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1. DEPARTMENT OF MARKETING STAFF LIST

A. ACADEMIC STAFF LIST

S/N	NAME	QUALIFICATION	SCHOOL ATTENDED	POSITION	Area of Specialization
1	S.E. Kalu	B.Sc BSBA MBA DBA MNLMN MPMA MNIM FNIMN	University of East, Manila, Philippines Polytechnic University of the Philippines, Manila	Professor	- Principles of marketing - Intro. To Bus. Psycho. - Marketing Mgt. -Societal/Serv. Mkg
2	Ezirim, A.C.	DIP B.Sc MBA M.Sc, Ph.D, Ph.D	OWERRI ENUGU FUTO RSUST	Professor	International Marketing
3	B. F. Nwinee	B.Sc, MBA; MSc.; Ph.D, FCIIN, FCIFA, FIAA	RSUST, Uniport Uniport Uniport	Professor Dean FMS	Money & Banking, Principles of Finance, Financial Management,
4	B. C. Onuoha	B.Sc, MBA, MBA, M.Sc., Ph.D	ABSU ASUT UNN IMSU	Professor	Business Research Method, Business Policy, Principles of Management
5	Okereke E. J.	B.Sc; MBA; MSc Ph.D MAMN, FISM	IMSU ABSU FUTO FUTO	Professor	Money and Banking, Research Project, Financial management, principles of Finance
6	Ojiabo Ukoha	B.Sc, Ph.D	University of Maryland Eastern Shore	Reader	Business Policy, Principles of Management
7	Asiegbu, Ikechukwu F.	B.Sc., MBA, Ph.D	Uniport RSUST	Senior Lecturer	Marketing Communication
8	Amue, J.G.	B.Sc, MBA, Ph.D MAMN, ANIM	RSUST IMSU Uniport	Senior Lecturer/ HOD	Strategic Marketing & Industrial Marketing, Purchasing
9	Ogbuji, C.N.	B.Sc., MBA, M.Sc Ph.D MAMN, ANIM	ABSU UNN ABSU	Senior Lecturer	Brand Management, Marketing Research & Distribution Management
10	Awa Hart Okorie	B.Sc, MBA M.Sc Ph.D	Unical Uniport ABSU Uniport	Senior Lecturer	Consumer Behaviour & Product Management
11	Ozuru, H.N.	BBA MBA, Ph.D	USA RSUST	Senior Lecturer	Electronic Marketing & Consumer Behaviour

12	Igwe, S.R.	B.Sc, MBA, Ph.D	Uniport	Senior Lecturer	Brand/Strategic Marketing
13	Onuoha, Ama O.	B.Sc. MBA M.Sc. Ph.D (in view)	ABSU UNEC ABSU	Senior Lecturer	Marketing Communication & Quantitative methods in Marketing
14	Ikechukwu Nnamdi	BSc, MBA, MSC, PhD, Fellow CIFIA	Uniport ABSU, Uturu Uniport ABSU	Senior Lecturer	International Business, Financial Management
15	Gabriel N. Ogbonna	BSc, MBA, MSc., PhD, FCA (FELLOW ICAN) ACTI	RSUST FUTO Uniport	Senior Lecturer	Services/Event Marketing Societal/Serv. Marketing
16	Adekemi, Alagah D.	B.Sc Bus. Education PGDM MBA Ph.D	Uni Uyo Unical Uniport	Senior Lecturer	Business Policy
17	Doris, T. Ademe	B.Sc, MBA PhD	RSUST Uniport Uniport	Lecturer I	Consumer Behaviour
18	Gideon C. U.	B-Tec 1992, PGD, Msc., MBA, Marketing D-Tech, PhD NIMN 2013 NCPC 2009	RSUST UNN RSUST	Lecturer I	Marketing Communication
19	Richard Needorn	BSc. MBA	UNIPOIRT	Lecturer I	Production Management Analysis for Business
20	Anwuri, Patience A.	BSc MBA PhD	Uniport	Lecturer II	Business Psychology
21	Omojefe Godfrey Oke	BSc Bus. Admin. MBA Fin/Banking PGD Fin/Banking MSC Economics AIMIS MCIBN, P.hD	Unilag Uniport Uniport Unilag	Lecturer I	Money and Banking
22	Horsfall, A.L.	B.Sc, MBA, M.Sc., Ph.D in view	Uniport ABSU	Lecturer I	Brand Management
23	Igwe Peace	B.Sc, MBA, M.Sc, MNIMN, Ph.D	Uniport	Lecturer II	Marketing Mgt
24	Haniel, O. Eke	B.Sc, MSC, Ph.D in view	Uniport	Lecturer II	Marketing Management Electronic Marketing
25	Idika, A. Uduma	B.Sc. MBA, M.Sc., Ph.D in view	Uniport	Lecturer II	Marketing Management/ &Innovation and Entrepreneurship
26	Jekey, Lekue	B.Sc MBA MSC PhD in view	Uniport Uniport Uniport	Lecturer II	Principles of Marketing
27	Nnenanya Doris A.	B.A Religion PGD Marketing MBA Marketing	IMSU FUTO FUTO	Lecturer II	Dist. & Logistics

		Ph.D in view ANIM, ICDA	Uniport		
28	Atuo Eucharia Chinasa	B.Sc PGDE, Education M.Sc PhD in view	RSUST Uniport Uniport Uniport	Lecturer II	Oil & Gas Marketing
29	Sunday, Bari-Aara Albert	B.Sc MBA Ph.D in view	Uniuoyo RSUST	Lecturer II	Relationship Marketing
B. Non –Teaching Staff					
1	OKODUDU EZINNEKA EUNICE (MRS)	BSC 1998 M.PHIL 2007 PhD in view	Uniport	Assistant Registrar	
2	AGBARU HELEN W.S.	B.Sc, Nabteb 50 WPM, WASC	Uniport	Senior Executive Officer/ Secretary to HOD	
3	GONEE, GODWIN	B.Sc. 2008	Uniport	Admin Officer	
4	EKINE, DIEPRIYE INE (MRS)	BSC 2002 PGD in view	Uniport	Senior Executive Officer	
5	Nnodim, Israel O.	NCE 1992	Uniport	Clerical Officer	
6	OKOR VIVIEN OMANDA	DIC 2004, NECO 2010 BSC in view	Uniport	Computer Operator II	
7	NWACHUKWU BLESSING	NECO	Uniport	CLERICAL OFFICER II	
8	AKALAM ESTHER	NECO	Uniport	CLERICAL OFFICER II	
9.	CHIKA WICHENDU	NECO	Uniport	Computer Operator 1	
10.	ACHERU JUSTINA	NECO	Uniport	Caretaker	
11.	NNOKA VINCENT	NECO	Uniport	Messenger	

2. Brief History of Marketing Department

The Marketing Department was established in 1984 to run a 4- year Degree in Marketing in the Faculty of Management Sciences, University of Port Harcourt. The first granduands of the Department completed their programs during 1987/88 academic year. From this period to date, the Department has made several remarkable improvements, in terms of staff increment and quality, quality of student's admission and graduation, provision of facilities and amenities, funding, staff development, etc.

Presently, the Department has moved into the Faculty of Management Sciences new building to enjoy better office spaces for both academic and non-academic staff. Again, Niger-Delta Development Commission donated a giant generator to the Faculty through the Department of Marketing to ameliorate our electricity power problems. The Department is also running post graduate diploma (PGD), M.Sc, MBA and Ph.D programmes with Professors and Associate Professors. Several professional bodies have identified with the Department

to improve their professional status and relationship with industries.

3 Statement of Department Purpose

The purpose of the Department of Marketing is to provide a broadly based, highly qualitative and analytical Management Science education with a very strong core of Marketing Course. This type of education will enable the students to:

1. Pursue advanced studies in marketing or, in any other area of the Management Sciences.
2. Appreciate the interrelationship between the functional areas of business.
3. Integrate knowledge gained from all areas and
4. Cope with increasing needs of society and its institutions.

4. Mission / Philosophy

The philosophy of Department of Marketing is to educate and develop experts in the field of marketing that will transform and develop the academic and business sector in Nigeria and beyond.

5. Present and Past Heads of Department

1. Prof. Lucius, Harold - 1980 -1982
2. Dr. Nnedu, Egbuacho E.I. - 1982 -1985
3. Dr. Nwokoye, Nonyelu G. - 1985 -1987
4. Dr. Nnedu, Egbuacho E.I. - 1987 -1993
5. Dr. Okeafor, Uche S. - 1993 -1995
6. Dr. Kalu, Sylva Ezema - 1995 -1997
7. Dr. Okeafor Uche S. - 1997 -1998
8. Dr. Nnedu, Egbuacho E.I. - 1998 -2001
9. Dr. Kalu Sylva Ezema - 2001- 2003
10. Dr. Okeafor Uche S. - 2003 -2004
11. Prof. Kalu, Sylva Ezema - 2004 -2010
12. Dr. Aloy Chinedu Ezirim - 2010 -2012
13. Dr. Asiegbu, Ikechukwu F. - 2012 – 2014
14. Dr. Ogbuji, Chinedu N. 2014 – 2016
15. Dr. Amue, Gonewa John. - 2016 – to Date

6. Objective of the Undergraduate Programme in Marketing

The objective of the undergraduate programme in Marketing is to give students a broad based education in Marketing.

Structure of Degree Programmes

The Department runs First Degree Programme of four years for its Full time Bachelor Degree. The Degree Programme is designed to meet and exceed the minimum academic standards set by the National Universities Commission (NUC) with the following provisions:

1. **General Studies Courses:** These University-wide courses taken in the first year of the Degree Programme, are designed to improve the basic intellectual and communication skills of the students, and to promote a continuous awareness and understanding of contemporary society as well as the historical and cultural origins of the people of Nigeria.

2. **Foundation Courses:** These are basic courses in the Faculty of Management Sciences, that teach the principles and tools of Management problem analysis. These courses include at least one course in each functional area of Management plus courses in Economics, Mathematics, Statistics, Computer Science and Data Processing. These courses are taken by all students in the Faculty at appropriate levels.

3. **Community Service Course:** This is a field project directed towards service to the Community or to the University and is an integral part of all Degree programmes. The objective of the project is to involve both staff and students in a practical way with some of the problems of society as well as efforts to provide solutions to them, and to inculcate and develop in both staff and students a consciousness of their responsibilities to society and the satisfaction of rendering service to others. The project, which is practical in nature requires the application of some of the skills being acquired

in the Degree programme to serve the community, and generally involves manual work. It is credit-earning and an essential requirement in all Degree programmes.

4. **The Departmental Major Courses:** These are courses in the students' major field of interest. Majority of the courses are offered in the last two years of the programme.

7. **Undergraduate Admission:
Entry Requirements.**

The minimum entry requirement into the Undergraduate Programme of Marketing shall be the General Certificate of Education, WASC. NECO & SSC (or equivalent) with credit in five subjects obtained at not more than two sittings. These five subjects must include English Language, Elementary Mathematics and Economics. Admission into the programme shall normally be through the Joint Admission and Matriculation Examination (JAMB) and Uniport

Screening Test. The subject combination for the Department is specified in the JAMB BROCHURE.

8. Registration of Courses

- a. The period for normal registration is the first week of each academic year, excluding the orientation week.
- b. The period for late registration is the second week of the first semester of the academic year. Late registration will attract a surcharge penalty.
- c. Course registration is the responsibility of the Department. The Head of Department signs for all the courses registered.
- d. In registering students, the Department ensures that students register for all previously failed courses in which the programme requires a pass, and meet the prescribed requirements for each registered course. Furthermore, that the total credit units registered are not less than 5 or more than 24 units per semester (SCAP4. 5and5 .7).
- e. Any registration completed after .the time specified will be null and void and will not be credited to the

student even when he/she has taken and passed an examination in the course.

- f. Students are not allowed to sit for examinations in courses for which they have not previously registered. Such actions are fraudulent and culprits will be appropriately disciplined.
- g. Any genuine request for late registration must be made in writing to the Head of Department, and a late registration fee, whose amount is reviewed each year in line with the cost of living, must be paid to the Bursary. Form for late registration will be given out only when the appropriate receipt is documented on the form,
- h. A list of students registered for each course should be kept. This list should be displayed, for one week, immediately after the close of registration for necessary corrections,
- i. The parent Faculty and the Department retain One copy each of this list and forward three copies to the Teaching Faculty to be distributed as follows: One to the Faculty, one to the Department and one

to the Course Lecturer. This list becomes the authentic register for the course examination,

- j. For all students, the following forms are returned to the Academic Office: MIS-O1 (SF) for fresh student. MIS-02 (Course Registration Form) and MIS-04 (Fee Form).
- k. Students should be encouraged to join their professional associations but the dues for such association should not be tied to registration forms.
- l. Application for adding or dropping a course must be made on the prescribed ADD/DROP Form and certified by the Registrar after obtaining the approval of the Heads of Department concerned, not later than four weeks before the examination in each semester. Any change of course made by altering the registering form will be null and void.

9. Deferment of Admission

A candidate who is offered admission and is qualified at the time, but is unable to take up the offer at the required time may have the admission deferred. This request must be made in writing stating reasons, and forwarded

through the Head of Department of the approved course/programme for which admission was offered.

To qualify for consideration for transfer to the programmes in Marketing after the completion of the first Academic Year, a student shall be required to obtain a CGPA of four points or above at the time of application.

10. Auditing of Courses

Students may attend a course outside their prescribed programme. The course shall be recorded in their transcripts only if they have registered for it with the approval of the Head of Department and the Dean of Faculty and taken the prescribed examination. An audited course shall not be used in calculating the CGPA.

11. Change of Degree Programme

- a. A student who has been admitted to a Degree programme on satisfying the minimum requirements for entry into the University as well as course requirements for the Faculty and Department shall not normally be allowed to change until he/she has completed the first

academic year in the Degree programme. A student shall be allowed to change Faculty or Department to that in which the programme specified by the Scholarship Award is available, provided that he/she meets the requirements of the Faculty or Department to which a change is desired.

- b. Application to change Faculty shall formally be made by the student concerned through the Head of the present Department and Faculty, who recommends to the Faculty Board on a prescribed form (in quadruplicate) obtainable from the Faculty. Duly completed copies of the Change of Programme Form shall be forwarded to the Committee of Provost and Deans for Approval and to the Registrar for certification. Thereafter, the Registrar shall retain a copy and forward a copy each to the two Heads, the respective Deans and the student concerned. Intra-Faculty transfer should be done by the Faculty Board and the Committee of Provost and Deans informed.

- c. To qualify for consideration to transfer to the professional programmes in Medicine, Engineering and Management Sciences a student shall be required to obtain a CGPA of 4 points and above at the time of application.

Inter University Transfer

a. Transfer to University of Port Harcourt

- i A student from another University may seek a transfer to any of the programmes of the University of Port Harcourt. Such applicants must write, enclosing relevant credentials and transcripts of academic records, to the Registrar, who shall normally refer the request to the appropriate Head of Department with the applicant's official transcript. The Head of Department, after considering the application, shall make an appropriate recommendation through the Dean to the Committee of Provost and Deans. The decision of the Committee of Provost and Deans shall be final. All such applications must be processed before the beginning of the academic year.

- ii All applicants for Inter-University transfer shall be required to be in good standing in their previous Universities.
- iii A student who has been expelled or suspended from any University for acts of misconduct shall not be eligible for transfer to the University of Port Harcourt.
- iv The resident requirement shall be a minimum of two years.

b Requirements for a Bachelor's Degree

In order to obtain a Bachelor of Science (B.Sc.) Degree in Marketing in the Faculty of Management Sciences, a student shall meet the following requirements:

- i. Complete a program of student approved by the University Senate for the Faculty.
- ii. A score not below 40% must be attained in the prescribed courses and research project.
- iii. Satisfy all financial obligations, to the University, and other requirements relating to attendance and character.

- iv. Be formally recommended by the Faculty Board for the Award of degree.

Examinations

Course Examinations

- i. Every course of instruction shall be continually, assessed and examined.
- ii. A range of 30% to 60% should be adopted for Continuous Assessment weighting by the University in view of the work- input expected from students in the various programmes of study.
- iii. Subject only to administrative supervision by the Dean's Office, the conduct of course examinations shall be the responsibility of the Head of Department.
- iv. Continuous Assessment of students should be by course lecture, term papers, frequent tests (formal and informal), assessment in workshops /assignments, etc. as may be applicable to, respective disciplines.
- v. Part-time teacher, where necessary, may be appointed as Internal Examiners.

- vi. Every course examination (i.e. question papers and 'grading), shall be moderated normally by one other Examiner as may be determined by the respective Faculty Board of the Faculty.
Moderation of course examinations shall be limited to the end of the semester examinations.
- vii. The results duly signed by the Dean shall be published provisionally within 24 hours after approval by the Faculty Board.
- viii. The Dean shall, thereafter, on behalf of the Faculty Board, present the results to Senate for final approval.
- ix. The Registrar shall, after the approval by Senate, take custody of the results and notify the students and their sponsor.

Absence from Examination

Students are obliged to sit for all examinations with their mates at the same time. No special arrangements shall be made for any students who fails to write examinations with other class mates originally. However, any student who has good and acceptable reasons for not writing a scheduled exam shall apply to the Vice-Chancellor

through the Dean and Head of Department for senate approval to write the said examination as first attempt at the next available opportunity when subject would be examined.

Procedure for Review of Scripts of Aggrieved Students

Students shall be entitled to see their marked examination scripts if they so desire provided appropriate steps are taken to safeguard the security of the scripts.

Any student who is aggrieved about the grading of a course examination may petition his/her Department in the first instance through the Academic Adviser. The Head of Department shall refer the petition to the Dean of the Faculty who shall cause the scripts to be reassessed and the scores presented to the Faculty Board for determination.

A student applying for a review of answer scripts shall be required to pay the following fees to the Bursary before commencement of the review.

Course Examinations - Fifty Naira (N50.00) per course. If the petition is upheld. The fee so paid shall be refunded to the student.

Examination Malpractice (See faculty hand book).

15 Forgery

Any student found guilty of forging certificate, transcripts and other official documents shall be expelled from the University.

Grading System

The following system of Grade Points shall be used for all Faculties.

NEW STUDENTS*					
Mark/Score	Letter Notation	Grade Point	Mark/Score	Letter Notation	Grade Point
70% and above	A	5.00	70% and above	A	5.00
60 – 69	B	4.00	60 – 69	B	4.00
50 – 59	C	3.00	50 – 59	C	3.00
45 – 49	D	2.00	45 – 49	D	2.50
40 – 44	E	1.00	40 – 44	E	2.00
0 – 39	F	0.00	0 – 39	F	1.00
					0.00

**New students are those in the year of the Degree programme by October 2005 and after*

Computation of Grade Point Average

- 1 Every course carries a fixed number of Credit Units -(CU), one Credit Unit being when a class meets for one hour every week for one semester or three hours every week in the laboratory, workshop or field.
- 2 Quality Points (QP) are derived by multiplying the Credit Units for the course by the Grade points earned by the students: e.g. in a course with 3 Credit Units in which a student earned a B with 4 Grade points, the Quality point is $3 \times 4 = 12$.
- 3 Grade Point Average (GPA) is derived by dividing the Quality Points for the semester by the Credit

Units for the semester e.g. in a semester where the student earned 56 Quality Points for 18 Credit Units the GPA is $56 \div 18 = 3.1$

- 4 Cumulative Grade Point Average (CGPA) is derived by adding the Total Quality Points (TQP) to date and dividing by the Total Credit Units (TCU) to date: e.g. if the TQP is 228 and the TCU is 68, CGPA is $228 \div 68 = 3.35$.
5. Detailed example of how to calculate GPA and CGPA are in the Faculty Brochure.

FIRST YEAR, SEMESTER ONE

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 100	3	B	4	126	QP= 66 CU=17GPA = 66-17 -3.88÷	TQP= 66 TUC =17 CGPA=66-17 =3.88÷
APC 101	2	C	3	316		
APC 102	1	C	3	25		
APC 103	4	B	4			
APC 104	5	F	5			
APC 105	3	P	2			
TOTAL	17		66			

FIRST YEAR, SECOND SEMESTER

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 106	5	E	1	5	QP= 48 CU= 20 GPA=48-20 =2.40÷	TQP= 114 TUC =37 CGPA=114-37 =3.08÷
APC 107	4	D	2	8		
APC 108	5	B	4	20		
APC 109	3	F	0	0		
APC 110	3	A	5	15		
TOTAL	26		48			

SECOND YEAR, SEMESTER ONE

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 210	2	E	1	5	QP= 61 CU= 18 GPA= 16+18 -3.38÷	TQP= 175 TUC =55 CGPA=175+55 =3.18÷
APC 211	3	C	3	8		
APC 212	5	B	4	20		
APC 213	5	C	3	15		
APC 214	3	A	5	15		
TOTAL	18		61			

SECOND YEAR, SECOND SEMESTER

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 215	3	B	4	12	QP= 59 CU= 20 GPA=59-20 =2.95÷	TQP= 234 TUC =75 CGPA=234-75 =3.12÷
APC 216	2	C	3	12		
APC 217	3	B	4	20		
APC 218	3	F	0	0		
APC 219		C	3	6		
APC 109		D	2			
TOTAL	20		59			

Observe how the course APC 109 was failed in Year 1, Semester 2 and computed with F = 0 in year 1. It was registered and computed with D = 2 in year II, Semester 2. The old grade is not replaced by the new one.

THIRD YEAR, SEMESTER ONE

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 300	3	B	4	12	QP= 59 CU= 20 GPA=59-20 =2.95÷	TQP= 114 TUC =37 CGPA=234-75 =3.12÷
APC 301	4	C	3	12		
APC 302	5	B	4	20		
APC 303	2	F	0	0		
APC 304	3	C	3	6		
APC 305	3	D	2			
TOTAL	17		59			

THIRD YEAR, SEMESTER ONE

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 310	3	D	2	69	QP= 55 CU= 21 GPA=55-21 =2.62÷	TQP= 175 TUC =55 CGPA=175+55÷ =3.01
APC 311	3	C	3	9		
APC 312	3	E	1	3		
APC 313	4	B	4	15		
APC 314	3	A	5	15		
APC 305	3	F	0	0		
APC 318	2	C	3	6		
TOTAL	17		59			

FOUR YEAR, SEMESTER ONE

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 400	3	A	5	15	QP - 63 CU= 20 GPA=63-20 =3.15÷	TQP= 403 TUC =133 CGPA=403 133 =3.03÷
APC 401	3	C	3	9		
APC 402	3	B	4	12		
APC 403	4	C	3	12		
APC 404	2	E	1	2		
APC 405	2	D	2	4		
APC 302	3	C	3	9		
TOTAL	20		63			

FOUR YEAR, SEMESTER TWO

Course	Credit Units	Letter Grade	Grade Point	Quality	Grade Point	Cumulative Grade Point Average (CGPA)
APC 410	3	B	4	12	QP - 88 CU= 25 GPA=88+25 ÷ =3.52	TQP= 491 TUC =158 CGPA=491 +158÷ =3.12 2 nd class lower
APC 411	3	D	2	6		
APC 412	3	C	3	9		
APC 413	4	B	4	16		
APC 414	3	A	5	15		
APC 415	6	B	4	24		
APC 315	3	D	2	6		
TOTAL	20		88			

- 6 Grade obtained in all approved courses of a student's prescribed programme excluding audited courses, shall be used to compute the GPA.
- 7 Where a student has registered more than the allowed number of three elective courses, only the

grades obtained in the number of elective courses chosen in the order registration will be used in computing the CGPA. Other elective courses will be treated as audited courses and will not be used in calculating the CGPA.

8 Where a student registered for a course but the result is unavailable, due to no fault of the student, no result will be recorded for that course and the student will be registered for in the next academic year.

9 When a student transfers from one Faculty to another, only the grades obtained in the courses in the new prescribed programme of study will be used to compute the CGPA. Courses which were completed before the change of programme and which are not part of the new prescribed programme will be treated as audited courses.

17. Continuation, Probation and Withdrawal

a. Continuation Requirement

The continuation requirement in the University is CGPA of 1.00 at the end of every academic year.

b. Limitation of Registration

Students on probation may not register for more than 18 units per semester. The purpose of the registration is to give the students a chance to concentrate on improving their performance and thus raising their CGPA.

c. Probation

Probation is a status granted to a student whose academic performance falls below an acceptable standard. A student whose Cumulative Grade Point Average is below 1.00 at the end of a particular year of study earns a period of probation for one academic session.

d. Warning of Danger of Probation

Students should be warned of the danger of probation, by their Department if at the end of any semester their GPA falls below 1.00.

e. Repeating Failed Course Unit(s)

Subject to the conditions for withdrawal and probation, a student must repeat the failed course unit(s) at the next

available opportunity, provided that the total number of credit units carried during that semester does not exceed 24 and the Grade Points earned at all attempts shall count towards the CGPA.

f. Temporary Withdrawal from Study

A student may apply for temporary withdrawal from study for a period of one year, which may be renewed up to a maximum of 2 years.

18. Classification of Degrees

The Degree shall be awarded with 1st class/2nd class upper, 2nd class lower, 3rd Class Honours, or as a Pass Degree. The Cumulative Grade Point Averages for these classes shall be:

Class of Degree	Cumulative Grade Point Average	
	New Students	Old Students
1 st (First) Class	4.50-5.00	4.60-5.00
2 nd (Second) Class Upper	3.50-4.49	4.00-4.59
2 nd (Second) Class Lower	2.40-3.49	3.00-3.99
3 rd (Third) Class	1.50-2.39	2.60-2.99
Pass	1.00-1.49	2.00-2.59

**19. B.Sc. PROGRAMME COURSE
STRUCTURE (FULL TIME) (MARKETING)**

YEAR 1

First Semester

Course Code	Course Structure	Credit Unit
MGT. 150.1	Business Math (FC)	3
ECO. 102.1	Principles of Economics (FC)	3
GES 104.1	History and Philosophy of Science (GS)	2
MGT. 151.1	Introduction to Business (FC)	3
SOC 102.1	Social System	3
GES 103.1	Nigeria Peoples and Culture	2
MGT. 152.1	Business Communication (fc)	3
GES 116.1	Communication in French	2
TOTAL		21

Second Semester

Course Code	Course Structure	Credit Unit
MGT. 152.2	Business Math II(FC)	3
MTH 180.2	Introduction to Computer Science (FC)	3
GES 100.2	Use of English Communication Skills (GS)	4
GES 102.2	Introduction to Logic and Philosophy	2
GES 102.2	Computer Appreciation	3
ECO. 102.2	Principles of Economics	3
POL. 101.2	Political Analysis	3
GES 115.2	Use of Library, Study Skill & ICT	2
TOTAL		23

YEAR II

First Semester

Course Code	Course Structure	Credit Unit
MGT. 254.1	Business Statistics (FC)	3
ACT. 201.1	Introduction to Financial Accounting (FC)	3
ECO. 201.1	Economic Theory	3
MKT. 270.1	Elements of Marketing (FC)	3
FIN.232.1	Principles of Finance	3
MTH 280.1	Computer Programming & Application (FC)	3
GES 215.1	Introduction to Entrepreneurial Skills	2
TOTAL		20

Second Semester

Course Code	Course Structure	Credit Unit
MGT. 255.2	Business Statistics II(FC)	3
ACT 202.2	Introduction to Financial Accounting II (FC)	3
ACT 232.2	Introduction to Cost and Management Accounting (FC)	3
ECO 201.2	Introduction of Macro-Economics (FC)	3
MKT 259.2	Introduction to Business Psychology	3
MKT 260.2	Marketing Operations	2
MKT 261.2	Consumer Behaviour	2
FMS CSC. 2	Community Service	1
GES 263.2	Peace Study and Conflict Resolution	2
TOTAL		22

YEAR III

First Semester

Course Code	Course Structure	Credit Unit
GES 300.1	Introduction to Entrepreneurship studies	2
MGT 355.1	Business Law (FC)	3
MGT 356.1	Business Research Methods (FC)	3
FIN 331.1	Money and Banking	3
MKT 374.1	Agricultural Marketing	2
MKT 350.1	Marketing Environment	2
MKT 357.1	Promotion	2
MGT 357.1	Principles of Management (FC)	3
TOTAL		20

Elective / Optional

Course Code	Course Structure	Credit Unit
MGT 364.1	Corporate Planning	3
ACT 314.1	Cost Accounting	3

Second Semester

Course Code	Course Structure	Credit Unit
MKT 351.2	Brand Management	2
MKT 377.2	Retail and Wholesale Management	2
MKT 381.2	Distribution and sales Management	2
FIN 333.2	Financial Management	3
MKT 382.2	International Marketing	2
MKT 396.2	Public Relations	2
MGT 366.2	Production Management	3
TOTAL		16

YEAR IV

First Semester

Course Code	Course Structure	Credit Unit
MKT 476.1	Marketing Research	2
MKT 472.1	Purchasing and Materials Management	2
MKT 481.1	Marketing Management	3
MGT 450.1	Business Policy 1 (FC)	3
MKT 473.1	Product Planning and Policy	2
MKT 482.1	Electronic Marketing	2
MKT 488.1	Research Project	6
MKT 451.1	Analysis for Business Decision for Marketers	2
TOTAL		22

Second Semester

Course Code	Course Structure	Credit Unit
GES 400.2	Intro. To Entrepreneurship Studies/Projects	2
MKT 484.2	Marketing Strategy	2
MKT 478.2	Industrial Marketing	2
MKT. 486.2	Societal Marketing	2
MGT 487.2	Product Development and Management	2
MKT 483.2	Services/Events Marketing	2
MGT 460.2	International Business	3
MKT 489.2	Oil and Gas Marketing	2
MKT 457.2	Business Policy II	3
TOTAL		20

DEPARTMENT OF MARKETING COURSE DESCRIPTIONS

MKT 259.2 - Introduction Psychology

This course will introduce students to the interrelationship between the social sciences especially psychology and marketing and the adaptation of theories of personality, measurement of personality and situational determinant of behaviour. Other areas include: Psychiatric behaviour, conduct disorders, neurotic behaviour, attitude change, behaviour difference and diagnostic group; psychotherapy, influence of culture on behaviour, remembering, forgetting, perceptions and perceptual screen, etc.

MKT 270.1 - Principles of Marketing

A general survey of the field of marketing covering marketing channels, functions evaluation, role and importance, and the

marketing definitions, concepts, evaluation, role and importance, and the marketing systems. Other areas of coverage include:

(a) Marketing Analysis

The Marketing environment, buyer behaviour, market segmentation, market measure and forecasting research.

(b) The Marketing Mix Variables

The product concept, development, life cycles, classification and branding, pricing, management of channels of distributions, and promotional communication especially advertising, personal selling, public relations, sales promotion, word of mouth publicity.

(c) Marketing of Financial Services

MKT 260.2 Marketing Operations

The objectives of this course are (a) to enable students to have proper understanding of the process of marketing operations analysis,

planning, implementation and control, (b) to enable students to be armed with details of marketing operations and to adopt and apply them in job situations (e) to encourage students to test and apply modern marketing theory, the understanding and solution of practical marketing problem.

MKT 261.2 - Consumer Behaviour

Course explores the consumer and his/her behaviour as it affects the marketing functions. The course draws heavily from the social sciences and synthesizes empirical findings on behaviour and the consumer. It covers:

- (a) The role of the consumer in marketing: Consumer perspective and viewpoint, consumer decision process.
- b) Group influence on the consumer i.e culture context of consumer behaviour, social

stratification, reference group and subculture influences.

- c) Nature and influence of the individual predisposition, information processing, learning process, evaluation criteria, attitudes and personality
- d) Attitude change and persuasive communication. Nature of communication, attitude change.
- e) Decision process, problem, recognition process, evaluation process, purchasing process and post purchase including cognitive dissonance.
- (f) Consumerism: Issue in consumerism, current status of consumer behaviour research.

MKT 350.1 - Marketing Environment

The main objectives of this course are to enable the students (a) to understand the nature, role and functions of internal and micro-environmental factors. (b) to demonstrate a thorough knowledge of how the domestic and

international environment affect and are affected by marketing functions (c) to acquire skill and knowledge of managing the link between environment and marketing.

It covers marketing as an open system, definitions, forms and dimensions of marketing environment, environmental uncertainty, controllable and uncontrollable variables, opportunities and threats, marketing environment as a source of input and markets for outputs of business. Other areas covered include internal environmental factors, micro-environment, macro-environment, facilitating and regulatory agencies, contemporary economic policies affecting marketing; environmental changes assessment and managing changes, developments and trends in marketing environment.

It covers analysis of marketing opportunities, the marketing planning process, marketing organization, managing outside resources, selected marketing application, legal ethics and wider issues.

MKT 374.1 Agricultural Marketing

The course views the nature of agricultural marketing in Nigeria. It exposes students to marketing concept, major Nigerian Agricultural products, marketing agricultural inputs, technology and sources of supply. The course will further consider the history, policies, developments, definitions, causes of failures of agricultural marketing, pricing and physical distribution procedures, government intervention in agricultural marketing, international problems, cooperatives, standardization and grading, packaging, weights and measures, problems of agricultural

marketing, agricultural markets, centralization and decentralization in agricultural products, interstate marketing of farm products and the future of agricultural marketing in Nigeria.

MKT 379.1 - Promotion

This provides students with a comprehensive framework and tools to understand the advertising process and to appreciate managerial and theoretical perspective in advertising.

The course explores the relationships between advertising and sales promotion. It further explores all marketing efforts that can have advertising/sales promotional values. Specific emphasis on the role of promotion in marketing, behaviour and communication; cultural and social conditions creativity in advertising and sales promotion. Some elements of promotion mix (personal selling,

publicity, public relations, word of mouth); management of promotion, legal and ethical problems, and environments of sales promotion and advertising, other topics include budgeting for sales promotion and the future of advertising and sales promotion.

MKT 377.2 - Retail & Wholesale Management

Examination of different channel systems and their implications, channel conflict and channel management, Principles and techniques of retail operations, analysis of wholesaling.

Methods, storage and warehousing institutions and the role of marketing intermediaries in both marketing and national economic development
Functions of intermediaries, criteria for middlemen selection.

MKT 381.2 –Distribution and Sales Management

Appraisal of the problems, policies and practices of the firm's logistics. Analysis of

logical activities such as transportation, warehousing materials handling, inventory control, order processing, and customer service. It examines physical distribution activities and the middlemen in the channel of' distribution. Other topics covered include retailing, wholesaling and transportation programmes in distribution.

Sales Management covers the management of sales force, selling functions, sales force planning activities, and sales force organization. Specific areas of interest include:

- (a) The use of modern technology in sales forecasting. Attention is given to territorial layout and to quantitative analysis of field sales efforts; especially profitability and the effectiveness of sales representatives.

- (b) Sales management and control: Setting personal selling objectives, determining the sales policies/strategies.
- (c) The Sales management job, the sales organizations, distribution network and sales forecasting.
- (d) Sales force management: Incorporates issues such as recruiting, selection, training, motivating, leadership, compensation and evaluation of sales forces. It include also territorial assignments, evaluation and supervision of sales force.
- (e) Controlling sales effort: Sale budget, appraisals and control.

MKT 382.2 - International Marketing

Investigation into export promotion ordinance and their implication on their export and import trade. Theories of international trade and their

implications, reason for internationalization, adapting marketing strategies to international operations (product, price, promotion, distribution). Planning for international marketing (resources, environmental factors organization, etc). Product and brand concepts in marketing planning and their implications. International marketing, foreign exchange and balance of payments disequilibrium. Creative innovations in international marketing, multinational and economic development, etc.

MKT 396.2 Public Relations

Concepts and management of public relations in marketing. Public relations and propaganda as they affect the environment and the various publics of an organization. It includes opinion formation, press relations, crises handling through advocacy, advertising, etc.

MKT 451.2 - Brand Management

The course covers the following areas:

1. The concept of brand management
2. Product and brand concepts, quality, packaging, branding
3. Distributors own brand
4. The functions and responsibility of the brand manager.
5. Product and packaging development
6. Brandless product
7. Brand policies and strategies
8. The uniqueness of product manager's role in a marketing organization.

MKT 472.1 - Purchasing and Materials Management

Management of purchasing, material control and movement, storage and control, value analysis, purchasing research, vendor relations, purchases forecasting, planning, organization and controlling purchase procedures.

MKT 473.1 Product Planning and Policy

The course exposes students to the basic processes of product planning and development and concepts of strategy in relation to the course. It covers the areas of the nature of products, consumer and industrial, products, product life cycle, product planning, product mix strategy, product development, branding, packaging and labeling, product adoption process, product/brand management and product research. Management of new product development. Adoption and diffusion of new product, commercialization cases.

MKT 476.1 - Marketing Research

Application of analytical tools of marketing problems including markets, products, distribution channels, sales efforts and

advertising. Emphasis will be placed on planning, investigation. Collection and interpretation of data and presentation of results. More specific details includes:

- (a) Marketing research and decision-making. Research design, value and cost of information
- (b) Secondary Data: Survey research, panels, and ex-post factor, experimentation.
- (c) Measurement and Research: Questionnaire design, attitudinal scales, observation, in-depth interviews and projective techniques.
- (d) Sampling and Research: Various sampling procedure
- (e) Data Analysis: Data collection, statistical methods, problems identification research, market share and sales analysis sales forecasting product and pricing research, promotion and distribution research; and ethical issues in marketing research. Include other

quantitative technique that enhance analysis of marketing efforts.

MKT 481.1 - Marketing Management

Explores the application of the fundamental principles of management to the marketing function. Covers areas like organization, planning, control and the co-ordination of marketing function; organization of the whole market function (marketing mix), market and social responsibilities, consumer behavior, etc.

Course covers broad policy issues in marketing. The use of cases, role-playing and simulations in marketing problem-solving, recommendations.

482.1 - Electronic Marketing

The course aims at equipping students with the skills to appreciate the nature and scope of on-

line Marketing/E-Marketing and the principles that govern it and how such principles can be synchronized with the conventional marketing principles to strongly position a firm ahead of rivals.

The course further investigates how business is using the internet for sustainable marketing strategies. Upon completion of this course, students will be able to 1) discuss the critical issues that determine the success of e-business; 2) understand how marketers are using the World Wide Web to practice interactive marketing; 3) describe the importance of customer relationships management and significant issues of the 4Ps on the internet; and 4) explain how internet marketing affects customers and coming up with ideas and initiatives to better plan, develop, manage, and operate effective and efficient businesses.

The course covers 1) introduction to marketing on the internet; 2) market opportunities on the internet; 3) online product development; 4) online marketing communication and branding; 5) customer relationships management; 6) marketing strategy on the internet; 7) internet distribution channel;(8) internet marketing research (9) internet security and privacy issues.

It focuses on how a firm would strategically use websites. Worldwide Web (www), e-mails, internet banners, pop-up windows and other electronic instruments to build and/or sustain intense and profitable relationship with their customers.

The course further covers the areas of understanding the internet, E- marketing toolkits (e-mail, building traffic, online ads, e-

marketing plane etc, Strategic analysis in e-marketing etc.

MKT 488.1 Research Project

This course involves a research study in specialized areas of marketing. The students are assigned to supervisors in the first semester of the fourth year and faculty project guidelines are followed until completion and submission of the project.

MKT 478.2 - Industrial Marketing

This course will help the students to explore the ramifications and intricacies of the operations in the industrial market. It covers areas like industrial produce, industrial markets, industrial services, marketing mix strategies and selling techniques.

MKT 486.2 - Societal Marketing

Covers the role of marketing within the society including the relationships and issues existing between marketing and the social political and economic environment. It covers deceptive advertising, ethics in marketing activities, shoddy product, hoarding, smuggling, etc. it also considers social marketing issues and marketing responses to criticism.

MKT 487.2 - Product Development and Management

The objectives of the course are to enable the students (a) To understand the basic process of product planning and development (b) To acquire the necessary skills and techniques for developing the products (c) To develop relevant competence in managing new and existing products. The course covers the nature of products, consumer and industrial product, product life cycle, product planning, product

mix strategy, product development, branding, packaging and labeling: Product adoption process, product research, marketing strategy and product policy, product manager's interfaces etc.

MKT 483.2 –Services/Events Marketing

Designed to expose students to the skills and techniques of applying concepts of marketing to the business of services delivery and the requirements for the development of market oriented service organizations. It covers the nature and characteristics of marketing strategies for service firms. Other services such as equipment leasing, legal services, private medical services, educational services etc. contemporary issues in services marketing.

MKT 489.2 – Oil and Gas Marketing

The main objective of this course is to expose students to the dynamics of oil and natural gas

marketing with respect to the development, production, transportation, distribution and trading.

Topics covered include the following; An overview of the Nigerian economy and the role of Oil and Gas, the structure and operation of the Nigerian energy sector, integrated petroleum business, from crude oil supply and trading through refining wholesale product marketing; the concept of deregulation and global oil pricing; regulation and regulatory authorities of oil and gas marketing including the international institutions like OPEC, issues facing oil and Gas industries (e.g. externalities, financing needs, geo-political concerns) the oil industry and mega mergers. Etc.

MKT 484.2 - Marketing Strategy and Policy

This course is the cap stone course for B.Sc Marketing programme. It is designed to extend

the Marketing Management process from the present to future orientation; it examines the importance of corporate planning and corporate strategy formulation procedures.

The course examines the role of marketing in corporate strategy formulation and implementation.

It, specifically examines issue on corporate and marketing objectives, the formulation of market, product, promotion and physical distribution strategies as well as marketing audit procedure.