

**GODFREY OKOYE UNIVERSITY  
ENUGU, ENUGU STATE, NIGERIA**

[www.gouni.edu.ng](http://www.gouni.edu.ng)



**B.SC. MARKETING**

**Student Handbook**

**2023 – 2028**

## **Course Contents**

### **Overview**

Its focus is to produce graduates who are well versed to recognize the essential role of marketing in the global space, and are able to apply themselves to the challenges of value creation and process of needs satisfaction. It is on this premise that the review of marketing curriculum has become particularly urgent to reflect the dynamism of the business environment. In other words, as markets are changing, so must the contents and practice of marketing change to adapt to the needs of the changing world.

This new curriculum provides for a 4-year degree programme with a maximum credit load of 120 units. Admission to the four-year programme is based on the conditions specified in this curriculum.

### **Philosophy**

The general philosophy of the undergraduate training in marketing is to provide the student with quality education and training that will develop the mind, impart both theoretical and practical knowledge on the individual student, motivate self-confidence and entrepreneurial spirit, and help him/her to be innovative and self-reliant in the field of marketing. The training should be rooted in the interactive pedagogical methodology, developed to produce graduates that can excel anywhere around the globe.

### **Objectives**

The major objective of degree programme in marketing is to produce a consummate graduate of global rating. However, the specific objectives are to:

- equip students with relevant and adequate knowledge and skills for decision making in marketing goods and services;
- provide basic knowledge and skills needed for the practice of marketing beyond the sale of goods and services;
- produce high level personnel that can contribute to the extension of frontiers of knowledge in marketing through research and publication; and
- develop in students, leadership, entrepreneurship and interpersonal skills as well as competencies that will adequately spur them to be innovative in job creation, and contribute to national development.

### **Unique Features of the Programme**

After comparing with curriculum from other benchmarked universities, the features that make our programme stand out are:

Impression Management and organizational branding are now critical factors in marketing communications, particularly in this digital era. Thus the course is introduced to give our students a broader exposure to Public Relations issues via the online platform for global reach of stakeholders.

Energy sector is very crucial, not only in national development, but also in the politics and economy of the world at large. This makes it particularly urgent to

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have our students go through a semester course in Energy Marketing. The idea is to give them an edge over their counterparts around the world.

Marketing has evolved to be seen as a persuasive communication, yet no course is dedicated to treat this aspect of its identity. Thus the course is introduced to sensitize our students to the fact that society expects them to be persuasive communicators and as such get equipped to live up to that expectation.

This has received attention in the advanced democracies, and most universities around the world are treating it as a module under contemporary issues in marketing, but we have decided to make it a full course as a way of equipping our students to contribute towards the advancement of our electoral politics by applying marketing in all democratic processes. Service Marketing theory focuses mainly on profit-making. But there are service organizations that are not strictly for profit-making (e.g. Red Cross). Thus, the course is introduced to enable our student see how marketing drives service for profit and not-for-profit organisations.

This is introduced to make our students see that marketing does not only apply to food and beverages industry, but also to agricultural practices which serve as engine room or starting point of food production.

Emphasis is now placed on the provision of Marketing Laboratory/ ICT studios with a list of basic items required therein. (See the attached list)

## **Employability Skills**

The graduate of this new marketing programme curriculum should be able to:

- set up and run a retail or wholesale organization;
- float and run a marketing communication agency;
- operate and contribute in all sectors of the national economy;
- function as a marketing consultant to political, agricultural, Energy, ICT, Financial, and service organizations;
- set up and operate Food and Agricultural Organizations;
- set up and operate virtual stores or digital Marketing Organizations;
- serve as external and/or independent marketing auditor to firms;
- serve as external/independent marketing researcher to companies;
- serve as a sales representative to firms;
- function as independent marketing intermediary in the distribution chain of firms;
- 11. initiate innovations and develop new products independently;
- and
- 12. serve as Public Relations Expert and Consultant.

## **21<sup>st</sup> Century skills**

The programme would lead to the development/acquisition of the following 21st century skills by the students:

- critical thinking;

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communication skills;  
creativity;  
problem solving;  
perseverance;  
collaboration;  
information literacy;  
technology skills and digital literacy;  
media literacy;  
global awareness; and 11. self-direction.

## **Admission and Graduation Requirements**

### **Admission**

In addition to UTME requirements, the prospective candidate for a 4-year degree programme is expected to have obtained credit passes in five Senior Secondary Certificate (SSC) subjects or its equivalent including English Language, Mathematics, and one commercial subject (i.e. Economics/Commerce/Marketing/Financial Accounting/Business Management). In addition, candidate must seat for the University Tertiary Matriculation Examination (UTME) of the Joint Admission Matriculation Board (JAMB) and attain the prescribed cut- off marks.

### **Direct Entry Mode**

In addition to O'Level requirements stipulated above, applicants should possess at least two A 'Level papers in relevant subjects.

ND in relevant discipline with at least upper credit grade in addition to the five credit passes as in 7(a) above.

HND in relevant discipline with at least upper credit in addition to five credit passes as stated above.

### **Duration**

A student will not be allowed to exceed an additional 50 per cent of the duration of the programme if he fails to graduate within the minimum number of years.

### **UTME**

Four (4) academic sessions or eight (8) semesters)

### **Direct Entry**

Three academic sessions or six (6) semesters.

In general, no student will be allowed to exceed an additional 50% of the normal duration of the programme.

### **Graduating Requirements:**

To graduate, a student must successfully complete a minimum of 120 credit units distributed over the four (4) year period.

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### Global Course Structure

#### 100 Level

Course Code	Course Title	Units	Status	LH	PH
GST 111	Communication in English	2	C	15	45
GST 112	Nigeria Peoples and Culture	2	C	30	
AMS 101	Principles of Management	2	C	30	-
AMS 102	Basic Mathematics	2	C	30	-
AMS 103	Introduction to Computer	2	C	30	-
AMS 104	Principles of Project Management	2	C	30	-
MKT 111	Elements of Marketing	2	C	30	-
MKT 121	Marketing of Financial Services	2	C	30	-
Marketing and Apprenticeship	GOU-MKT 105	Compulsory	2	30	0
Fundamentals of Merchandising	GOU-MKT 173	Compulsory	2	30	0
Marketing Ethics	GOU-MKT 114	Compulsory	2	30	0
Art and Culture Marketing	GOU-MKT 143	Compulsory	2	30	0
Macro-marketing	GOU-MKT 125	Compulsory	2	30	0
	TOTAL		26		

#### 200 Level

Course Code	Course Title	Units	Status	LH	PH
GST 212	Philosophy, Logic, and Human Existence	2	C	30	-
ENT 211	Entrepreneurship and Innovation	2	C	15	45
MKT 203	Introduction to Marketing Psychology	2	C	30	-
MKT 211	Principles of Marketing Management	2	C	30	-
MKT 212	Business to Business Marketing	2	C	30	-
MKT 213	Entrepreneurial Marketing	2	C	30	-
MKT 220	Food & Agricultural Marketing	2	C	30	-
MKT 221	Service and Social Marketing	2	C	30	-
MKT 222	Retail & Wholesale Management	2	C	30	-

## Course Contents

MKT 223	Online Public Relations & Reputation Management	2	C	30	-
Place Branding	GOU-MKT 235	Compulsory	2	30	0
Pricing Strategy 1	GOU-MKT 221	Compulsory	2	30	0
Pricing Strategy 11	GOU-MKT 222	Compulsory	2	30	0
Marketing Theory	GOU-MKT 297	Compulsory	3	30	0
Sports Marketing	GOU-MKT 279	Compulsory	2	30	0
Healthcare Marketing	GOU-MKT 227	Compulsory	2	30	0
Security and Legal Marketing	GOU-MKT 269	Compulsory	2	30	0
	TOTAL		35		

## 300 Level

Course Code	Course Title	Units	Status	LH	PH
GST 312	Peace and Conflict Resolution	2	C	30	
ENT 312	Venture and Creation	2	C	15	45
MKT 303	Legal Aspects of Marketing	3	C	45	
MKT 304	Marketing Theory	2	C	30	-
MKT 311	Digital Marketing Management	3	C	45	
MKT 312	Logistics & Distribution Management	2	C	30	
MKT 313	Marketing Practicum	2	C	15	45
MKT 321	Consumer Behavior	3	C	45	-
MKT322	Strategic Marketing	2	C	30	
MKT 323	Marketing Research & Analytics	3	C	45	
MKT 324	Marketing Operations Management	2	C	30	
MKT 326	Sales Management	2	C	30	
Event Marketing	GOU-MKT 317	Compulsory	2	30	0
Project Marketing	GOU-MKT 347	Compulsory	2	30	0
Digital Marketing	GOU-MKT 365	Compulsory	3	30	45

## Course Contents

Credit Management	GOU-MKT 374	Compulsory	2	30	0
	TOTAL		37		

### 400 Level

Course Code	Course Title	Units	Status	LH	PH
MKT 411	Analysis for Marketing Decisions	2	C	30	-
MKT 412	Contemporary Issues in Marketing Practice	2	C	30	-
MKT 413	New Product Development & Management	2	C	30	-
MKT 416	Marketing Persuasions	2	C	30	-
MKT 421	Political Marketing	2	C	30	-
MKT 422	Energy Marketing	2	C	-	-
MKT 423	Global Marketing	2	C	-	-
MKT 424	Research Project	6	C	-	270
MKT 425	Integrated Marketing Communications	2	C	30	-
GOU-MKT 437	Political Marketing	2	C	30	0
GOU-MKT 441	Business Negotiation	2	C	30	0
	TOTAL	26			

## Course Contents and Learning Outcomes

### 100 LEVEL

#### GST 111: Communication in English

(2 Unit C: LH 15; PH 45)

#### Learning Outcomes

At the end of this course, students should be able to:  
identify possible sound patterns in English Language;  
list notable Language skills;  
classify word formation processes;  
construct simple and fairly complex sentences in English;  
apply logical and critical reasoning skills for meaningful presentations;  
demonstrate an appreciable level of the art of public speaking and listening;  
and 7. write simple and technical reports.

#### Course Contents

Sound patterns in English Language (vowels and consonants, phonetics and phonology). English word classes (lexical and grammatical words, definitions, forms, functions, usages, collocations). Sentence in English (types: structural and functional, simple and complex). Grammar and Usage (tense, mood, modality and concord, aspects of language use in everyday life). Logical and

## Course Contents

Critical Thinking and Reasoning Methods (Logic and Syllogism, Inductive and Deductive Argument and Reasoning Methods, Analogy, Generalisation and Explanations). Ethical considerations, Copyright Rules and Infringements. Writing Activities: (Pre-writing, Writing, Post writing, Editing and Proofreading; Brainstorming, outlining, Paragraphing, Types of writing, Summary, Essays, Letter, Curriculum Vitae, Report writing, Note making etc. Mechanics of writing). Comprehension Strategies: (Reading and types of Reading, Comprehension Skills, 3RsQ). Information and Communication Technology in modern Language Learning. Language skills for effective communication. Major word formation processes. Writing and reading comprehension strategies. Logical and critical reasoning for meaningful presentations. Art of public speaking and listening. Report writing.

## **GST 112: Nigerian People and Culture**

**(2 Unit C: LH 30)**

### **Learning Outcomes**

At the end of the course, students should be able to:

- analyse the historical foundation of the Nigerian culture and arts in pre-colonial times;
- list and identify the major linguistic groups in Nigeria;
- explain the gradual evolution of Nigeria as a political unit;
- analyse the concepts of Trade, Economic and Self-reliance status of the Nigerian peoples towards national development;
- enumerate the challenges of the Nigerian State towards Nation building
- analyse the role of the Judiciary in upholding people's fundamental rights
- identify acceptable norms and values of the major ethnic groups in Nigeria; and
- list and suggest possible solutions to identifiable Nigerian environmental, moral and value problems.

### **Course Contents**

Nigerian history, culture and art up to 1800 (Yoruba, Hausa and Igbo peoples and culture; peoples and culture of the ethnic minority groups). Nigeria under colonial rule (advent of colonial rule in Nigeria; Colonial administration of Nigeria). Evolution of Nigeria as a political unit (amalgamation of Nigeria in 1914; formation of political parties in Nigeria; Nationalist movement and struggle for independence). Nigeria and challenges of nation building (military intervention in Nigerian politics; Nigerian Civil War). Concept of trade and economics of selfreliance (indigenous trade and market system; indigenous apprenticeship system among Nigeria people; trade, skill acquisition and self-reliance). Social justices and national development (law definition and classification. Judiciary and fundamental rights. Individual, norms and values (basic Nigeria norms and values, patterns of citizenship acquisition; citizenship and civic responsibilities; indigenous languages, usage and development; negative attitudes and conducts. Cultism, kidnapping and other related social vices). Re-orientation, moral and national values (The 3R's – Reconstruction, Rehabilitation and Re-orientation; Reorientation Strategies:

## **Course Contents**

Operation Feed the Nation (OFN), Green Revolution, Austerity Measures, War Against Indiscipline (WAI), War Against Indiscipline and Corruption (WAIC), Mass Mobilization for Self-Reliance, Social Justice and Economic Recovery (MAMSER), National Orientation Agency (NOA). Current socio-political and cultural developments in Nigeria.

### **MKT 111: Elements of Marketing**

**(2 Units C: LH 30)**

#### **Learning Outcomes:**

Upon completion of this course, the student should be able to:  
explain the nature and scope of marketing;  
trace the evolution of marketing practice;  
analyse the marketing environment; and  
comprehend the marketing mix elements and its application.

#### **Course Contents:**

Introduction to Marketing, Definition, Concept, Evolution, Role and Importance, The Marketing System. The Market Analysis: Marketing Environment, Buyer Behaviour, Market Segmentation; Market Measurement and Forecasting; Marketing Research. The Marketing Mix: The Product Concept, Development and Life Cycle; Product Classification and Marketing Strategies, Pricing, Management of the Channels of Distribution. Promotion: Advertising, Personnel Selling, Public Relations and Sales Promotion, Marketing of Professional Services. Appraising the Marketing Effort.

### **MKT 121: Marketing of Financial Services**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

At the end of the Course, Students should be able to:  
recognize the structure and the component parts of the financial sector;  
apply marketing mix elements in serving customers of these component parts;  
identify the product lines in insurance and their marketing application; 4.  
    analyze the nature of banking services and marketing strategies required;  
    and  
5. comprehend the marketing application to pension and stock market services.

#### **Course Contents**

The Nature and Scope of Marketing in the Financial Services Sector. Characteristics of Financial Services and factors that affect the marketing of financial services in Nigeria. Application of Marketing Mix in Financial services Marketing. Digital Side of Financial services Marketing. Strategies for achieving Customer satisfaction. Branding in Financial services sector. Marketing of Insurance Services. Marketing of Banking Services. Marketing of Stock, Bonds and associated services. Brokerage firms and their marketing strategies. Pension and Accounting Services. Marketing of Credit Products.

## Course Contents

### AMS 101: Principles of Management

(2 Units C: LH 30)

#### Learning Outcomes

On completion of this course, students should be able to:  
define basic concepts related to management knowledge;  
describe the roles, skills and functions of management;  
identify organizational problems and how managerial decisions are arrived at;  
and  
highlight the complexities associated with management of human resources in the organizations and how to apply the knowledge in handling these complexities.

#### Course Contents

Basic Concepts in Management: Management Principles, Functions of the Manager- Planning: Nature and Purpose of the organizing function, Department, Line and Staff Authority. Staffing and Directing: Selection of Employees and Managers, Appraisal of Managers, Management Development, Nature of Directing. Motivation Leadership Controlling: the Control Process, Control technique. Recent developments in the control function the Nigerian environment: management problems in Nigeria, Challenges of Indigenization, transferability of Management system.

### AMS 102: Basic Mathematics

(2 Units C: LH 30)

#### Learning Outcomes:

At the end of the course students should be able to:  
define the basic concepts of mathematics;  
apply mathematics in the field of management;  
perform basic computations in algebra, differential calculus and integral calculus; and  
develop problem-solving skills from the mathematical ideas learnt;

#### Course Contents

Number Systems. Indices, Surds and Logarithms. Polynomials. Remainder and factor theorems. Polynomial equations. Rational functions. Partial fractions. Fields. Ordered fields. Inequalities. Mathematical Induction. Permutations and combinations. Binomial theorem. Sequences and series. The Quadratic equation and function. Relation between the roots and the coefficients. Complex numbers. Addition. Subtraction, Multiplication and division. Argand diagram. De-Moivre's theorem, n-th roots of complex numbers. Elementary set theory. Venn diagrams and applications. De-Morgan's laws. Trigonometry. Elementary properties of basic trigonometric functions. Addition formulae and basic identities. Sine and cosine formulae. Half angle formulae. Area of a triangle. Solution of trigonometric equations. Inverse trigonometric functions. Functions. Concept and notation.

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Examples. Composition, Exponential and logarithmic functions. Graphs and properties. Limits and continuity. Techniques for finding limits. The derivative. Calculation from first principles. Techniques of differentiation. Chain rule. Higher order derivatives. Extremum problems. Mean-value theorem. Applications. Indeterminate forms and L' Hospital's rule. Taylor's and MaClauren's series. Curve sketching. Integrations as the reverse of differentiation, as area, as limit of finite sums. Definite integrals. Properties of definite integrals. Applications.

### **AMS 103: Introduction to Computer**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

Students should be able to:

define basic computer concepts;

carry out fundamental functions and operations of the computer;

identify the basic elements required in a computer system;

use an operating system software in the windows environment;

produce electronic documents using basic software applications such as Microsoft office applications;

Design basic algorithms for computer programs using basic programming languages; and 7. Use Web browsers, search engines and e-mail.

#### **Course Contents**

History and Development of Computer Technology. The Why and How of Computers. Computer Types: Analogue, Digital, and Hybrid. Central Preparation Equipment: Key punch, Sorter etc. Data Transmission, Nature, Speed and Error Detection. Data Capture and Validation including Error Detection. Systems Analysis and Design. Modern data storage and retrieval system. Introduction to programming languages. Introduction to basic system and application software.

### **AMS 104: Principles of Project Management**

**(2 units C: LH 30)**

#### **Learning Outcomes**

At the end of this course students should be able to:

articulate the series of steps/processes & strategies to achieve end results;

determine, procure, optimize (human, material, & financial) resources needed;

apply the project management processes to initiate, plan, execute, monitor and control projects; and

acquire a working knowledge of key project management methods.

#### **Course Contents**

Key Foundation elements: Activity areas and Processes of project delivery within any project management environment. The generic tools and techniques used in project delivery. The different project management

## Course Contents

methodologies from traditional methods like Waterfall to more conventional delivery methods such as Agile.

GOU-MKT 105 **Marketing and Apprenticeship** (2 Units, Compulsory, LH = 30, PH = 0)

### Senate-approved Relevance

Godfrey Okoye University is established on three basic principles; epistemic, religious, and cultural dialogues. Marketing and Apprenticeship is rooted in dialogues among individuals who share interests in certain trades, who have distinct religious affiliations and who emerge from various cultural backgrounds. The course seeks to meet sustainable development goals (SDGs) 1, 2, 4, 8, and 17 on no poverty, zero hunger, quality education, decent work and economic growth as well as partnerships to achieve the goals. The university is committed to leading the revitalization of a successful business mentorship program which is going extinct.

### Overview

Igbo nation has got unique history of apprenticeship. Apprenticeship is a key secret of business success of Igbo race. In Igbo apprenticeship system, young people are attached to successful individuals who engage in various categories of trade. The young people learn business skills within a specified period of time. The exercise takes various number of years based on the nature of each trade. People spend between two and eight years to get adequate business training.

It is appalling to witness speedy decline in apprenticeship in Southeast, Nigeria. The youth shy away from the mentoring exercise. They opt for shorter route to success thereby increasing crime rate and reducing workforce in the region.

Marketing and Apprenticeship is being proposed to address the decline in our famous mentorship program. The course is designed to empower students to become consultants in the area of business mentorship. They would have the capacity to review issues revolving around the mentorship program, provide leadership to trainees, manage resources effectively, and handle businesses professionally.

### Objectives

The objectives of the course are to:

- Describe the meaning and nature of apprenticeship.
- Discuss history of Igbo apprenticeship.
- Highlight dimensions of Igbo apprenticeship.
- Explain marketing concepts and theories.
- Examine product or service development.
- Ascertain product lifecycle.
- Investigate business resources.
- Explain creative and commercial thinking.
- Examine professional and emotional intelligence.
- Identify decisions as a business manager.

### Learning Outcomes

At the end of this course, students would be able to:

- Describe the meaning and nature of apprenticeship.
- Discuss history of Igbo apprenticeship.
- Highlight dimensions of Igbo apprenticeship.

## **Course Contents**

Explain marketing concepts and theories.  
Conduct product or service development.  
Ascertain product lifecycle.  
Examine business resources.  
Explain creative and commercial thinking.  
Discuss professional and emotional intelligence.  
Explain decisions as a business manager.

## **Course Content**

Meaning and nature of apprenticeship. History of Igbo apprenticeship. Dimensions of Igbo apprenticeship. Marketing Concepts. Marketing Theories. Business understanding and Commercial Awareness. Research and Insight. Product or Service Development. Product lifecycle. Marketing Strategy. Advanced Interpersonal and Communication Skills. Service Delivery and Improvement. Resource Management. Planning and Analyzing. Commercial Approach. Leadership. Systems and Processes. Agile and flexible. Creative and Commercial Thinking. Resilience and continuous improvement. Professionalism and Emotional Intelligence

## **Minimum Academic Standards**

Marketing laboratory with NUC-MAS required facilities, and case studies.

GOU-MKT 173 **Fundamentals of Merchandising** (2 Units, Compulsory, LH =15, PH = 0)

## **Senate-approved Relevance**

It is vital to state that everything communicates in marketing. Product quality includes how and where it is presented. Merchandising skill is paramount in the 21<sup>st</sup> century business endeavor. Fundamentals of merchandising addresses sustainable development goal (SDG) 9 on industry, innovation and infrastructure. Interestingly, the university is eager to offer holistic knowledge to its students in order to prepare them for all jobs.

## **Overview**

*Merchandising is a marketing and sales approach for promoting goods at retail outlets and influencing consumer behavior. Merchandising is the process and function of designing and delivering products in a manner which meets customer expectations. It is a cost-effective*

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(but neglected) way of increasing sales. The benefits of merchandising skills cannot be overemphasized.

Fundamentals of merchandising is designed to train students on how to attract customer attention using floor plans, color, lighting, and other technologies. It also exposes students to organize and display products in appealing way, and to position products in online stores in order to inspire customer patronage.

### **Objectives**

The objectives of the course are to:

- Explain the meaning of merchandising.
- Enumerate the functions of merchandising.
- Explain principles of merchandising.
- Explain product merchandising.
- Describe retail merchandising
- Explain digital merchandising
- Demonstrate visual merchandising
- Explain Omni-channel merchandising
- Discuss merchandising management
- Identify merchandising strategies.

### **Learning Outcomes**

At the end of this course, students would be able to:

- Discuss the meaning of merchandising.
- Highlight the functions of merchandising.
- Explain principles of merchandising.
- Explain product merchandising.
- Describe retail merchandising
- Explain digital merchandising
- Discuss visual merchandising
- Explain Omni-channel merchandising
- Discuss Merchandising management
- List merchandising strategies.

### **Course Contents**

Meaning of Merchandising. Functions of Merchandising. Principles of Merchandising. Types of merchandising. Product merchandising. Retail merchandising. Digital/e-commerce/online merchandising. Visual Merchandising. Omni-channel merchandising. Merchandising Management. Merchandising strategies; Product Display. Store Design. Free Product Sample. Discount and Coupons. Point-of-Sale. Competitive Pricing. Special Offers. Personal Selling. On-the-Spot Demonstrations. Creativity and Innovation.

### **Minimum Academic Standard**

Marketing Laboratory with NUC–MAS required facilities.

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GOU-MKT 114 **Marketing Ethics** (2 Units, Compulsory, LH=15, PH = 0)

### **Senate-approved Relevance**

Marketers have huge responsibility to conduct businesses in professional and ethical manner. Marketing activities must be legal and ethical, and must engender social welfare. This is in line with sustainable development goals (SDGs) 2, 3, 12, 13, and 15 on zero hunger, good health and well-being, responsible production, climate action, and life on land. The university is determined to raise graduates who will be outstanding in learning, balanced in character, personality and ready to pursue epistemic unity in all ramifications.

### **Overview**

Marketing is a strategic, competitive process of meeting needs profitably. It involves entities whose interest may conflict with another. It is paramount to strike balance among the firm's profit, customer satisfaction, and societal well-being.

Marketers commit different degrees of ethical blunders in a bid to outperform their competitors. Ethical concerns range from product adulteration to misleading prices, deceptive information, false measure, artificial scarcity, hard-selling, etc. The sharp marketing practices result to product scarcity, inflation, selling of unsafe products, to mention a few.

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Marketing ethics is being designed to give students sustainable business orientation which guarantees good corporate image, long-term profitability, and social welfare. The course will equip students to lead ethical marketing campaign.

### **Objectives**

The objectives of the course are to:

- Explain the meaning of ethics
- Identify ethical standards.
- Highlight different ethical issues.
- Discuss the concept marketing ethics.
- Identify ethical concerns in marketing.
- List ethical principles relating to Customers.
- Examine ethical principles relating to Society.
- Explain ethical principles relating to Competitors
- List ethical standards for marketers and businesses.
- Highlight challenges in handling marketing ethics.

### **Learning Outcomes**

At the end of this course, students would be able to:

- Explain the meaning of ethics
- Identify ethical standards.
- Highlight different ethical issues.
- Discuss the concept marketing ethics.
- Identify ethical concerns in marketing.
- Explain ethical principles relating to Customers.
- Examine ethical principles relating to Society.
- Discuss ethical principles relating to Competitors
- Explain ethical standards for marketers and businesses.
- Enumerate challenges in handling marketing ethics.

### **Course Contents**

Meaning of ethics. Laws of marketing. Ethical standards. Concept of marketing ethics. Ethical decision making. Ethical advertising. Ethical concerns in marketing; product adulteration. False measure. Deceptive advertising. False measure, artificial scarcity, hard-selling, etc. Ethical issue of social media. Social media best practices and code of ethics. Corporate social responsibility. Core values. Ethical sales and trust-based selling. Greenwashing. Ethics of food and pharmaceutical marketing. Ethical principles relating to customers. Ethical principles relating to society. Ethical principles relating to competitors. Challenges in handling marketing ethics.

### **Minimum Academic Standards**

NUC-MAS required facilities.

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GOU-MKT 143 **Art and Culture Marketing** (2 Units, Compulsory, LH =30, PH = 0)

### **Senate-approved Relevance**

The Igbo race has rich cultural values. Our culture is our identity and heritage. We have a duty to tell the story of our own history and creative works. We have not marketed half of our unique values to the world. Art and culture marketing is in line with the university's principle of cultural dialogue. Thus, the course is a key responsibility of the University. It is interesting to note that art and culture marketing tends to reduce inequality as contained in sustainable development goal (SDG) 10.

### **Overview**

Culture represents the people's way of life and their creative works. It indicates the identity of a people. No culture is better than others. Each culture should stand out and become competitive in the global community. In the world today, "stronger cultures" swallow "weaker" ones. Cultures fall victim of cannibalism when they are not marketed.

Igbo cultural values are going extinct. People jettison their value system to embrace alien culture. The problem is created through books we read, movies we watch, information from social media, to mention a few. It is heart-rending to know that Igbos are regarded as killers and pagans. Marketing of social norms, value system, beliefs, etc. is necessary for cultural emancipation.

Art and culture marketing will expose students to our creative arts and rich culture, enable them understand uniqueness of Igbo culture and equip them to use their marketing skills to position our cultural values in the minds of international community.

### **Objectives**

The objectives of the course are to:

Explain the meaning of art and culture.

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State elements of culture.

Discuss concepts of art and culture marketing.

Examine the use of marketing mix in art and culture sector.

Explain art and culture consumption experience.

Explain cultural clusters in marketing.

Discuss cross cultural communication.

## **Learning Outcomes**

At the end of this course, students would be able to:

Explain the meaning of art and culture.

Highlight elements of culture.

Discuss concepts of art and culture marketing.

Highlight the use of marketing mix in art and culture sector.

Examine art and culture consumption experience.

Describe cultural clusters in marketing.

Discuss cross cultural communication.

## **Course Content**

Meaning of culture. Meaning of culture. Who is the Artist? Elements of culture. Cultural dimensions. Cultural rationalization. Stereotyping and ethnocentricity. Art marketing. Culture marketing. Who is the consumer? Marketing mix. The artist as brand. Dimensions of art. Production Systems. Distribution of the arts & culture products. Cultural intermediaries. The art and culture consumption experience. Cultural clusters in marketing. Cross cultural communication.

## **Minimum Academic Standards**

NUC-MAS required facilities.

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GOU-MKT 125 **Macro-marketing** (2 Units, Compulsory, LH = 30, PH = 0)

### Senate-approved Relevance

Macro-marketing explains the influence of marketing policies, strategies and objectives on the economy of a country. It includes the society's impact on the market structure and systems. Macro-marketing enhances the country's business activities and uplifts gross domestic product (GDP). Macro-marketing will be the university's contribution to the economy of the country. The course focuses on sustainable development goal (SDG) 1, 2, and 8 on no poverty, zero hunger, decent work and economic growth.

### Overview

Marketing, in the mind of non-marketers, involves transaction between the marketer and individual customer, households, or corporate entities. This is why people question the contribution of marketing to national development. In addition, marketing students are seen as those who have limited career path. These are never true. Marketing is required for exchange of any valuable thing. Marketing has no boundary; applies to all spheres of life.

Macro-marketing is being proposed to indicate the wide coverage of the professional area. It focuses on national business-related issues. Macro-marketing is designed to enable students take center-stage in national business discourse. The course involves economic and societal development, public policy, market development, marketing system, business cycle, government spending, to mention a few.

### Objectives

The objectives of the course are to:

Explain the concept of macro-marketing.

Examine the history of macro-marketing.

Review the domain of macro-marketing.

Discuss the relevance of marketing to economic development.

Highlight the relationship between marketing and societal development.

Identify the link between macro-marketing and public policy.

State the stages of market development.

Explain society's impact on markets and marketing systems.

Highlight government spending and taxes.

Discuss business cycle of the country.

### Learning Outcomes

At the end of this course, students would be able to:

Explain the concept of macro-marketing.

Trace the history of macro-marketing.

Discuss the domain of macro-marketing.

Review the relevance of marketing to economic development.

Discuss relationship between marketing and societal development.

Explain the link between macro-marketing and public policy.

Examine stages of market development.

Describe society's impact on markets and marketing systems.

Review government spending and taxes.

Discuss business cycle of the country.

## Course Contents

### Course Contents

Concept of macro-marketing. History of macro-marketing. The domain of macro-marketing. Marketing and economic development. Marketing and societal development. Marketing and economic welfare (e.g. HDI). Macro-marketing and public policy. Stages of market development. Society's impact on markets and marketing systems. Transition economics and macro-marketing. Channels of distribution and economic development. Quality of life; macro-marketing perspective. Marketing ethics. Consumption and marketing. Consumption and Savings. Investment. Government Spending and taxes. Net Exports. Aggregate Demand. Aggregate Supply. Business Cycles. Factors that influence Aggregate Demand. The Price Level. GDP Gaps. Money. Inflation. Monetary policy. Unemployment. Exchange Rate. Balance of Payments (BOP). Macro-marketing environment.

### Minimum Academic Standard

NUC–MAS required facilities.

## 200 LEVEL

### GST 212: Philosophy, Logic and Human Existence

(2 Units C: LH 30)

#### Learning Outcomes

A student who has successfully gone through this course should be able to:

- know the basic features of philosophy as an academic discipline;
- identify the main branches of philosophy & the centrality of logic in philosophical discourse;
- know the elementary rules of reasoning;
- distinguish between valid and invalid arguments;
- think critically and assess arguments in texts, conversations and day-to-day discussions;
- critically assess the rationality or otherwise of human conduct under different existential conditions;
- develop the capacity to extrapolate and deploy expertise in logic to other areas of knowledge, and
- guide his or her actions, using the knowledge and expertise acquired in philosophy and logic.

#### Course Contents

Scope of philosophy; notions, meanings, branches and problems of philosophy. Logic as an indispensable tool of philosophy. Elements of syllogism, symbolic logic— the first nine rules of inference. Informal fallacies, laws of thought, nature of arguments. Valid and invalid arguments, logic of form and logic of content — deduction, induction and inferences. Creative and critical thinking. Impact of philosophy on human existence. Philosophy and politics, philosophy and human conduct, philosophy and religion, philosophy and human values, philosophy and character molding, etc.

### ENT 211: Entrepreneurship and Innovation

(2 Units C: LH 15; PH 45)

## Course Contents

### Learning Outcomes

At the end of this course, students should be able to:

- explain the concepts and theories of entrepreneurship, intrapreneurship, opportunity seeking, new value creation, and risk taking;
- state the characteristics of an entrepreneur;
- analyze the importance of micro and small businesses in wealth creation, employment, and financial independence;
- engage in entrepreneurial thinking;
- identify key elements in innovation;
- describe stages in enterprise formation, partnership and networking including business planning;
- describe contemporary entrepreneurial issues in Nigeria, Africa and the rest of the world; and
- state the basic principles of e-commerce.

### Course Contents

Concept of entrepreneurship (entrepreneurship, intrapreneurship/corporate entrepreneurship,). theories, rationale and relevance of entrepreneurship (Schumpeterian and other perspectives, risk-taking, necessity and opportunity-based entrepreneurship and creative destruction). Characteristics of entrepreneurs (opportunity seeker, risk taker, natural and nurtured, problem solver and change agent, innovator and creative thinker). Entrepreneurial thinking (critical thinking, reflective thinking, and creative thinking). Innovation (concept of innovation, dimensions of innovation, change and innovation, knowledge and innovation). Enterprise formation, partnership and networking (basics of business plan, forms of business ownership, business registration and forming alliances and joint ventures). Contemporary entrepreneurship issues (knowledge, skills and technology, intellectual property, virtual office, networking). Entrepreneurship in Nigeria (biography of inspirational entrepreneurs, youth and women entrepreneurship, entrepreneurship support institutions, youth enterprise networks and environmental and cultural barriers to entrepreneurship). Basic principles of e-commerce.

## **MKT 203: Introduction to Marketing Psychology**

**(2 Units C: LH 30)**

### Learning Outcomes:

Upon the completion of this course, the students should be able to:

- demonstrate a broad-based knowledge and multi-disciplinary approach of the marketing discipline from psychological perspective;
- recognize the founding fathers in psychology and how their works affect the practice of marketing;
- explain psychological theories that shape marketing thought; and
- articulate the contributions of psychology to the development of marketing theories and principles.

## Course Contents

### Course Contents:

This course introduces students to the study of marketing psychology from the biological, social and human developmental perspectives and provides a broad-based knowledge of the marketing discipline. The Course Contents would cover areas or topic such as history of psychology, overviews of theories in psychology, history and founding fathers in psychology such as works of Ivan Pavlov, B.F Skinner, Sigmund Freud, and theories like Andreasen's model, Kurt Lewin model, Gestalt model, Kotler's behavioural choice model, Nicosia's model, Engel Koliat and Blackwell model and Allport's socio-psychoanalytical model; Psycho biological basis of behavior, social basis of behavior, motivation and emotions, sensations and perceptions, learning, human development, personality, consumer psychology, abnormal psychology, forensic or legal psychology.

### MKT 211: Principles Of Marketing Management

(2 Units C: LH 30)

### Learning Outcomes:

At the end of this course the student should be able to:  
recognize various applications of the marketing concept;  
evaluate the effects of the marketing concept on the firm, consumers, and society;  
analyse market opportunities and threats as well as strengths and weaknesses for a firm;  
describe the strategic marketing management process; and  
apply the elements of the strategic marketing management process in practice.

### Course Contents:

This course involves a practical and managerial approach to marketing. It gives the student a comprehensive and innovative, managerial and practical introduction to marketing. The Principles of Marketing Management provides in-depth exposure to practical examples and applications about managerial decisions. These include the trade-off between the organization's objectives and resources against needs and opportunities in the marketplace.

Topics covered are:

Marketing Management Process  
Analyses of Market Opportunities  
Selection of Target Markets  
Development of Marketing Mix  
Management of Marketing Effort  
Total Quality Marketing  
Customer Relationship Management;  
Competitive Marketing Strategies;  
Social marketing and Consumerism;  
Marketing Ethics, planning and control,

## Course Contents

Current Issues in Marketing Management.

### **MKT 212: Business to Business Marketing**

**(2 Units C: LH 30)**

#### **Learning Outcomes:**

Upon the completion of this course, the student should be able to:  
demonstrate knowledge of industrial buying behaviour;  
describe the nature and scope of business-to-business marketing;  
formulate strategy for business-to-business markets;  
describe the characteristics of industrial buyers and buying process; and  
recognize current issues in business-to-business marketing.

#### **Course Contents:**

This course examines practices, strategies, and managerial problems unique to marketing and distribution of products and services to industrial and business buyers. Additional factors examined are procurement and sales practices, and cost and price analysis. This is a required marketing course for marketing majors. Other areas covered in this course are behavioural models for analysing industrial buying process: nature and scope of business to business buying. Strategy formulation in the industrial market; product planning, characteristics of industrial buyers, buying process, pricing in industrial marketing, distribution of industrial product, government markets. industrial sales promotions, etc.

### **MKT 213: Entrepreneurial Marketing**

**(2 units C: LH 30)**

#### **Learning Outcomes:**

Upon the completion of this course, the student should be able to:  
design new products/services for marketing;  
create new ventures and marketing strategies for their operation;  
develop business plan/feasibility report for new ventures;  
apply marketing knowledge in the commercialization of inventions; and  
build entrepreneurial knowledge and skills for continuous venture creation and development.

#### **Course Contents:**

The Nature, Meaning, and Concept of Entrepreneurial Marketing; The Historical and Economical role of entrepreneurship in Marketing; Theory and practice of entrepreneurship;  
Starting and managing a new enterprise; Characteristics of marketing entrepreneurs, The Identification and evaluation of new venture opportunities, resource utilization, Marketing Strategy development for new ventures and innovations; Planning and launching of new business venture; analyses of entrepreneurial case studies. Other topics covered include: Business plan development/feasibility report; Determining capital requirements, Price

## Course Contents

management, Promotions management, Brand management, Channels decisions, International and comparative marketing; Market analysis, Quality and ethics, Social media marketing, customers service, and Negotiation skills.

### **Mkt 221: Service & Social Marketing**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

At the end of the course, students should be able to:

- comprehend the characteristics of a marketable service;
- analyse the dynamics of marketing mix strategies in various service sectors of the economy;
- explain the problems and prospects of service marketing in contemporary organization;
- show how marketing concepts applies to not-for-profit organizations and the strategies involved;
- identify market forces and customer expectations;
- articulate the various models of buyer behaviour in the service industry;
- develop appropriate marketing strategies based on the marketing mix;
- comprehend the importance of quality in exceeding customer expectations;
- track customer expectations by using various customer research methods;
- articulate the various elements of successful customer services;
- implement control and monitoring programmes to ensure that quality is maintained and improved where possible; and
- communicate the importance of direct marketing in CRM.

#### **Course Contents:**

Nature and scope of Service Marketing and Social Marketing. Meaning of Marketable service, and Social Service. Problems and prospects of Service Marketing in Nigeria, and other Climes. Features of Marketable Service. Types of Marketing in the Service Sector, and triangle of Services Marketing. Marketing Mix Management in the Service Industry and the peculiarities involved in e.g. Educational Servicing, Health care services, Hospitality services, e.t.c. Customer Service and Process Operations in the service industry (e.g. freezer, factory, friendly zoo, and quality customer service); Delivering exceptional service equality. Service failure and Recover; Creating a speed mind-set in customer service delivery; Social marketing: concept, issues and applications; Customer Relationship Management.

### **MKT 222: Retail & Wholesale Management**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

At the end of this course, students should be able to:

- describe the concept of retail and wholesale management;
- comprehend the crucial roles of retail and wholesale in the distribution process;

## Course Contents

explain functions of retail and wholesale intermediaries in the economy; and demonstrate the knowledge of materials and purchasing management functions with respect to retailing and wholesaling.

### Course Contents:

Retailing as a course, is structured to teach those business activities involved with the sale of goods and services directly to final consumers. The objective of this course is to expose students to the crucial role played by retailing in any marketing process as part of the distribution function. The student also acquires knowledge of the major types of retailers, managing the retail function, service retailing, internationalization of retailing and the future of retailing.

Wholesale: Nature and Function. Wholesale organization and Nature of Operations. Stock decisions and sources. Warehouse location and design. Purchasing and Merchandizing. Channel strategy, Financial Aid and operating characteristics.

## **MKT 223: Online Public Relations & Reputation Management (2 Units C: LH 30)**

### Learning Outcomes

At the end of the course, students should be able to:

discuss the nature and scope of online public relations and reputation management.

differentiate between public relations and other promotional tools;

describe the tools applicable in promoting business through online channels;

identify the role of public relations in organizational branding;

show ways by which an organization's reputation can be effectively managed;

develop a public relations plan and evaluate its results; and 7. integrate offline and online public relations with social media.

### Course Contents:

The course will introduce students to the myriad of technologies utilized by today's public relations professionals. Areas covered include:

Introduction to Public Relations. Goals and Tools of Public Relations.

Differences between Advertising and Public Relations. The Nature and tools of online public relations. The Nature and goals of reputation Management.

Tools of online reputation Management. Promoting business through online channels. Monitoring conversations and damage mitigation public relations in organizations. 10. PR and reputation management compared

## **MKT 224: Food & Agricultural Marketing**

**(2 Units C: LH 30)**

### Learning Outcomes

At the end of the course, students should be able to:

discover the relevance of marketing to the agricultural and food sectors in developing countries;

## Course Contents

explain the meaning of the marketing concept in the context of agriculture;  
implement the marketing concept throughout food and agricultural marketing systems;  
relate the functions of marketing in the food and agricultural chain; and  
illustrate the modes of operation of some of the major types of agricultural and food marketing enterprises.

### Course Contents:

Agricultural marketing covers the services involved in moving an agricultural produce from the farm to the consumer. These services involve the planning, organizing, directing as well as the application of marketing tools in the handling of agricultural produce in such a way as to satisfy farmers, intermediaries and consumers.

Areas may include. Agricultural Market infrastructure. Market information. Marketing training. Enabling environments. Agricultural marketing support. Recent developments

GOU-MKT 235 **Place Branding** (2 Units, Compulsory, LH =30, PH = 0)

### Senate-approved Relevance

Our youth are leaving for Europe and America because they lose confidence in the land. They see more opportunities and have stronger beliefs in other countries of the world. We lose our human capital. Transition of knowledge and power becomes difficult. It is arguable that something is wrong with our country branding. Prof. Dora Akunyili (of blessed memory) worked very hard on the rebranding project. The project failed because she was a lone voice. There is an urgent need to groom professionals who will specialize in promoting our heritage, values, and resources. This will engender sustainable cities and communities contained in sustainable development goal (SDG) 11. Godfrey Okoye University has the tradition of leading campaign for important topics such as this.

### Overview

The western world face migration crises because of many years of their country branding. Each country is known for one or a few lucrative activity. Some countries are known for sports, some hospitality, some healthcare, some education, some job opportunities, to mention a few. These are why Africans see Europe and America as best destinations for virtually all human endeavors.

We have lost our talents, our resources, and our image to Westerners. The youth have the belief that nothing good can come from our land. Foreign investors are skeptical about our investment proposals. We get limited attention and unfavorable review even when we have the finest human capital, world-class resources, and enabling business environment.

Place branding is a product of need. It is designed to expose students to our rich cultural value, huge natural endowment, and opportunities in our surroundings. It involves identification and review of our symbolic values, our unique values, and exceptional talents. Place branding will bring Enugu state and the entire Southeast to limelight.

### Objectives

## **Course Contents**

The objectives of the course are to:

Explain concepts of place, city and nation branding.

Identify symbolic values in Enugu State and Southeast.

Identify the complexities of city brand.

List the negative perceptions about Enugu State and Southeast.

Identify the factors which strengthen a place's image.

Examine the narrative model of place branding.

Identify tools for place branding.

Explain the use of personality association to achieve place branding.

## **Learning Outcomes**

At the end of this course, students would be able to:

Explain concepts of place, city and nation branding.

Identify symbolic values in Enugu State and Southeast.

Highlight complexities in city brand.

Explain the negative perceptions about Enugu State and Southeast.

List the factors which strengthen a place's image.

Discuss narrative model of place branding.

Identify tools for place branding.

Examine the use of personality association to achieve place branding.

## **Course Content**

Place branding. City branding. Nation branding. Place marketing. Symbolic value of the territories. Complexity of city brands. Stakeholders contributing to co-creation of city image. Dealing with negative perceptions. Factors that strengthen a place's image. Positive and negative impact of tourism in the city. Narrative model of place branding. Instruments for place branding. Tools for place branding. Personality association. Signature design. Flagship building. Signature district. Event hallmarking. Communication sources and actors.

## **Minimum Academic Standards**

NUC-MAS required facilities.

## Course Contents

GOU-MKT 221 **Pricing Strategy 1** (2 Units, Compulsory, LH =30, PH = 0)

### Senate-approved Relevance

Everyone pays some price at different points; there is a price for all things. Pricing strategy is important to all establishments. It determines a business's level of profitability. It is surprising to understand that there is limited number pricing strategists. It is difficult to find a Professor of Pricing. Godfrey Okoye University is very good at taking some bold steps. It has achieved many feats in the past; it can afford to achieve this one.

### Overview

Pricing is an important marketing tool. It suggests product quality and also serves communication purpose. Pricing is too technical for most business managers to handle. This is why the managers resort arbitrary method.

Pricing is strategic in the sense that it has the capacity to make or mar a business efforts. Thus explains the need for professional price strategists. Pricing strategy 1 is developed to take care of rudiments of pricing. It ranges from introduction to basic pricing frameworks to pricing strategies, setting price levels, managing price variance, and discount management.

### Objectives

The objectives of the course are to:

- Discuss basic pricing frameworks.
- Explain economic price optimization.
- Identify pricing policies.
- Set price levels.
- Examine pricing policies.
- Identify the initial price.
- List product line and life-cycle pricing.
- Explain discounts.

### Learning Outcomes

At the end of this course, students would be able to:

- Discuss basic pricing frameworks.
- Explain economic price optimization.
- Discuss pricing policies.
- Examine price levels.
- State pricing policies.
- Identify the initial price.
- Examine product line and life-cycle pricing.
- Explain discounts.

### Course Content

Introduction to basic pricing frameworks; Demand and Cost Functions in Pricing Analysis. Demand, elasticity and Revenue Functions. Customer Value Theories. Economic Price Optimization. Pricing Strategies, Policies and Tactics; Setting Price Levels. Implementation of Pricing Policies. Structures and Optimizing Pricing Strategies. Price Customization. Segment Pricing. Bundling. Portfolio Pricing. Product Line and Life-Cycle Pricing. Setting Price Levels; Setting Price Boundaries. Establishing the Initial Price. Price/Volume Trade-Off. Price

## **Course Contents**

Elasticity. Customer Driven Pricing. Managing Price Variance; Pricing Policy Development. Price Segmentation. Price Promotions. Discount Management.

### **Minimum Academic Standard**

NUC–MAS required facilities.

GOU-MKT 222 **Pricing Strategy 11** (2 Units, Compulsory, LH =15, PH = 0)

### **Senate-approved Relevance**

Everyone pays some price at different points; there is a price for all things. Pricing strategy is important to all establishments. It determines a business's level of profitability. It is surprising to understand that there is limited number pricing strategists. It is difficult to find a Professor of Pricing. Godfrey Okoye University is very good at taking some bold steps. It has achieved many feats in the past; it can afford to achieve this one.

### **Overview**

Pricing is an important marketing tool. It suggests product quality and also serves communication purpose. Pricing is too technical for most business managers to handle. This is why the managers resort arbitrary method.

Pricing is strategic in the sense that it has the capacity to make or mar a business efforts. Thus explains the need for professional price strategists. Pricing strategy 11 is developed to train

## **Course Contents**

students on price structure, psychology of pricing, challenges/opportunities in industry/market environments, pricing innovations, managerial concerns and organizational requirements.

### **Objectives**

The objectives of the course are to:

- Explain bundle prices.
- Enumerate subscriptions.
- Highlight price and value of products.
- Measure price sensitivity.
- List prices for commodities/utilities.
- State prices for network service.
- List prices for perishable goods.
- Explain prices in two-sided markets.
- Discuss auction pricing model.
- Explain competing for free.

### **Learning Outcomes**

At the end of this course, students would be able to:

- Explain bundle prices.
- Discuss subscriptions.
- Examine the link between price and value.
- Measure price sensitivity.
- List prices for commodities/utilities.
- Explain prices for network service.
- Discuss prices for perishable goods.
- Explain prices in two-sided markets.
- Examine auction pricing model.
- Explain competing for free.

### **Course Content**

Establishing price structures; price-offer configuration. Multipart price structures. Price fences. Bundling, versioning. Subscriptions. Customer lifetime value. Yield management. The psychology of pricing; perceptual challenges. Prospect theory. Price and value communication. Measurement of price sensitivity. Challenges/opportunities in particular industries/market environments; pricing commodities/utilities. Pricing network services. Pricing for products with externalities. Pricing in two sided markets. Pricing for perishable goods. Pricing innovations; auction pricing models. Psychology of pricing. Flash sales. Deal sites. Dynamic yield management. Usage based insurance pricing. Voluntary pricing. Competing with free. Price optimization technology. Managerial concerns and organizational requirements; pricing in a competitive context. Organizational implications. Legal and ethical consideration.

### **Minimum Academic Standard**

NUC–MAS required facilities.

## Course Contents

GOU-MKT 297 **Marketing Theory** (3 Units, Compulsory, LH =30, PH = 0)

### **Senate-approved Relevance**

Marketing theoretical knowledge is key in the current breathtaking competitive business world. It equips professionals to act rationally and at the right time. The course covers key areas of marketing decision. It is designed to actualize the university's mission to produce outstanding graduates who will pursue epistemic unity in all ramifications.

### **Overview**

Marketing theory has not been given adequate attention at undergraduate level. It is treated as topic within other courses. Students find reasons to conduct in-depth study on a few marketing theories when they write their projects. This explains how limited students' knowledge of marketing theories is. Marketing theory is being proposed to bridge the knowledge gap at undergraduate level. It will equip students to become professional marketing researchers and practitioners.

Marketing theory focuses on need, customer personality, attitude and behavior, strategic marketing, branding, communication, networking, retailing, innovation, to mention a few. The course is designed to equip students to meet global marketing standard. Marketing theoretical knowledge will help students in various career lines.

### **Objectives**

The objectives of the course are to:

Explain the meaning of theory.

Identify multidisciplinary foundations of marketing.

Discuss areas of marketing theory.

Ascertain the relationship between theory and model.

State reasons for discussing marketing theories and models.

Discuss theories of need.

Examine brand theories.

Discuss attitude and behavioral theories.

Identify key marketing models.

### **Learning Outcomes**

At the end of this course, students would be able to:

## **Course Contents**

Explain the meaning of theory.  
Discuss multidisciplinary foundations of marketing.  
Identify areas of marketing theory.  
Examine the relationship between theory and model.  
State reasons for discussing marketing theories and models.  
Discuss theories of need.  
Examine brand theories.  
Explain attitude and behavioral theories.  
Discuss key marketing models.

## **Course Content**

Meaning of theory. Multidisciplinary foundations of marketing. Aspects of marketing theory. Theory and model. Reasons for marketing theory and model. Need theories. Advertising theories. Social marketing theories. Brand theories. Communication theories. Network marketing theories. Retailing theories. Buying theories. Theories of relationship marketing. Attitude and behavioral theories. Personality theories. Technology acceptance model. Diffusion of innovation theory. Service-dominant logic. Equity theory. Black box model. SWOT. SOSTAC model. STP model. Marketing strategy theories. Boston Consulting Group (BCG) matrix. Ansoff matrix. GE McKinsey matrix. Hierarchy of effect model. PLC model. PESTLE model. AIDA model.

## **Minimum Academic Standards**

NUC-MAS required facilities.

GOU-MKT 279 **Sports Marketing** (2 Units, Compulsory, LH =30, PH = 0)

## **Senate-approved Relevance**

Sports is one important language of the world. Everyone enjoys sports. Thus, companies align their activities to sport. In the same vein, countries take advantage of sports marketing to improve their reputation. Today, we discuss German Bundesliga, Italia Seria A, English Premier League, Spanish Laliga, French League 1, and so on. We also have a lot to say about Lionel

## Course Contents

Messi, Cristiano Ronaldo, Kyriam Mpape, Uson Bolt, Tiger woods, Serena William and her sister, Roger Federer and many more. It is important to take our sports to the global stage. We have the talents, the sports, and the opportunity. Godfrey Okoye University has the culture of identifying, harnessing, and promoting good talents. Sports marketing is a decent work which guarantees economic growth (SDG 8)

### Overview

Sports is a major source of livelihood in entertainment subsector. It attracts investments, grows GDP, keeps the people happy all year, and has global visibility. In sports, every participant gets some benefits at different levels. In world competition like FIFA World Cup, competing countries get financial rewards at various stages.

Enugu state has huge talents and rich sporting events. There are football, basketball, volleyball, handball, athletics, dancing, and other games. These sporting activities lack necessary coverage and adequate visibility in relation to their counterparts. Sports marketing is designed to expose students to the market niche, train them to maximize the opportunity, and to position our own sports in the minds of the global community. In this case, marketing principles and techniques will be applied to sports.

### Objectives

The objectives of the course are to:

- Explain the concept of sports marketing.
- Examine sponsorship for sports events.
- Highlight the effect of social media presence of athletes.
- Determine methods of pricing tickets for sports events.
- List the techniques for writing sports sponsorship proposals.
- State the duties and responsibilities of a sports agent.
- Explain how to organize and promote sports events/athletes.
- Examine sports industry ethics and leadership in sports.
- Ascertain how sports business is financed.
- Determine how to brand sports events and get sponsors.
- Explain the business revenue model in the sports industry.
- Highlight sports laws and contracts

### Learning Outcomes

At the end of this course, students would be able to:

- Describe the concept of sports marketing.
- Explain sponsorship for sports events.
- Explain social media presence of athletes.
- Identify various methods of pricing tickets for sports events.
- Explain the techniques for writing sports sponsorship proposals.
- Ascertain duties and responsibilities of a sports agent.
- Discuss the organization and promotion of sports events/athletes.
- Discuss sports industry ethics and leadership in sports.
- Explain sports business financing.
- Examine how to brand sports events and get sponsors.
- Discuss the business revenue model in the sports industry.

## **Course Contents**

Explain sports laws and contracts

### **Course Content**

Meaning and nature of sports marketing. Types of sports. Sports marketing techniques. Sports market segmentation. Sports market targeting. Sport market positioning. Managing social media presence of players. Communicating with media and fans. Proposal for sports sponsorship. Sports agency. Leadership in sports. Sports marketing mix. Sports industry ethics. Sports branding. Sports laws and contracts. Ticket pricing. Sports negotiation. Sports revenue model. Sports financing.

### **Minimum Academic Standard**

Marketing laboratory with NUC-MAS required facilities.

GOU-MKT 227 **Healthcare Marketing** (2 Units, Compulsory, LH =30, PH = 0)

### **Senate-approved Relevance**

Healthcare is a basic necessity, it is the first human requirement. Indeed, health is wealth. Healthcare marketing addresses sustainable development goals (SDGs) 3 and 15 on good health and well-being, as well as life on land. Healthcare marketing serves in the areas of healthcare service delivery and social responsibility. This is in line with the University's community service role.

### **Overview**

Healthcare marketing is conceived to bridge existing gap between expectations on health benefits and actual experience. It serves the interest of healthcare service providers and those of receivers. It indicates roles of healthcare professionals, patients and their care givers, other customers, and third-party service providers. Healthcare marketing promotes active participation of these health service participants.

It is important to note that majority of the people lack basic healthcare knowledge. This is why we record cases of drug abuse and self-medication. The results of these are deformity, violence, and untimely deaths. Healthcare marketing is designed to train students on how to use their marketing skills to provide healthcare to humanity. The course includes marketing of medical tools, goods/services, healthcare routines, alternative to medicine, to mention a few.

## **Course Contents**

### **Objectives**

The objectives of the course are to:

- Explain the meaning and nature of healthcare marketing.
- State the role of marketing in health institutions.
- Discuss healthcare system marketing.
- Examine healthcare industry.
- Explain marketing environment in health sector.
- State factors influencing the use of marketing in healthcare services.
- Explain healthcare buying behavior.
- Describe healthcare marketing information system.
- Examine competition in health sector.
- Discuss healthcare marketing mix.

### **Learning Outcomes**

At the end of this course, students would be able to:

- Explain the meaning and nature of healthcare marketing.
- Discuss the role of marketing in health institutions.
- Identify areas of marketing in healthcare system.
- Examine healthcare industry marketing.
- Explain marketing environment in health sector.
- Examine factors influence the use of healthcare services.
- Explain healthcare buying behavior.
- Describe healthcare marketing information system.
- Examine competition in health sector.
- Discuss healthcare marketing mix.

### **Course Contents**

Meaning and nature of healthcare marketing. The role of marketing in health institutions. Healthcare system and its trade-offs. The healthcare industry. Marketing environment. Factors influencing use of healthcare services. Strategy and market planning. Healthcare buying behavior. Healthcare market information systems. Marketing research in health sector. Market segmentation. Market targeting. Market positioning. Competition in health sector. Healthcare service management. Healthcare service development and branding. Pricing strategies and decisions in health sector. Designing and managing healthcare marketing channels. Integrated marketing communications in health sector. Personal marketing communications; word-of-mouth. Sales. Direct marketing.

### **Minimum Academic Standards**

NUC-MAS required facilities.

## Course Contents

GOU-MKT 269 **Security and Legal Marketing** (2 Units, Compulsory, LH = 30, PH = 0)

### **Senate-approved Relevance**

Security becomes everybody's business when there is right, timely information. Igbo people have the problem of taking safety measure one time. Thus, they become victims of ethnic attack or genocide fall. On the other hand, people are reminded that ignorance of law is not an excuse even when they lack information on legal issues, court rulings, and legislative proposals. Ignorance of law has taken a toll on the people of Enugu state and Southeast at large. Security and legal marketing is being presented as a panacea security and legal issues. The course is in line with sustainable development goal (SDG) 16 on peace and justice strong institutions.

### **Overview**

Security and legal marketing is essential in this troubled part of the world. On daily basis, kidnapping, ritual killing, terrorist attacks, or bomb explosions is reported. It is difficult to contain insecurity in Southeast because the people lack the knowledge on how to track criminals and provide useful report to the security agents. This course is designed to expose people to security and legal matters to enable them take rational decisions.

Security and legal marketing is developed to equip students to protect lives and property by providing security and legal information to various target audience. This course involves review of defense and security sectors, areas of security concern, marketing strategy for security firms, relationship between law and marketing, legal concept, marketing of law firms and legal services, as well as challenges facing marketing of laws of the land.

### **Objectives**

The objectives of the course are to:

Define defense and security sectors.

List areas of security concern.

Highlight agents of security threat.

Discuss roles of key stakeholders in security matters.

Identify brand security programs.

Highlight marketing strategy for security firms.

Explain the concept of law.

Examine the different dimensions of law.

Identify legal Issues in marketing security services.

Explain the relationship between law and marketing.

Explain the concept of legal marketing.

Highlight legal issues that can be handled by marketers.

Describe how to market lawyers.

Discuss how to market law firms.

Explain marketing of legal services.

## Course Contents

Identify the challenges facing marketing of laws of the land.

### Learning Outcomes

At the end of this course, students would be able to:

Discuss defense and security sectors.

List areas of security concern.

Highlight agents of security threats.

Discuss roles of key stakeholders in security matters.

Explain branding of security programs.

Examine marketing strategy for security firms.

Discuss the concept of law.

Explain the dimensions of law.

Identify legal Issues in marketing security services.

Explain the relationship between law and marketing.

Explain the concept of legal marketing.

Highlight legal issues that can be handled by marketers.

Describe how to market lawyers.

Discuss how to market law firms.

Describe how to market legal services.

Identify the challenges facing marketing of laws of the land.

### Course Content

Overview of defense and security sectors. Security settings. Areas of security concern. Agents of security threat. Publics of security firms. Security branding. Marketing strategy for security firms. Defense lobbying. Defense techniques. Meaning and nature of law. Dimensions of law. Legal issues. Law and marketing. Concept of legal marketing. Marketing of lawyers. Marketing of law firms. Marketing of legal services. Challenges facing legal marketing.

### Minimum Academic Standard

NUC–MAS required facilities.

## 300 LEVEL

### GST 312: Peace and Conflict Resolution

(2 Units C: LH 30)

#### Learning Outcomes

At the end of the course, students should be able to:

analyze the concepts of peace, conflict and security;

list major forms, types and root causes of conflict and violence;

differentiate between conflict and terrorism;

enumerate security and peace building strategies; and

describe roles of international organizations, media and traditional institutions in peace building.

#### Course Contents

Concepts of peace, conflict and security in a multi-ethnic nation. Types and theories of conflicts: ethnic, religious, economic, geo-political conflicts.

Structural conflict theory, realist theory of conflict, frustration-aggression

## Course Contents

conflict theory. Root causes of conflict and violence in Africa: indigene and settlers' phenomena; boundary/boarder disputes; political disputes; ethnic disputes and rivalries. Economic inequalities; social dispute. Nationalist movements and agitations. Selected conflict case studies – Tiv-Junkun; Zango Kartaf. Chieftaincy and land disputes, etc. Peace building, management of conflicts and security. Peace and human development. Approaches to ease & conflict management - (religious, government, community leaders etc.). elements of peace studies and conflict resolution. Conflict dynamics assessment scales. Constructive and destructive, justice and legal framework. Concepts of social justice; the Nigerian legal system. Insurgency and terrorism. Peace mediation and peace keeping. Peace and Security Council (international, national and local levels). Agents of conflict resolution – conventions, treaties, community policing. evolution and imperatives. Alternative Dispute Resolution (ADR). Dialogue, arbitration, negotiation, collaboration, etc. Roles of international organizations in conflict resolution - (a). the United Nations (UN) and its conflict resolution organs; the African Union and Peace Security Council. ECOWAS in peace keeping. The media and traditional institutions in peace building. Managing post-conflict situations; refugees. Internally Displaced Persons (IDPS). The role of NGOs in post-conflict situations.

### ENT 312: Venture Creation

(2 Units C : LH 15; PH 45)

#### Learning Outcomes

At the end of this course, students, through case study and practical approaches, should be able to:

- describe the key steps in venture creation;
- spot opportunities in problems and in high potential sectors regardless of geographical location;
- state how original products, ideas, and concepts are developed;
- develop business concept for further incubation or pitching for funding;
- identify key sources of entrepreneurial finance;
- implement the requirements for establishing and managing micro and small enterprises;
- conduct entrepreneurial marketing and e-commerce;
- apply a wide variety of emerging technological solutions to entrepreneurship, and
- appreciate why ventures fail due to lack of planning and poor implementation.

#### Course Contents

Opportunity identification: sources of business opportunities in Nigeria, environmental scanning. Demand and supply gap/unmet needs/market gaps/market research. Unutilised resources, social and climate conditions and technology adoption gap. New business development: business planning, market research, etc. Entrepreneurial finance: venture capital, equity finance. Micro finance, personal savings, small business investment organizations and

## Course Contents

business plan competition. Entrepreneurial marketing and e-commerce. Principles of marketing, customer acquisition and retention. B2B, C2C and B2C models of ecommerce. First mover advantage, e-commerce business models and successful e-commerce companies. Small business management/family business. Leadership & management: basic book keeping, nature of family business and Family Business Growth Model. Negotiations and business communication: strategy and tactics of negotiation/bargaining. Traditional and modern business communication methods. Opportunity Discovery Demonstrations: business idea generation and presentations. Business idea contest, brainstorming sessions, idea pitching, etc. Technological Solutions: the concepts of market/customer solution, customer solution and emerging technologies. Business Applications of new technologies: Artificial Intelligence (AI), Virtual/Mixed Reality (VR), Internet of Things (IoT), Blockchain, Cloud Computing, Renewable Energy, etc. Digital business and e-commerce strategies).

### **Mkt 303: Legal Aspects Of Marketing**

**(3 Units C: LH 45)**

#### **Learning Outcomes**

At the end of this Course, Students should be able to:

define the concept of law;

describe the court system;

identify the court of special jurisdiction;

explain the concept of judicial precedence;

relate the choice of law and interpretation of statute;

apply, in all business relationships, the general principles of contracts; sales of goods, and hire purchase; and

comprehend product liability; commercial paper, debtor-creditor relations, property, agency and employment, partnership, corporation.

#### **Course Contents:**

Concept of Law: Definition of Law; kinds of law; Main divisions and Main branches of law. The sources of the law- The common law, Equity, Legislation or statute law; Customs and opinions of textbook writers and judicial precedent, international obligation.

The Court System: Hierarchy of courts: Supreme Court of appeal. High court, Federal high court, magistrate customary or area court

Court of special Jurisdictions: Juvenile court, National industrial courts, Military court and the tribunal; The coroner's court

Judicial Precedent: The meaning and doctrine of stare recesses. The Ratio Decidendi- The obiter dictum

Choice of Law. Interpretation of Statute. Other areas covered in the course include: Examination of the nature of law in Nigeria and the formation and application of legal principle in Nigeria; the role of law in the society; the legal

## Course Contents

environment in which business operate, particularly government taxation; negotiable instrument, insurance, competition, and labour management relations; and the concept of property; property creations, transfer and importance to our business society.

### **Mkt 304: Marketing Theory**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

Upon the completion of this course, the student should be able to:  
distinguish between marketing and sales;

recognize the need for theory and techniques of marketing; 3.

explain the different stages of marketing theory developments;  
and

4. describe the evolution of marketing theories.

#### **Course Contents:**

Definitions of marketing; Needs for theory and techniques of marketing management; The stages of marketing theory development; Evolution of marketing theories, Theories of marketing—Marketing mix management paradigm and Relationship Management paradigm, etc. Dimensions of marketing thought, identity crisis in marketing, etc. Different epochs of marketing thought.

### **Mkt 311: Digital Marketing Management**

**(3 Units C: LH 45)**

#### **Learning Outcomes**

At the end of the course, Students should be able to:

define the concept of digital marketing;

identify the tools of digital marketing;

describe the components of digital marketing;

comprehend the contemporary marketing practices via digital technology;

recognize the fundamental trends shaping marketing practice today; 6.

describe the new frameworks for marketing in the digital economy; and

7. demonstrate the tactical marketing applications in the digital economy.

#### **Course Contents:**

This course is designed to combine online and offline interactions between companies and customers. It blends style with substance in building brands, and ultimately complements machine-to-machine connectivity with human-to-human touch to strengthen customer engagement .The idea is to help marketers in training to transition into the digital economy, which has redefined the key concepts of marketing. Students will be made to understand how digital marketing and traditional marketing can coexist with the ultimate goal of winning customers' advocacy.

## Course Contents

This course investigates how “brick-and-mortar” organizations can incorporate the entrepreneurial and management side of internet marketing to create an online presence and increase market share. In addition to textbook and selected course readings, students will be introduced to e-marketing in a computer lab where they will evaluate search engines, construct web sites, and learn about other viral, e-mail, social, and electronic-internet marketing as well as the systematic design, collection, analysis, and reporting of data relevant to the marketing function within the organization. It specifically addresses the growing role that technology plays in predicting consumer behaviour, marketing trends, addressing marketing problems, and the development of new products and services. This is a core course for marketing majors.

Areas Covered are: Meaning, tools, and components of digital marketing; Digital Marketing Strategies; The influential digital subcultures. Integrating traditional and digital marketing. Theories of Digital Marketing; New Customer Path, digital marketing and cyber security. Tactical Marketing Applications in the Digital Economy; Managing online complaints Diversification of marketing technology and consumer behaviour Human-centric and content marketing. Omnichannel and engagement marketing. Building Online Customer Traffic. Artificial intelligence and machine learning. Research in Digital Marketing. Legal aspect of digital marketing.

### **MKT 312: Logistics and Distribution Management**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

Upon completion of Students should be able to:  
understand the nature and scope of logistics in marketing management;  
describe the various types of distribution channels;  
relate the intensity of channel coverage; and  
explain contemporary issues in logistics and distribution management.

#### **Course Contents:**

Meaning of marketing logistics, Military versus Marketing logistics, Scope of logistics in marketing, Management of distribution channels; Intensity of channel coverage, Selecting and working with individual middle men, Channel conflict and management, Vertical marketing systems. Inventory management; inventory analysis, cyclical ordering system, ABC analysis, Flow control system, Fixed order quantity system, Material requirement planning system. Economic order quantity: Materials handling, Warehousing/distribution centre management, Critical path method, Customer service, Contemporary issues in logistics and Distribution management.

## Course Contents

### **MKT 313: Marketing Practicum: Skill Development and Project (2 Units C: LH 15; PH 15)**

#### **Learning Outcomes**

Upon completion of this course student should be able to:  
apply the current best practices in marketing operations;  
design products/ services in line with consumer needs and develop the relevant marketing strategies;  
formulate profit maximizing and value-creating strategies in place of sales-building strategies; and  
develop analytical, problem solving and sound decision- making skills in marketing.

#### **Course Contents:**

This course will draw from various aspects of marketing to enrich the students' experience by way of direct customer engagement and marketing process development. Four major segments are involved. First, the student is taken through the strategic marketing process with a duty to design a product/ service as well as the relevant marketing strategies. Second, the student is made to pay observatory visit to a marketing organisation and document some marketing issues based on the reporting template provided by the instructor; or conduct a marketing audit with a view to offering marketing advice where necessary. Third, the student is introduced to case analysis. This enables the student to develop some problem solving and marketing decision-making skills. Finally, the student is made to evaluate and critique some marketing tactics and strategies currently employed by organisations. Models and simulations are also used here. The marketing laboratory/ICT Studios would be in use for this purpose.

Areas covered in this course include, but not limited to, Sales presentation and strategies, Marketing case analyses, Contemporary Marketing practices, Marketing mix elements and management, Relationship marketing, Marketing analytics, Digital marketing, Consumer behaviour, branding, Integrated marketing communications, etc.

### **Mkt 321: Consumer Behaviour**

**(3 Units C: LH 45)**

#### **Learning Outcomes**

Upon completion of this course student should be able to:  
understand the role of the consumer in marketing, the consumer perspective and viewpoints, overview of consumer decision;  
examine the various dimensions of culture context of consumer behaviour;  
describe the nature and influence of individual;  
explain the nature of communication; attitude change;  
understand the decision processes; and  
explain the nature and scope of consumerism.

## Course Contents

### Course Contents:

The course introduces the student to the influence that consumer behaviour has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision making. Topics include:

(i) Introduction: Role of the Consumer in Marketing, the Consumer Perspective and View Points, Overview of Consumer Decision – Process and determinants of consumer behaviour (ii) Group Influence on Consumer: Culture Context of Consumer Behaviour, Social stratification, Reference Group and Sub-Culture Influences.

The Nature and Influence of Individual: Predispositions. Information Processing, Learning Process, Evaluative Criteria, Attitudes, Personality.

Attitude Change and Persuasive Communication: Nature of Communication; Attitude Change:

Decision Processes: Problem Recognition Processes, Evaluation Processes, Purchasing Processes, Post-Purchase Processes.

Consumerism: Issues in consumerism, Current Status of Consumer Behaviour Research.

### Mkt 322: Strategic Marketing

(2 Units C: LH 30)

#### Learning Outcomes

Upon completion of this course student should be able to:  
recognize the concepts and issues of strategic marketing management;  
analyse the strategic marketing process;  
examine the five competing philosophies in marketing;  
describe marketing in the corporate environment, cost and profitability analysis; and  
explain the contemporary issues in strategic marketing management.

#### Course Contents:

Introduction to strategic marketing management- meaning and objectives. Marketing strategies and tactics. Strategic marketing process- formulation, implementation, and evaluation. The five competing philosophies in marketing. Environmental analysis and forecasting. Marketing in the Corporate environment, Cost and profitability analysis, Marketing planning and control. Marketing controller concepts, Marketing audit, Decision tools in marketing strategy. Marketing and functional strategy. Contemporary issues in strategic Marketing management.

### Mkt 323: Marketing Research & Analytics

(3 Units C: LH 45)

#### Learning Outcomes:

Upon completion of this course student should be able to:  
understand the various business research tools to market analysis and opportunities' identification;

## Course Contents

evaluate the dimension of consumer behaviour analysis, the problems and prospects of business research;  
examine the use of digital analytics to understand online customer behavior;  
and  
explain the concepts of digital marketing intelligence.

### Course Contents:

Marketing operation begins with need identification. Thus, this course is designed to apply the various business research tools to market analysis and opportunities' identification. This involves data gathering, analysis and report writing. It will include Consumer behaviour analysis, the problems and prospects of business research in a sellers' market as well as buyers' market, the condition for marketing excellence based on analytics. Other areas covered in the course will therefore include:

- Market segmentation analytics. Competitive analytics. Product and service analytics. Price analytics. Distribution analytics. Promotion analytics. Sales analytics. The use of Digital Analytics to understand Online Customer behavior. Evolution of Digital Analytics. Scope of Digital Analytics. Applied Digital Analytics. Issues in Digital Analytics. Implications of Digital Analytics for Online Marketing practice. Success Factors in Digital Analytics. Digital Marketing Intelligence. Big data analytics

## Mkt 324: Marketing Operations Management

(2 Units C: LH 30)

### Learning Outcomes

Upon completion of this course student should be able to:  
understand the concept of decision making in marketing;  
explain the theoretical foundation for marketing management;  
relate the techniques of marketing operations measurement and facility location;  
comprehend sales and profit equations as tools for marketing planning and control; and  
employ the theory of marketing resource allocation in profit and sales planning.

### Course Contents:

Introduction to marketing decision-making using game theory, Markovian chain, Decision tree, etc. Other areas include Mathematical Programming and theoretical foundation of analysis and control in marketing management as well as the application of decision-making techniques to marketing problems in the firms' branding processes, Depot and store layouts, Distribution scheduling, Quality control, product planning. The techniques of sales measurement, Facility location, Profit planning, Sales scheduling and sequencing, PERT and Limited resource project planning. Sales and Profit equations as well as territorial mapping are also included.

## Mkt 326: Sales Management

(2 Units C: LH 30)

## Course Contents

### Learning Outcomes

Upon completion of this course student should be able to:  
identify major sales management functions;  
understand the personal selling techniques and management;  
explain the sales-force management: planning, control and organisation;  
examine the various dimensions of sales planning and control; and  
evaluate the role of sales management in the entire marketing operations.

### Course Contents:

Sales volume planning and control; Sales variance and micro-sales analyses, Market share analyses, Sales management functions; Personal selling techniques and management; Salesforce planning, control and organisations; Dimensions of sales planning and control; The role of sales management in marketing; Sales forecasting and market measurements; Sales territory mapping and managements; Sales-force performance evaluation. Controlling the sales operations: Staffing, compensation and motivation; Current issues in sales management.

GOU-MKT 317 **Event Marketing** (2 Units, Compulsory, LH =30, PH = 0)

### Senate-approved Relevance

No one likes to discuss a failed event; people wish it is forgotten. The reason is that it creates huge loss, mental stress, to mention a few. As social gathering, events should be fun, memorable and a means of connecting with potential partners, not a regrettable experience. Events build partnerships that can achieve goals (see sustainable development goal, SDG 17). This is in line with Godfrey Okoye University's principles of epistemic, religious, and cultural dialogue. Event marketing is designed to train students who can handle events professionally.

### Overview

It is always observed that important events get messed up given that they are handled by those who lack basic knowledge in event planning, marketing and implementation. Events are marred through poor planning and introduction of irrelevant activities. These are the reasons for introducing event marketing.

The course is designed to raise professional event marketers in a modern and service-oriented subsector which experiences huge challenges and uncertainties in decision making. The course enhances the right and basic work ethics that are relevant in planning and marketing events. It prepares students for event consultancy. The course focuses on the principles and practices of sound public relations. It involves communications and interpersonal skills, problem solving, workplace safety, and knowledge of information and communication technology.

### Objectives

The objectives of the course are to:

Describe nature of events and significance.

Identify different types of events.

Explain event management systems.

Explain economic, social, cultural, and environmental impact of events.

Explain the meaning of event marketing.

## **Course Contents**

State planning and branding of events.  
Discuss budget and allocate cost on events.  
List marketing prices of events.  
Explain personal and group influence on event participants.  
Discuss events using the marketing variables.  
Examine consumer decision making process.  
Identify the use of information and communication technology for events.  
Identify risks which arise during events.

## **Learning Outcomes**

At the end of this course, students would be able to:  
Describe nature of events and their significance to host community.  
Highlight different types of events.  
Explain event management systems.  
Discuss economic, social, cultural, and environmental impact of events.  
Explain the meaning of event marketing.  
Examine planning and branding of events.  
Discuss budget and allocation of cost on events.  
State prices for events.  
Examine personal and group influence on event participants.  
Discuss marketing of events using the marketing variables.  
Examine consumer decision making process.  
Enumerate the use of information and communication technology for events.  
Discuss risks which arise during events.

## **Course Content**

Nature of events. Important of events to the host community. Types of events. Event management systems. Economic impact of events. Socio-cultural impact of events. Environmental impact of events. Meaning of event marketing. Analysis of hospitality environment. Event planning. Tools for event planning. Event branding. Relevant costing/accounting information for decision. Budgeting and standard costing systems. Cost allocation. Pricing methods. Communication in events. Structure and language of business letters and reports. Personal and group influence on event participants. Event marketing mix. Event advertising copy writing and slogan. Consumer decision making process. Networking. ICT for events. Risk management. Case studies.

## **Minimum Academic Standard**

NUC–MAS required facilities.

## Course Contents

GOU-MKT 347 **Project Marketing** (2 Units, Compulsory, LH = 30, PH = 0)

### **Senate-approved Relevance**

It is interesting to note that important projects are launched without stakeholder engagement and with limited monitoring. People-oriented projects should be known and completed with the help of the people. Project marketing is an approach used to develop, package, and market need-based projects. It is necessary for actualization of sustainable development goals (SDGs) 8, 9, 11, 13, and 14 on decent work and economic growth, industry, innovation and infrastructure, sustainable cities and communities, climate action, and life below water.

### **Overview**

A project explains sequence of activities performed for common good. Projects lead to provision of tangible and intangible benefits. There are community, government, corporate, household, and individual projects. All projects require wide coverage and adequate stakeholder engagement. The reason is to enable people appreciate the importance of a project and comply with required routines. Project marketing includes project, risk, personnel, financial, time, logistics, and supply chain management.

Project marketing course will equip students to plan and package projects, follow through the implementation of a project, and facilitate the compliance of the masses. It involves understanding project requirements, project planning, scheduling, budgeting, implementation, and marketing.

### **Objectives**

The objectives of the course are to:

- Explain the concept of project.
- Highlight components of project.
- Highlight the art and science of project management.
- Explain project schedules and budget.
- Describe project lifecycle.
- Estimate project duration and costs.
- Identify the progress of a project.
- Examine project risks.
- Explain stakeholders' expectations in projects.
- Identify effective team communications.
- Assess the performance of projects.

### **Learning Outcomes**

At the end of this course, students would be able to:

- Explain the concept of project.
- Highlight components of project.
- Discuss the art and science of project management.
- Identify project schedules and budget.
- Describe project lifecycle.
- Estimate project duration and costs.

## **Course Contents**

Explain the progress of a project.  
Identify project risks.  
Examine stakeholders' expectations.  
Examine effective team communications.  
Evaluate the performance of projects.

## **Course Content**

Overview of project. Components of project management. Functions of a project manager. Art and science of project management. Constraints of project management. Stakeholder analysis. Problem analysis. Project planning. Estimating project time and cost. Scheduling resources. Risk management. Strategy analysis. Project lifecycle. Project procurements. Supply chain management. Human resources management. Marketing of projects. Process and performance measurement.

## **Minimum Academic Standards**

NUC-MAS required facilities.

**GOU-MKT 365 Digital Marketing** (3 Units, Compulsory, LH =30, PH = 45)

## **Senate-approved Relevance**

The world community has gone digital and all corporate citizens including Godfrey Okoye University have keyed into the new media. The digitization of human activities is paramount for actualization of sustainable development goals (SDGs) 1, 2, 4, and 11 on no poverty, zero hunger, quality education, and sustainable cities and communities. Digital marketing skill is relevant to all forms of job descriptions. It is a practical-based, lucrative endeavor. Digital marketing skill is entrepreneurial and it will give our students strategic edge over their counterparts.

## **Overview**

## **Course Contents**

Digital marketing skill is required for contemporary work schedules. It equips students for creative service delivery. Digital marketing is a perfect approach to implement NUC's mandate to focus on entrepreneurial aspects of all university courses.

The course involves copyrighting; photography; audio recording; videoing; photo, audio and video editing; search engine optimization, media selection, as well as content marketing, telemarketing, catalogue marketing, online marketing and email marketing.

### **Objectives**

The objectives of the course are to:

Explain the use of information and communication technology for marketing.

Discuss content writing.

Explain the importance of good photos in digital marketing.

Explain sound audio and audio-visual contents.

Discuss written, photo, audio, and audio-visual contents.

Highlight search engine optimization.

Identify media channel.

List the media audience.

Discuss the level of engagement.

### **Learning Outcomes**

At the end of this course, students would be able to:

Explain the use of information and communication technology for marketing.

Examine written contents.

Discuss the importance of good photos.

Create sound audio and audio-visual contents.

Explain written, photo, audio, and audio-visual contents.

Examine search engine optimization.

Identify media channel.

List the media audience.

Explain the level of engagement.

### **Course Content**

Meaning and nature of digital marketing. Content marketing. Telemarketing. Catalogue marketing. Online marketing. Email marketing. Content development; copyrighting. Photography. Audio recording, videoing editing. Photo editing. Audio editing. Video editing. Search engine optimization. Media selection. Media tracking. Challenges of digital marketing in Nigeria. Solutions.

### **Minimum Academic Standard**

Marketing laboratory with NUC-MAS required facilities.

## Course Contents

GOU-MKT 374 **Credit Management** (2 Units, Compulsory, LH = 30, PH = 0)

### **Senate-approved Relevance**

Godfrey Okoye University has a duty to provide research-based solution to credit crises ravaging most businesses in Enugu State and Southeast at large. The university understands that humans are social beings who enjoy dialogical process of knowledge acquisition and dissemination. Credit management is designed to equip students with necessary skills to help solve the huge crises emanating from credit facilities.

### **Overview**

Credit facility is a fundamental phenomenon in business endeavor. Business owners give and receive credit facilities in different forms and under different conditions. Credit facility is a necessary evil. On one hand, it is used to grow businesses. On the other hand, it wields the power to destroy a business. Trade credit has created enormous problems among business partners. It stains business relationship and sometimes destroys partnerships.

Credit management is designed to review decisions on credit, conditions for credit facility, time of payment, debt recovery, and the likes. The students will be trained to become successful credit management consultants.

### **Objectives**

The objectives of the course are to:

Explain the meaning of credit.

Identify kinds of credit facilities.

Highlight costs of credit.

Explain credit policies.

Examine the process of providing credit facilities.

Identify credit risks.

List credit collection methods.

Examine legal procedure for credit collection.

## Course Contents

### Learning Outcomes

At the end of this course, students would be able to:

Explain the meaning of credit.

Identify kinds of credit facilities.

Highlight costs of credit.

Explain credit policies.

Discuss the process of providing credit facilities.

Explain the control of credit risks.

State credit collection methods.

Discuss legal procedure for credit collection.

### Course Content

Definition of credit. Credit risk management. Kinds of credit facilities. Cost of credit. The credit department. Credit policy. Credit agreements. Credit process. Credit selection. Credit risk. Risk assessment and control. Credit portfolio. Credit rating systems. Economics of credit. Information sources and their value. Scoring. Insurance. Credit collection methods. Legal procedures and use of third parties.

### Minimum Academic Standard

NUC-MAS required facilities.

### 400 Level

#### Mkt 411: Analysis For Marketing Decisions

(2 Units C: LH 30)

#### Learning Outcomes;

Upon completion of this course student should be able to:

understand the elements of decision analysis;

examine the various dimensions of operational research approach to marketing decision analysis;

describe modelling in or, simulation; cases for or analysis; and

understand the concepts and various dimensions of inventory management.

#### Course Contents:

Elements of Decision Analysis, Types of Decision Situations, Decision Trees; Operational Research Approach to Decision Analysis, Systems and System Analysis; Modelling in OR, Simulation; Cases for OR Analysis, Mathematical Programming; Transportation Model, Assignment Model, Conflict Analysis and Game Theory, Project Management, other OR Models: Inventory, Replacement, Line Balancing, Routing and Sequencing, and Search.

#### MKT 412: Contemporary Issues in Marketing Practice

(2 Units C: LH 30)

#### Learning Outcomes

Upon completion of this course student should be able to:

## Course Contents

understand the fundamental trends shaping the practice of marketing in different sectors of the economy;  
evaluate the changing concepts and techniques for formulating competitive strategy;  
recognize the new frameworks for marketing in the digital economy;  
describe the emerging concepts and the influence of technology in marketing;  
and  
explain the tactical marketing applications in all spheres of human existence as well as the patterns of interactions among competitors.

### Course Contents:

Areas covered include Neuro-marketing, Peace marketing, Green marketing, Experiential marketing, Customer experience management, Healthcare marketing, Talent marketing, Events marketing, Entrepreneurial marketing, Tourism marketing, Sports marketing, forensic marketing, quality of life marketing, etc. It focuses on analysing the emerging structure of industries, the evolution of this structure, and the unfolding patterns of interactions among competitors in various industries.

## Mkt 413: New Product Development and Management

(2 Units C: LH 30)

### Learning Outcomes

Upon completion of this course student should be able to: 1. understand the art and science of branding;  
examine brands from the perspectives of the cultures;  
explain the basic branding disciplines;  
describe contemporary topics such as parodies, brand community, and branded entertainment; and  
explain the branding challenges associated with today's interconnected, consumerempowered, and transparent web-enabled world.

### Course Contents:

This is a course about the art and science of branding, and the strategies through which companies can create, capture, and sustain shareholder value through brands. Through a mixture of theory and real-world cases, the course examines brands from the perspectives of the cultures and consumers who help create them, and the companies who manage them over time. Basic branding disciplines including positioning and repositioning, brand equity measurement, brand leverage, integrated brand communications, brand stewardship, and brand architecture are considered, as are more contemporary topics such as parodies, brand community, and branded entertainment. Particular attention is paid to branding challenges associate with today's interconnected, consumer-empowered, and transparent web-enabled world.

## Course Contents

### MTK 416: Marketing Persuasions

(2 Units C: LH 30)

#### Learning Outcomes

Upon completion of this course student should be able to:  
explain communication as a tool for the practice of marketing;  
describe the various ways of building persuasive messages in sales presentations;  
discuss adaptation and selection of words as well as basic needs for adaptation;  
evaluate the techniques of cross-cultural communication, correctness of communication; 5. prepare marketing proposals and reports writing; and  
6. acquire the skill for persuasive selling.

#### Course Contents:

Communication in marketing; role of communication in marketing operations; main forms of communications; variety in communication activity in marketing; Adaptation and selection of words; basic needs for adaptation. Constructions of clear sentences/words; writing for effect; marketing ethics and etiquettes; and the need for effect. Accent for positive language; directness; process of writing; routine inquiries; indirectness/situation in indirectness; indirectness in persuasion/sales messages; Pattern variations in memorandum and emails. Report structure, graphics, informal oral communication, business/public speaking and oral reporting, technology-enabled communication. Techniques of cross-cultural communication; correctness of communication, marketing proposals and report writing; Message development: message content, message format, message structure, and sales message delivery; electronics communication and impression management, media interactions and interviews.

### Mkt 421: Political Marketing

(2 Units C: LH 30)

#### Learning Outcomes

At the end of the course, students should be able to:  
examine the nature and scope of political marketing;  
describe the models for political marketing practice;  
evaluate different theoretical approaches to political marketing;  
analyse the voter's behaviour in political marketing; and  
comprehend political marketing as a contemporary foundation of democracy.

#### Course Contents:

This course is designed to show the students how Political Organisations can adapt marketing techniques and concepts to achieve their goals. In other words, the course offers the student new ways of understanding modern politics from marketing perspective. Its focus extends from campaigning to the high politics of government and party management with explanatory models of party and voter behaviour. The bottom-line is that marketing gives impetus to party politics. Topics covered include:

## Course Contents

nature and scope of political marketing;  
strategies and concepts in political marketing;  
political marketing issues and applications;  
multi-theoretical approaches to political marketing;  
models for political marketing practice;  
voter behaviour in political marketing;  
classical and emerging political marketing tools.

### **Mkt 422: Energy Marketing**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

At the end of the course, Students should be able to:  
understand the role of marketing in the power/oil & gas sector;  
analyze the price formation dynamics for energy products;  
explain how the forces of demand and supply affect oil and gas market;  
comprehend the structure of oil and gas industry and the marketing requirements;  
recognize how global politics and institutions affect the energy sector; and  
describe energy products/types as well as the contractual arrangements that affect the structure, production and pricing of energy products.

#### **Course Contents:**

Power Sector: Marketing Strategies in the Power sector.  
Electricity generation. Electricity billing. Electricity distribution. Electricity promotion Oil & Gas  
Sector: Topics covered will include  
Upstream sub-sectors: structure, issues and marketing  
Mid-stream sub-sectors: marketing challenges and issues.  
Downstream sub-sector: components and marketing issues  
Analysis of Petroleum Industry Act, and the marketing Implications  
Global oil outlook: The Role of OPEC and other institutions influencing global oil trade.

### **Mkt 423: Global Marketing**

**(2 Units C: LH 30)**

#### **Learning Outcomes**

At the end of the course, Students should be able to:  
Understanding the Nature and scope of comparative marketing;  
Examine the concepts of Balance of payments in global marketing;  
Evaluate the Protection and trade resolutions, cultural and social forces;  
Explain the Nature and concepts of internet marketing;  
Understand the Web based consulting, the internet and the marketing mix, legal aspects of a cyber-marketing;

## Course Contents

Formulate the Competitive strategies in global markets; and  
Explain the contemporary issues in international/ global marketing.

### Course Contents:

This course is designed to facilitate an understanding of global marketing issues. Specific attention will be paid to cultural sensitivity in all facets of the marketing and promotional mixes, marketing research, and market development. Nature and scope of comparative- marketing. Basis for Trade: Absolute versus comparative advantage. Balance of payments. Marketing strategies in penetrating foreign markets. Protection and trade resolutions. Cultural and social forces. Marketing in Nigeria, Asia, China, America, Japan etc. The nature of the internet. The meaning of the internet marketing. Salesmen and the internet. Web based consulting. The internet and the marketing mix. Legal aspects of cyber-marketing. Applying the internet to business. Cyber marketing as a tool for global marketing process. Internet marketing and e-commerce. Contemporary issues in Internet marketing. Introduction to international marketing designing, international marketing. strategic international marketing segmentation. Researching international markets. Product policies for world marketing. Pricing in world market. distribution decisions in international marketing, marketing planning and organization. marketing information system for international marketing. understanding competitive advantages. Entering the international market. Competitive strategies in international markets. Role of government in international marketing. contemporary issues in international marketing.

## Mkt 425: Integrated Marketing Communications

(2 Units C: LH 30)

### Learning Outcomes

At the end of the course, Students should be able to:  
understand the field of integrated marketing communications as part of an overall marketing strategy;  
evaluate the role of integrated advertising and promotion in the marketing communications program of an organization;  
describe how various factors (creative, media, etc.) should be applied in planning, developing, and implementing advertising and promotional campaigns and marketing programs;  
develop marketing communication strategy that integrates these tools for more efficient and effective communication;  
explain concept and nature of promotion, the role of promotion in marketing;  
and  
understand the elements of the promotion mix.

### Course Contents:

Designed to introduce the field of integrated marketing communications as part of an overall marketing strategy. The emphasis in this course will be on the role of integrated advertising and promotion in the marketing

## Course Contents

communications program of an organization. As with any specialized field of marketing, we will analyse how this area of advertising and promotion fits into the overall marketing process. Our major thrust will be to study how various factors (creative, media, etc.) should be applied in planning, developing, and implementing advertising and promotional campaigns and marketing programs.

Marketing communication has moved beyond advertising to include interactive marketing, sales promotions, direct marketing, public relations, the more. This course focuses on developing marketing communication strategy that integrates these tools for more efficient and effective communication, Topics include the establishment of objectives based on a situation analysis, developing subsequent messages, creative and media strategies, effectiveness testing and client/agency relationship.

The concept and Nature of Promotion, the Role of Promotion in marketing, Behaviour and Communication, Cultural and Social Conditions, Creativity in Promotion, Elements of the Promotion Mix: Personal Selling, Advertising, Sales Promotion, Publicity; Management of the Promotion, Programme Ethical and Legal Environmental of Promotion. Environment of Promotion, Budgeting for Promotion.

GOU-MKT 437 **Political Marketing** (2 Units, Compulsory, LH =15, PH = 0)

### Senate-approved Relevance

Political marketing is a lucrative entrepreneurial endeavor. The course is paramount in our own geopolitical apartheid region. Southeast is politically backward. As a result, it loses huge benefits that go with politics. Political marketing will help to raise political consciousness of Igbo race and prepare the people for subsequent political tussles. Political marketing is an antidote to our long history of political indifference. It will reduce inequality in political participation of Igbo people (SDG10).

### Overview

It is evident that marketing of political activities are done unprofessionally over the years. This is demonstrated in the incidence of fake news, hate speeches, and misinformation about a political candidate and his or her party. In Southeast, politics is abandoned for business. Hence, Igbos complain about marginalization and beg for opportunity to play in the field of politics.

Political marketing is designed to expose students on how to use marketing principles and techniques to attract, maintain, and sustain the interest and support of the masses. The course aims at equipping students to become successful political marketing consultants. The students will learn how to package and market a candidate, market party manifesto, position political party, ensure voter education and awareness, conduct grass root mobilization, organize town-hall meetings, make press conferences, write press statements, and conduct campaigns.

### Objectives

The objectives of the course are to:

Explain the concept of political marketing.

## **Course Contents**

Examine the identification and marketing of a political candidate.  
Identify market groups and movements.  
Discuss and market party manifesto.  
Identify grass root mobilization groups.  
Explain voter education.  
Highlight voter awareness.  
Discuss town-hall meeting, press conferences and campaigns.  
Explain press statements in political marketing.  
Assess country wide election studies.

## **Learning Outcomes**

At the end of this course, students would be able to:  
Explain the concept of political marketing.  
Explain packaging and marketing of a political candidate.  
Discuss market groups and movements.  
Explain the development and marketing of party manifestoes.  
List grass root mobilization groups.  
Explain voter education.  
Discuss voter awareness.  
Explain the relevance of town-hall meeting, press conferences and campaigns.  
Explain press statements in political marketing.  
Discuss country wide election studies.

## **Course Content**

Meaning and nature of politics. Political strategy. Concept of political marketing. Packaging and marketing political candidates. Political market research. Political branding. Internal political marketing. Political marketing communication. Political delivery marketing. Marketing parliaments. Marketing minor parties. Marketing groups and movements. Political marketing consultants. Political marketing and democracy. Country election studies. Documentaries. Party manifesto. Grass root mobilization. Voter education. Voter awareness. Town-hall meeting. Press conference. Campaign. Press statements. Case studies.

## **Minimum Academic Standard**

Marketing laboratory with NUC–MAS required facilities, political materials.

## Course Contents

GOU-MKT 441 **Business Negotiation** (2 Units, Compulsory, LH=30, PH = 0)

### Senate-approved Relevance

Business negotiation strongly aligns with Godfrey Okoye University's principles of dialogue. Business negotiations are conducted from epistemic, religious, and cultural standpoint. Southeast businesses need services of professional negotiators to reduce the level of disagreement among firms. The course will likely boost the performance of marketing in Godfrey Okoye University. The course will reduce inequality among negotiating business partners (SDG 10).

### Overview

Businesses are corporate citizens of the global community. At different times and for various reasons, businesses engage in one form of negotiation or the other. For example, businesses negotiate for space, time, material, finance, to mention a few. These negotiations are made with host community or country, regulatory bodies, customers, suppliers, strategic partners, competitors, etc.

Businesses have been drawn to difficult positions because of managers' poor negotiation skills. Business negotiation skill is relevant in the 21<sup>st</sup> century business relationship. The course is designed to prepare students for negotiation profession. The students will know how, when, and where to conduct business negotiations.

### Objectives

The objectives of the course are to:

- Explain the meaning and nature of business negotiation.
- Examine the dynamics of negotiation process.
- Discuss how to negotiate in complex environment.
- Identify organizational and cultural factors influencing negotiations
- List negotiation strategies.
- Identify negotiation biases.
- Examine negotiation processes and phases.
- Explain negotiation contract, salary, merger, etc.
- Highlight one-on-one and team-based negotiations.
- Identify ethical standards before, during, and after negotiations.

### Learning Outcomes

- At the end of this course, students would be able to:
- Explain the meaning and nature of business negotiation.
  - Examine the dynamics of negotiation process.
  - Determine how to negotiate in complex environment.
  - Examine organizational and cultural factors influencing negotiations
  - Describe negotiation strategies.
  - Explain negotiation biases.
  - Discuss negotiation processes and phases.
  - Examine Negotiation contract, salary, merger, etc.

## **Course Contents**

Highlight the significance of one-on-one and team-based negotiations.  
Discuss ethical standards before, during, and after negotiations.

### **Course Content**

Meaning and nature of business negotiation. Dynamics of the negotiation process. Negotiate in complex environments. Organizational and cultural factors influencing negotiations. Negotiation strategies. Negotiation biases. Negotiation process and phases. Salary negotiation. Contract negotiation. Negotiation with labor union. Negotiating a merger. Conflict resolution. International and cross-cultural negotiations. Negotiating styles. One-on-one negotiation. Team-based negotiation. Multiparty negotiation. Tacit negotiation. Ethical considerations.

### **Minimum Academic Standard**

Marketing laboratory with NUC-MAS required facilities.

## **Minimum Academic Standards**

### **Staffing**

#### **Academic Staff**

Academic staff requirements are in terms of three criteria: number, structure, and qualifications (appointments and promotions).

#### **Staff-Student Ratio**

Determination of the number of academic staff required for an academic programme is contingent on the approved staff-student ratio for each discipline. The approved staff-student ratio in administration and management sciences is 1:30.

#### **Staff-Mix by Rank**

Academic staff in the Universities are broadly classified into three categories; Professorial (Professor/Reader) Senior lectureship and Lecturers Grade I and below. The Professorial cadre should constitute a maximum of 20 percent of the staff strength while the remaining two should constitute 35 and 45 percent respectively.

#### **Qualification for Appointment/Promotion of Academic Staff**

The qualifications and other criteria necessary for appointment and/ or promotion of academic staff at the various levels of the career structure are set out in the table below.

### **Library**

#### **Library and Information Resources**

Universities should leverage on available technology to put in place rich databases and other electronic/digital library and information resources. In addition, well stock and current hardcopies of reference and other textual materials should be provided centrally at the level of the faculty. A well

## **Course Contents**

network digital library should serve the entire university community. Availability of wireless facilities (Wi-Fi) with adequate bandwidth should enhance access to these electronic resources.

In any case, there should be internet ready workstations available in the library for least 25% of the total student enrolled in each academic programme. The funding of the library should be in line with NUC guidelines.

### **Classrooms, laboratories, workshops, and offices**

#### **Classroom Space**

The NUC standard requirement of 0.65m<sup>2</sup> per full-time student is maintained. Thus the minimum total space requirement of a Faculty or Department shall be the product of its total full time equivalent student enrolment (FTE) and the minimum space requirement per fulltime equivalent i.e. (FTE) 0.65m<sup>2</sup>. The total space requirement shall be met by a combination of classrooms and lecture theatres of varied capacities. These should however include the following:

A lecture theatre, equipped with a public address system, capable of accommodating at least 250 students or at least ¼ of all FTE in the Faculty, whichever is higher.

At least two large classrooms, with a public address system, capable of accommodating from 100 – 150 students, and

One computer room capable of accommodating at least 50% of total student population at any given time as well as adequate number of internet ready personal computers, word processors.

Each classroom should be furnished with comfortable chairs and desks befitting of a university. The classroom should be equipped with smart boards and multimedia projectors.

#### **Office accommodation**

In this respect, each academic staff should have an office space of at least 25 square meters taking into cognizance the status/cadre of the staff

In addition, there should be for the faculty, a dean's office and for each department a Head of Department's office with attached offices for their supporting staff as specified below:

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	<b>Office (m<sup>2</sup>)</b>	<b>Sec.'s Office (m<sup>2</sup>)</b>	<b>Typing Pool (m<sup>2</sup>)</b>	<b>Store (m<sup>2</sup>)</b>	<b>Office Equipment (m<sup>2</sup>)</b>	<b>File Room (m<sup>2</sup>)</b>
Dean of Faculty	40	25	20	20	30	30
Heads of Department	35	25	20	20	25	None

The Faculty Officer should be accommodated in an office of 20 square metres and with an adjoining secretary's room of about 15sq metres.

### **Staff-student common room**

In order to promote both social and academic interaction among staff and between staff and students, there should be a common room of about 35m<sup>2</sup> equipped with a kitchenette where staff and students could interact in an informal atmosphere.