies as well as for managerial positions in the private and public sectors of the economy.

#### 3.0 Philosophy

The general philosophy of the Marketing programme is the belief that training in this discipline will develop the mind, impact both theoretical and practical knowledge on the individual student, develop self-confident, 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 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, academia and the world in general.

#### **4.0 Aims and Objectives**

To produce middle and high-level manpower grounded in the theory and practice of Marketing and who will be of substantial relevance to the industry, civil service, research institutes, the academia, Nigeria and the World in General.

##### **OBJECTIVES**

The Objectives of the programme are to:

- 1) Expose students to remedial knowledge in marketing.
- 2) Develop the competence of students in understanding the basic principles and concepts in Marketing, Management and Strategic Marketing Management.
- 3) Equip students with basic knowledge and techniques of managerial problem-solving and decision-making relevant to both public and private sector organisations.
- 4) Through extensive teaching and practical knowledge / skill acquisition programme, it avails students' the opportunity of developing vocational skill in entrepreneurial activities.

#### **5.0 Admission Requirements**

Candidates for the Diploma in Marketing are required to possess a four O Level credits in English Language, Mathematics, Marketing, Commerce, Economics and any other subjects from physical and social science.

#### **6.0 Duration of Programme**

The Programme is a weekend part-time programme for a minimum period of four semesters, two sessions. The first two semesters will be devoted for class work / teaching. The first semester of last session will be devoted to practical skill acquisition from our private partner's organisations. The students are expected to commit the last semester of the second session to writing a robust research project.

#### **7.0 Structure Level**

### YEAR 1 HARMATTAN SEMESTER COURSES

S/N	COURSE CODE	COURSE TITLE	UNIT	STATUS	REMARK
1	DMK 001	ELEMENTS OF MARKETING	2	C	
2	DBA 013	INTRODUCTION TO BUSINESS	2	C	
3	DMK 003	MARKETING COMMUNICATION	2	C	
4	ECO 001	INTRODUCTION TO ECONOMICS	2	C	
5	ACC 001	INTRODUCTION TO ACCOUNTING	2	C	
6	DMK 005	INTRODUCTION TO MARKETING OF SMEs	2	C	
7	ENG 001	INTRODUCTION TO COMMUNICATION SKILL	2	C	
		<b>TOTAL</b>	<b>14 UNITS</b>		

**Minimum of 14 Units**

**Compulsory Courses = 14 Units**

### YEAR 1 RAIN SEMESTER COURSES

S/N	COURSE CODE	COURSE TITLE	UNIT	STATUS	REMARK
1	DMK 002	STATISTICS FOR MARKETING	2	C	
2	DMK 004	INTRODUCTION TO CONSUMER BEHAVIOUR	2	C	
3	DMK 006	INTRODUCTION TO ENTREPRENEURSHIP	2	C	
4	DMK 008	INTRO TO SALES MANAGEMENT	2	C	
5	DMK 010	INTRODUCTION TO RETAIL AND WHOLESALE MARKETING	2	C	
6	DMK 012	NIGERIAN MARKETING ENVIRONMENT	2	C	
7	DMK 014	INTRODUCTION TO MARKETING ETHICS	2	E	
8	DMK 016	INTRODUCTION TO SOCIAL RESPONSIBILITY	2	E	
9	DMK 018	PRODUCT DEVELOPMENT	2	C	
		<b>TOTAL</b>	<b>18 UNITS</b>		

**Minimum of 14 Units**

**Compulsory Courses = 12 Units**

**Elective Courses = 2 Units**

### YEAR 2 HARMATTAN SEMESTER COURSES

S/N	COURSE CODE	COURSE TITLE	UNIT	STATUS	REMARK
1	DMK 011	INTRODUCTION TO SERVICE MARKETING	2	C	
2	DMK 013	INTRO TO INTERNATIONAL MARKETING	2	C	
3	DMK 015	INTRO TO TRAVEL, TOURISM, HOSP. MGT	2	C	
4	DMK 017	INTRODUCTION TO BRANDING	2	C	
5	DMK 019	INTRODUCTION TO EVENT MANAGEMENT	2	C	
6	DMK 021	INTRODUCTION TO E-MARKETING	2	C	
7	DMK 023	RESEARCH METHODOLOGY	2	C	

8	DMK 025	MARKETING CASE STUDY	2	E	
9	DMK 027	MARKETING IN PRACTICE	2	E	
		TOTAL	18 UNITS		

**Minimum of 14 Units**

**Compulsory Courses = 12 Units**

**Elective Courses = 2 Units**

### YEAR 2 RAIN SEMESTER COURSES

S/N	COURSE CODE	COURSE TITLE	UNIT	STATUS	REMARK
1	DMK 020	INTRODUCTION TO PURCHASING	2	C	
2	DMK 022	INTRO TO STRATEGIC MARKETING	2	C	
3	DMK 024	INTRODUCTION TO ADVERTISING AND PUBLICITY	2	C	
4	DMK 026	SALES PROMOTION AND PUBLIC RELATIONS	2	C	
5	DMK 028	SPORT MARKETING	2	C	
6	DMK 222	PROJECT	4	C	
		TOTAL	14 UNITS		

**Minimum of 14 Units**

**Compulsory Courses = 14 Units**

**Elective Courses = NIL**

### 8.0 Assessment or Grade of Course

A	5 POINTS	
B	4 POINTS	
C	3 POINTS	
D	2 POINTS	
F	0 POINTS	FAIL

### 9.0 Classification of Degree Programme

Distinction -	GPA of 4.00 and above
Upper Credit -	GPA of 3.50 – 3.99
Lower Credit -	GPA of 2.40 – 3.49
Pass -	GPA of 2.00 – 2.49
Fail -	GPA of below 2.00

### 10.0 Graduation Requirements

Minimum Unit of Course Work	52 Units
Research Project	04 Units
<b>Total</b>	<b>56 Units</b>

## 11.0 Course Description

### 1. **DMK 001: Elements of Marketing (Status: compulsory; Units: 2 units)**

Introduction to market and marketing: definitions, concepts, classification of markets, value creation and exchange; evolution of marketing; marketing and other disciplines; marketing environment; management functions of marketing; marketing research; market segmentation; introduction to marketing mix;

### 2. **DBA 013: Introduction to Management (Status: Compulsory, Unit: 2 units)**

Definitions of business, resources for business, business environment, roles of government in business, social responsibility of business, managerial skills, levels, philosophies; management functions (POSCORD); theories of management.

### 3. **DKT 003: Marketing Communication (Status: Compulsory, Unit: 2 units)**

Introduction; communication process; promotional mix; factors affecting choice promotional mix; steps in developing effective communication; promotional budget

### 4. **ECO 001: Introduction to Economics (Status: Compulsory, Unit: 2 units)**

Meaning and definitions; basic concepts in economics; concepts of demand and supply; elementary economic theories; economy and export; trade agreements.

### 5. **ACC 001: Introduction to Accounting (Status: Compulsory, Unit: 2 units)**

History, concepts and theory of accounting, users of financial statement, accounting functions and its relationship with information system of the organization, accounting procedures and systems, double-entry book keeping system, the Trial balance, suspense accounts, types of errors and corrections, classification of expenditure between capital and revenue, bank reconciliation and control accounts.

### 6. **DMK 005: Marketing of SMEs (Status: Compulsory, Unit: 2 units)**

Definition of small business operations, the role of small business operations, government policies towards SME, common types of small business operations, factors affecting the decision to own and manage a business, business planning, financial management techniques, marketing policies and procedures for small business, feasibility studies and business plan, interpretation of company's accounts, success and/failure key determinants

### 7. **DMK 002: Statistics for Marketing (Status: Compulsory, Unit: 2 units)**

Marketing applications of the following topics: frequency distributions; measures of locations and dispersion in simple and grouped data; laws of probability; test of hypothesis; analysis of variance and co variance; simple and multiple regression; correlation analysis; contingency tables and chi-square applications; binominal, poisson and normal distribution, estimation and tests; statistical methods and their applications to problems in the marketing mix elements; Bayesian statistics

### 8. **DMK 004: Introduction to Consumer Behaviour (Status: Compulsory, Unit: 2 units)**

Meaning and approaches to consumer behaviour, role of consumer in marketing, consumer perspectives, over-view of consumer decision-making behaviour, social stratification, reference groups and sub-cultural influences, nature and influence of individuals in consumer behaviour, attitudes, personality and models of consume behaviour.

9. **DMK 006: Introduction to entrepreneurship (Status: Compulsory, Unit: 2 units)**  
Entrepreneurial perspective; entrepreneurship and intrapreneurship; differences between entrepreneurship and business; mastering the essentials of entrepreneurial process; Nigerian entrepreneurship; establishing entrepreneurship business in Nigeria; contemporary issues and legal aspects of entrepreneurship.
10. **DMK 008: Introduction to Sales Management (Status: Compulsory, Unit: 2 units)**  
Principles of selling, introduction to sales management; evolution of sales management; major tasks of sales management; setting personal selling objectives; determination of sales policies and strategies; sales organization; selling process; sales opportunities; personnel management in selling; recruiting and selecting in sales; motivation and sales management; sales meeting and sales contests; assigning salesmen to sales territories; evaluation of sales forces performance; sales budget.
11. **DMK 010: Retailing and wholesaling Marketing (Status: Compulsory, Unit: 2 units)**  
Introduction; introduction to retailing environment; theories of retailing; retailing logistics; adding value through customer relations; retail selling; retailing securities; merchandising in retailing; internationalization of retailing; e-commerce and retailing.
12. **DMK 012: Nigerian Marketing Environment (Status: Compulsory, Unit: 2 units)**  
Meaning and importance, marketing environmental variables, Mitzberg classification of environment, other classification of environment, strategies for survival, increasing importance of international variables.
13. **DMK 014: Introduction to Marketing Ethics (Status: Compulsory, Unit: 2 units)**  
Meaning and importance of marketing ethics; argument on marketing ethics; differences between ethical and legal issues; factors affecting marketing ethics; public reactions to regulations of marketing; Ethical principles and theories; areas of ethical issues in marketing;
14. **DMK 016: Introduction to Social Responsibility (Status: Compulsory, Unit: 2 units)**  
  
Meaning and importance of corporate social responsibility; theories of social responsibility; Areas of social responsibility for marketers; social criticism of marketing; consumerism; public actions to regulate against marketing
15. **DMK 018: Introduction to Product Development (Status: Compulsory, Unit: 2 units)**  
Introduction; product levels; product classification; characteristics of consumer products; product components; product mix decisions; concepts of new products; new product development process; product life cycle; product adoption.
16. **DMK 011: Service Marketing (Status: Compulsory, Unit: 2 units)**  
Introducing services; organization for services; design of the services; services setting; service quality; service encounter; managing people; demand and capacity management; service communication; service quality; service performance measurement; service failure; service recovery; relationship marketing.
17. **DMK 013: Introduction to International Marketing (Status: Compulsory, Unit: 2 units)**  
Introduction to international marketing; concepts of psychic distance in international marketing; forms of market entries; barriers to international marketing; international marketing environment; international marketing mix; export marketing; risks in international marketing;

analysis of international market opportunities; strategic plan in international marketing; financing and payments; documentations and procedures; evaluation and control of international marketing operations

18. **DMK 015: Travel, Hospitality & Tourism Marketing (Status: Compulsory, Unit: 2 units)**  
Introduction of hospitality services; categories in hospitality services; consumer behaviour in hospitality; segmentation and targeting in hospitality; information in marketing decisions; product development in hospitality; pricing decisions in hospitality; marketing communication in hospitality.
19. **DMK 017: Introduction to Branding (Status: Compulsory, Unit: 2 units)**  
Meanings of brand and branding; strategic issues in branding; strategic functions and issues of branding; extending the brand; multi-brand; retailers' own-brand; importance of branding; packaging decisions; labelling concept.
20. **DMK 019: Event Marketing (Status: Compulsory, Unit: 2 units)**  
Meaning and definitions; role and importance; programme of event planning; skills required for event growth; areas of application; knowledge sharing; customer relationship management; events as products; pricing and promotion of events; strategic importance of place; place of people in event management;
21. **DMK 021: Introduction to E-Marketing (Status: Compulsory, Unit: 2 units)**  
Meaning and definitions of E-marketing, importance and place of E-marketing in modern economy; E-marketing platforms; E-marketing and portal and bricks; marketing strategies of product, price, place and promotion in E-marketing.
22. **DMK 023: Research Methodology (Status: Compulsory, Unit: 2 units)**  
Introduction to research methodology; research process; formulation of research topic and gaps; literature review; research design; measurement and scaling; reliability and validity; population and sampling; methods of data collection; research proposal; research ethics; referencing.
23. **DMK 025: Marketing Case Study (Status: Compulsory, Unit: 2 units)**  
The use real life marketing events, issues, challenges etc to understand marketing in practice. The analysis of these cases will provide first information on possible issues and challenges of everyday marketing activities and how they are resolved.
24. **DMK 027: Marketing in Practice (Status: Compulsory, Unit: 2 units)**  
A practical application of selling and marketing principles; students are expected to design an appropriate marketing programme/product to reflect the practical aspects of marketing.
25. **DMK 020: Introduction to Purchasing (Status: Compulsory, Unit: 2 units)**  
Meaning of purchasing and supply chain management; role of purchasing in the overall marketing function; purchasing process and structure; public purchasing; value engineering
26. **DMK 022: Introduction to Strategic Marketing (Status: Compulsory, Unit: 2 units)**  
Foundation of strategic marketing management; strategic marketing management process; opportunity analysis and market targeting; strategic marketing management environment; strategic marketing management decision-making; financial aspects of strategic marketing management; research for strategic marketing management; product policies and strategies; marketing communication policies and strategies; marketing channel policies and strategies; pricing policies and strategies; marketing strategy reformulation; strategic marketing management control and evaluation.
27. **DMK 024: Introduction to Advertising and publicity (Status: Compulsory, Unit: 2 units)**

Place of advertising as a promotional mix; role and process of advertising in promotional mix; strategies of advertising; advertising campaign planning; classification of advertising and advertising media; testing advertising effectiveness; preparation and choice of advertising budget; ethical and social issues in advertising; management of advertising agencies.

28. **DMK 026: Introduction to Sales Promotion and Publicity (Status: Compulsory, Unit: 2 units)**  
Meaning of Sales promotion; reasons for growth of sales promotion; strategies of sales promotion; Publicity as a promotional mix; publicity strategies; designing of PR decisions; PR tools.
29. **DMK 028: Sport Marketing (Status: Compulsory, Unit: 2 units)**  
Meaning and importance of sport in building nationhood; friendliness etc; managing sport marketing mix; sport marketing research; sport consumer behaviour; sport product development; sales management in sport; sport communication; international and global marketing in sport
30. **DMK 222: Project (Status: Compulsory, Unit: 4 units)**  
Students are expected to demonstrate knowledge of how to write a research project. The theoretical aspects of the arts must have been taught in preceding semester under research methodology.

## 12) RESOURCE PERSONS FOR THE PROGRAMME IN THE DEPARTMENT

### MARKETING LECTURERS

S/N	NAME	QUALIFICATION	STATUS / AREAS
1	DR OYENIYI O. J	BSC, MSC, PHD	ASSOCIATE PROFESSOR
2	DR HASSAN A.R.	BSC, MSC, PHD	ASSOCIATE PROFESSOR
3	DR AWONIYI M. A.	BSC, MSC, PHD	SENIOR LECTURER
4	DR IDRIS A.A.	BSC, MSC, PHD	SENIOR LECTURER
5	DR OLUMOKO T.A	BSC, MSC, PHD	SENIOR LECTURER
6	MR AFOBUNOR S.A.N	BSC, MSC	LECTURER I
7	MR AHMED-OGUNDIPE K. A	BSC, MBA, MSC	LECTURER I
8	MR BALOGUN M.T.	BSC, MSC	LECTURER II



**Dr AJOSE Olufemi A.**



