

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	-
Course Code	Course Title	Unit	Status	LH	PH
UIL-MKT 103	Introduction to Management and Society	2	C	30	
ECO 101	Principles of Economics I	2	C	30	
ACC 101	Basic Accounting Concepts	3	C	45	
UIL-MKT 104	Introduction to Statistics for Marketing	2	C	30	
UIL-MKT 106	Nigeria Marketing System and Commercial Policy	2	C	30	
Total		27			

200 Level

Course Code	Course Title	Units	Status	LH	PH
GST 212	Philosophy, Logic, and HumanExistence	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	-
MKT 223	Online Public Relations & ReputationManagement	2	C	30	-
Course Code	Course Title	Unit	Status	LH	PH
ACC 204	Cost Accounting	3	C	45	
UIL-MKT 204	Application of Computer in Marketing	2	C	30	
UIL-MKT 205	Financial Management	2	C	30	
UIL-MKT 206	The Marketing Environment	3	C	45	
UIL-MKT 208	Mathematics for Marketing II	3	C	45	
Total		31			

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	-
MKT 322	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	
Course Code	Course Title	Unit	Status	LH	PH
UIL-MKT 304	Principles of Purchasing and Supply	2	E	30	
FIN 345	Business Law	2	C	30	
UIL-MKT 305	Price and Price Management	2	C	30	
FIN 346	Company Law	2	C	30	
Total		36			

Course Contents and Learning Outcomes100

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:

1. identify possible sound patterns in English Language;
2. list notable Language skills;
3. classify word formation processes;
4. construct simple and fairly complex sentences in English;
5. apply logical and critical reasoning skills for meaningful presentations;
6. 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 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:

1. analyse the historical foundation of the Nigerian culture and arts in pre-colonial times;
2. list and identify the major linguistic groups in Nigeria;
3. explain the gradual evolution of Nigeria as a political unit;
4. analyse the concepts of Trade, Economic and Self-reliance status of the Nigerian people towards national development;
5. enumerate the challenges of the Nigerian State towards Nation building
6. analyse the role of the Judiciary in upholding people's fundamental rights
7. identify acceptable norms and values of the major ethnic groups in Nigeria; and
8. 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 self-reliance (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: 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:

1. explain the nature and scope of marketing;
2. trace the evolution of marketing practice;
3. analyse the marketing environment; and
4. 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:

1. recognize the structure and the component parts of the financial sector;
2. apply marketing mix elements in serving customers of these component parts;
3. 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.

AMS 101: Principles of Management

(2 Units C: LH 30)

Learning Outcomes

On completion of this course, students should be able to:

1. define basic concepts related to management knowledge;
2. describe the roles, skills and functions of management;
3. identify organizational problems and how managerial decisions are arrived at; and
4. 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:

1. define the basic concepts of mathematics;
2. apply mathematics in the field of management;
3. perform basic computations in algebra, differential calculus and integral calculus; and
4. develop problem-solving skills from the mathematical ideas learnt;

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. 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'sseries. 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:

1. define basic computer concepts;
2. carry out fundamental functions and operations of the computer;
3. identify the basic elements required in a computer system;
4. use an operating system software in the windows environment;
5. produce electronic documents using basic software applications such as Microsoft officeapplications;
6. 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:

1. articulate the series of steps/processes & strategies to achieve end results;
2. determine, procure, optimize (human, material, & financial) resources needed;
3. apply the project management processes to initiate, plan, execute, monitor and controlprojects; and
4. acquire a working knowledge of key project management methods.

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

UIL-MKT 103: Introduction to Management and Society (2 Units; Compulsory; L = 30)

Senate-approved relevance

The University mission is to produce experienced students who are versatile, knowledgeable and understand the management principles and its applicability both in the real-life situations and the business environment.

The course will develop students' knowledge in the area of Management and society and how it interwoven with marketing. It also serve as a constituent of Marketing Degree knowledge, which is prepared to take up internal and external private and public business marketing challenges in an ethical manner that will help to boost the economy of the nation and even at international level without compromising the societal right in alignment with the University vision to provide a world class environment for learning, research, probity and service to humanity.

Overview

Management entails getting things done through people, assigning delegation, controlling actual results against the standard and organizing the environment and align it with all available resources to achieve organizational goals.

UIL-MKT 103 is designed to expose students to various principles and application of management in the dynamic business environment. The course focuses on building the capacity of students in order to fit them into the global business standard.

Objectives

The objectives of UIL-MKT 103 are to:

1. explain the concept of management and functions of management in the society;
2. expose students to the history of management thought;
3. describe the functions of management;
4. explain the theory in management;
5. expose students to federal and state regulations of economic activities with focus on the three basic types of economy;
6. broaden students' knowledge on the effect of population growth on their health, and the nation at large;
7. enlighten students on the concept of "consumerism"
 8. explain the types of business;
 9. explain the laws relating to business formation; and
 10. explaining the component of labour force.

Learning outcomes

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

1. describe the concept of management;
2. discuss six (6) basic history of management thought;
3. explain nine (9) basic functions of management;
4. differentiate between theory X and Y manager;
5. discuss three (3) basic types of economy;
6. identify four (4) major goals of national policy on population; and four (4) major policy in place for achieving these goals.
7. describe the concept "consumerism";
8. differentiate between a proprietorship and partnership business;

9. identify five (5) undue business practices; and five (5) government policy that have been put in place to curb them; and
10. differentiate among employment, unemployment, underemployment, and hidden unemployment.

Course contents

Management in the National and West Africa economic context. Federal planning policies. State planning policies. Territory size, wealth distribution and age structure of the working population. Federal regulations relating to economic activity. State regulations relating to economic activity. Federal law relating to formation and operation of business. Types of law. Profit sharing policies. Taxation. Taxation as it relates to state. Taxation as it relates to Federal level. Types and the relevant authority in charged of collecting tax. Consumerism. Employee relations. Definition of Shareholders. Different type of shareholders. Management school of thoughts.

Minimum academic standards

As stated in the CCMAS

ECO 101: Principles of Economics I (2 Units; Compulsory; L = 30)

Senate-approved relevance

The University mission is to produce experienced students who are versatile, knowledgeable and understand the principles and fundamentals of economics and its applicability both in the real-life situations and the business environment.

Learning Outcomes

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

1. know the basic concepts in economics such as scarcity, choice and scale of preference;
2. appreciate basic laws of demand and supply;
3. understand the concept of elasticity and its applications;
4. have the knowledge of the short and long run production functions; and
5. understand pricing of factors of production and market structure consisting of perfect competitive market and imperfect competitive markets.

Course Contents

An introduction to the nature of economic science and its basic problem of scarcity and choice. The methodology of economics and major areas of specialization. Historical development of ideas from the classical, neoclassical, utilitarian and welfare economists. Major findings in the various areas of specialization and elementary principles of microeconomics, as well as partial equilibrium analysis. The laws of demand and supply. Determinants and types in statement and graphical formats. The firms and production functions. Market structure.

ACC 101: Basic Accounting Concepts I (3 Units; Compulsory; L =45)

Senate-approved relevance

The University mission is to graduate experienced students who can manage the financial records of any organization and compete effectively with other accountants globally

Learning Outcomes

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

1. describe the nature and scope of accounting;
2. differentiate between bookkeeping and accounting;
3. discuss the objectives of financial accounting;
4. appreciate various branches of accounting; and methods of recording accounting data using manual and electronic devices;
5. prepare basic accounting records from primary books to extraction of trial balance;
6. correct basic posting errors; and
7. prepare bank reconciliation statements.

Course Contents

The nature and scope of accounting. Definition of bookkeeping and accounting. Differences and similarities between bookkeeping and accounting. Objectives of financial accounting, financial accounting cycle, various branches of accounting, methods of recording accounting data using manual and electronic devices. Source documents for Book-keeping and Accounting, original/principal/prime books of entry/ledgers in accounting. Principles of double entry and accounting equation, the trial balance, bank reconciliation statement, classification of revenue/receipts and expenditure (current & capital)

UIL-MKT 104: Introduction to Statistics for Marketing (2 Units; Compulsory; L = 30)

Senate-approved relevance

University of Ilorin vision is producing world-class graduates who can handle statistics problems in any field and compete with other graduates across the world. However, the knowledge of statistic will expose the students to solving complex real-life situation relating to uncertainty. This align with the mission of University of Ilorin to produce a world-class graduate.

Overview

Business environment is dynamic and there is need for knowing how to select the best options among various alternatives. The knowledge of statistics is essential to enable both the marketer and the buyer makes the best buying decision.

The significance of UIL-MKT 104 is to expose students to various statistical techniques and its application in solving problems in the dynamic business environment. The course focuses on building the capacity of students in order to fit them into the global business standard.

Objectives

The objectives of UIL-MKT 104 are to:

1. equip students with relevant techniques and adequate information in statistics so as to enable them makes the best choice among various alternatives.
2. prepare students to develop independent and meaningful intellectual organ in the area of statistics.
3. ensure students get to the use of various statistical techniques and when to use them.
4. create an appropriate environment necessary for the students' intellectual to succeed .

5. widen their scope in choosing the best option during the period of uncertainty.
6. prepare students to understand the concept of time series
7. explain the matrix
8. differentiate the matrix determinant
9. define the scales of measurement; and
10. differentiate between qualitative and quantitative data

Learning outcomes

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

1. state at least two(2) techniques and adequate information in statistics
2. state at least three(3) options among various alternatives
3. identify the difference between regression and correlation analysis
4. explain the two (2) main probability theory
5. describe two (2) options managers can choose in a period of uncertainty.
6. State at least three (3) matrix determinant
7. define two (2) scales of measurement
8. explain the time series analysis
9. state at least two (2) qualitative and quantitative data
10. list two (2) example of primary and secondary data

Course contents

Definition of statistics and its role to marketing activities. Types of statistics; inferential and descriptive. Elementary statistics; bar chart, pie chart, ogive, cumulative frequency. Measures of central tendency and dispersion. Elementary probability distribution. Elementary Sampling Theory. Chi-square distribution and test of goodness of fit. Linear Regression. Correlation analysis. Index number. Time series and analysis. Elementary statistical techniques. Introduction to matrix. Types of variables/data; quantitative and qualitative. Scales of measurement; nominal, ordinal and interval, ratio scale. Data collection. Advantage and disadvantage of primary data. Advantage and disadvantage of secondary data.

Minimum academic standards

As stated in the CCMAS

UIL-MKT 106: Nigeria Marketing System and Commercial Policy (2 Units; Compulsory; L = 30)

Senate-approved relevance

The course is designed to groom and produce experienced students who can understand the Nigerian marketing system, the kind of interaction that takes place between the consumers, business, and government; and also be abreast of how to help both private and the public sector to actualize their goals and objective through effective and efficient distribution of their products; and apply the skills acquired to solve all business challenges arising from the market. This is in agreement with the University of Ilorin mission to produce world-class graduates.

Overview

The Nigerian market environment is volatile, dynamic and complex. Hence, there is need for a working marketing system template that will address the issues hindering the success of this environment so that the key players will appreciate the importance of marketing concepts.

UIL-MKT 106 is a compulsory course designed to provide background knowledge to students about the Nigerian market environment.

Objectives

The objectives of UIL-MKT 106 are to:

1. equip students with relevant techniques and adequate information about marketing system;

2. enlighten students on the need to understand the basic types of marketing system;
3. ensure students understand the interplay of the three participants in the Nigerian marketing system.
4. expose students to how commercial banks operates;
5. ensure students have the knowledge of factors that must be considered before adopting a channel;
6. expose students to the major types of competitors they are likely to face in running a business;
7. ensure students have a clear picture of the differences between the types of retailers;
8. recognized the need for channels member;
9. differentiate between first and second generation banks; and
10. identify the roles of some agencies in Nigeria in the bid of protecting the citizen while business activities are going on.

Learning outcomes

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

1. define marketing system;
2. differentiate among the three (3) basic types of marketing system;
3. describe the interaction of the three (3) major participant involved in the market directed and command directed marketing system;
4. identify five (5) major functions of commercial banks;
5. explain seven (7) major factors to consider in choosing a channel;
6. describe the four (4) types of competitors;
7. differentiate between itinerant retailer and fixed shop retailer;
8. distinguish between first and second generation banks.
9. explain five (5) basic advantages and disadvantages of middlemen; and
10. identify seven (5) roles each that is performed by: NAFDAC (National Agency for Food and Drug Administration and Control); SON (Standard Organization of Nigeria); and NDLEA (Nigeria Drug and Law Enforcement Agency);

Course contents

The traditional Nigerian marketing system. The meaning and relationship between itinerant, retail and wholesale business. Basic definitions of distribution channels. Factors to consider before choosing the distribution channel .Physical distribution components. Members of channels of distribution and their distinctive functions. Distribution strategies; intensive, exclusive distribution. Role of government agencies; NAFDAC, SON, Price control board, Consumer right protection agency. Functions of commercial banks and its meaning. Documents required before sourcing for fund in the commercial banks. Difference between first- and second-generation banks. Ethics in Nigerian marketing system

Minimum academic standards

As stated in the CCMAS

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:

1. know the basic features of philosophy as an academic discipline;
2. identify the main branches of philosophy & the centrality of logic in philosophical discourse;
3. know the elementary rules of reasoning;
4. distinguish between valid and invalid arguments;
5. think critically and assess arguments in texts, conversations and day-to-day discussions;
6. critically assess the rationality or otherwise of human conduct under different existential conditions;
7. develop the capacity to extrapolate and deploy expertise in logic to other areas of knowledge, and
8. 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)

Learning Outcomes

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

1. explain the concepts and theories of entrepreneurship, intrapreneurship, opportunity seeking, new value creation, and risk taking;
2. state the characteristics of an entrepreneur;
3. analyze the importance of micro and small businesses in wealth creation, employment, and financial independence;
4. engage in entrepreneurial thinking;
5. identify key elements in innovation;
6. describe stages in enterprise formation, partnership and networking including business planning;
7. describe contemporary entrepreneurial issues in Nigeria, Africa and the rest of the world; and
8. 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:

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

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 Andreassen'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 biologicalbasis 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:

1. recognize various applications of the marketing concept;
2. evaluate the effects of the marketing concept on the firm, consumers, and society;
3. analyse market opportunities and threats as well as strengths and weaknesses for a firm;
4. describe the strategic marketing management process; and
5. 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,
- 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:

1. demonstrate knowledge of industrial buying behaviour;
2. describe the nature and scope of business-to-business marketing;
3. formulate strategy for business-to-business markets;
4. describe the characteristics of industrial buyers and buying process; and
5. 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:

1. design new products/services for marketing;
2. create new ventures and marketing strategies for their operation;
3. develop business plan/feasibility report for new ventures;
4. apply marketing knowledge in the commercialization of inventions; and
5. 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 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:

1. comprehend the characteristics of a marketable service;
2. analyse the dynamics of marketing mix strategies in various service sectors of the economy;
3. explain the problems and prospects of service marketing in contemporary organization;
4. show how marketing concepts applies to not-for-profit organizations and the strategies involved;
5. identify market forces and customer expectations;
6. articulate the various models of buyer behaviour in the service industry;
7. develop appropriate marketing strategies based on the marketing mix;
8. comprehend the importance of quality in exceeding customer expectations;
9. track customer expectations by using various customer research methods;
10. articulate the various elements of successful customer services;
11. implement control and monitoring programmes to ensure that quality is maintained and improved where possible; and
12. 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:

1. describe the concept of retail and wholesale management;
2. comprehend the crucial roles of retail and wholesale in the distribution process;
3. explain functions of retail and wholesale intermediaries in the economy; and
4. 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:

1. discuss the nature and scope of online public relations and reputation management.
2. differentiate between public relations and other promotional tools;
3. describe the tools applicable in promoting business through online channels;
4. identify the role of public relations in organizational branding;
5. show ways by which an organization's reputation can be effectively managed;
6. 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:

1. discover the relevance of marketing to the agricultural and food sectors in developing countries;
2. explain the meaning of the marketing concept in the context of agriculture;
3. implement the marketing concept throughout food and agricultural marketing systems;
4. relate the functions of marketing in the food and agricultural chain; and
5. 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

UIL-MKT 204: Application of Computers in Marketing (2 Units; Compulsory; L = 30) **Senate-approved relevance**

The vision of University of Ilorin is to produce graduates who are capable of positively impacting the lives and society through knowledge. The knowledge of application of computer in marketing is very important because it will enable the students to collect, analyze, and interpret data to inform marketing strategies, leading to more effective campaigns and improved resource allocation.

Overview

Contemporary issues in marketing such as content marketing, basic programming, search engine marketing, marketing software and tools are emerging areas. The importance of the course is expected to guide students to fit in to the computer age and fostering ethical and responsible marketing practices.

UIL-MKT 204 is a compulsory course designed to expose students to the applications of computer in marketing.

Objectives

The objectives of UIL-MKT 204 are to:

1. recognize basic programming;
2. understand the role of computers in marketing and their impact on business operations;
3. explain how to use computer software to analyze market trends and customer behavior;
4. equip students with the skills in using computer graphics and design software for marketing materials;
5. list computer-based tools for social media marketing and management;
6. explain how to use computer-based tools for email marketing and campaign management;
7. understand the skills in using computer-based tools for search engine optimization (SEO);
8. Learn how to analyze and interpret marketing data using computer software;
9. explain how to use computer-based tools for customer segmentation and targeting; and
10. explain computer-based tools for marketing strategy development and planning.

Learning outcomes

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

1. identify five (5) basic computer programming;
2. explain five (5) role of computers in marketing and their impact on business operations;
3. Identify three (3) computer software that can be use to analyze market trends;
4. Explain computer graphics and design software;
5. Identify three (3) computer-based tools for social media marketing and management;
6. explain five (5) benefits of email marketing;
7. explain search engine optimization;
8. describe how to analyze and interpret marketing data using computer software;
9. identify five (5) computer-based tools for customer segmentation and targeting; and
10. explain three (3) computer-based tools for marketing strategy development and planning

Course contents

Overview to computer application in marketing, Importance of technology in marketing, history of marketing automation. Computer software for market research. Computer tools for marketing. Interpreting marketing data and insights. Social media platforms (Facebook, Twitter, Instagram), creating social media marketing campaigns. email marketing concepts and software (Mailchimp, Constant Contact), creating effective email marketing campaign sand measuring email marketing metrics and engagement. Search engine optimization concepts and techniques, optimizing website content for search engines and measuring SEO metrics and performance. Marketing automation concepts and software (Marketo, Pardot), Setting up marketing automation workflows and measuring marketing automation metrics and performance.

Minimum academic standards

As stated in the CCMAS

UIL-MKT 205: Financial Management (2 Units; Compulsory; L = 30)

Senate-approved relevance

Graduates who are equipped with adequate knowledge that can positively impact lives and the society is in line with the vision of the University of Ilorin which aim to produce graduates who are worthy in learning and character. Importance is seen in having adequate financial management knowledge and skills as the needs by business organization especially in making financial and investment related decisions that are capable of changing the society is on the increase.

Overview

Financial management is a strategic business area which modern business pay substantial attention due to its relevance in today's business environment. Business needs to make decisions on efficient and effective resource management with intention of making informed decisions in professional and personal life. More so, investment decisions are very key in today's business world. It becomes sacrosanct to equip students with the adequate knowledge of financial management on how to manage resources (especially finance), manage investment-related issues and as well prepare their minds for existing and emerging financial issues in the corporate world in the 21st century.

Objectives

The objectives of UIL-MKT 205as follows:

1. describe the concepts of financial management and its relevance to profit maximization;
2. identify sources of finance, benefits and challenges of each of the sources;
3. describe budgeting, cash and liquidity management;
4. distinguish between variants of credit management;
5. analyse methods of managing inventory;
6. equip students with information on financial ratios;
7. differentiate among the appraisal techniques;
8. define the profitability index;
9. ensure students understand the concept of time value of money; and
10. explain the inventory management.

Learning outcomes

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

1. describe the three (3) concepts of financial management and its relevance to profit maximization
2. state two (2) sources of finance and state a minimum of 4 benefits and challenges of each of the sources.
3. prepare at least one (1) cash budget and be able to define cash and liquidity management and credit management respectively
4. itemize at least two(2) ways organizations can manage inventory.
5. state atleast three (3) financial planning process.
6. explain two (2) traditional appraisal techniques
7. prepare three (3) cash flow tables showing profitability index of different projects
8. describe the two (2) methodsin determining time value of money
9. explain two (2) methods of calculating inventory management
10. explain three (3) implication of financial risks

Course contents

Introduction to Financial Management: Meaning, scope and functions of finance, Approaches to financial management, objectives of financial management and importance of financial management). Financial Statement Analysis: meaning of statement analysis, types of financial analysis. Sources of finance: short-term, medium term and long-term finance. Working capital management (Inventory management, Techniques of inventory management, and cash management. Ratio Analysis: Liquidity ratio, Solvency ratio, acid test ratio, and profitability ratio. Project Appraisal Techniques. Cash and liquidity management, and Credit management

Budgeting: Meaning of budgeting and its types, Cash budgeting. Management of Financial Risks Financial management in an international market. Special Financing: Lease Financing, Venture Capital, Factoring, Foreign Direct investment, and credit rating. Principles of Capital Investment Dividend Decisions: Meaning of dividend, types of dividends, dividend decisions, Factors determining dividend policy and types of dividend policy. Liquid assets and liability restructuring: liquidity and its role, receivables and inventories, liability structures.

Minimum academic standards

As stated in the CCMAS

ACC 205: Cost Accounting (3 Units; Compulsory; L =45)

Senate-approved relevance

Graduates who are equipped with adequate knowledge that can positively impact lives and the society is in line with the vision of the University of Ilorin which aim to produce graduates who are worthy in learning and character. Importance is seen in having adequate cost management knowledge and skills as the needs by business organization especially in making costing and investment related decisions that are capable of changing the society is on the increase.

Learning Outcomes

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

1. explain the nature and objective of a cost accounting system;
2. describe the organisation of cost accounting department and its relationship with other departments;
3. explain elements of cost, cost classification, estimation and behaviour;
4. account for materials, labour and overhead in a cost accounting system;
5. explain costing methods - specific order and process costing;
6. familiarise with the treatment of process gains and losses;
7. prepare integrated and interlocking accounts;
8. discuss the concept of marginal and standard costing with simple variance analysis; and
9. explain functional budgets and cash budget.

Course Contents

Definition of cost and cost accounting. The need for and installation of a cost accounting system, objectives of a cost accounting system, organisation of a cost accounting department and its relationship with other departments, advantages and limitations of a cost accounting system. Differences between cost and financial accounting, and cost and management accounting. Classification and estimation of cost into variable and fixed elements. Account for materials, labour and overhead. Preparation of specific order costing (job, batch and contract), process costing, including treatment of process gains and losses in line with IAS 2, integrated and interlocking accounts, explain and apply costing techniques marginal costing, (break-even and CVP analysis), standard costing. Prepare and explain simple variance analysis, and explain and prepare functional budget and cash budget.

UIL-MKT 206: The Marketing Environment (3 Units; Compulsory; L =45)

Senate-approved relevance

This course will help develop knowledge, skills in marketing and help marketers to be trend trackers. It will enrich students in tracking trends and monitoring the dynamics in the business environment. It will also provide a holistic view of the factors that influence how a company interacts with customers and operates within a larger context.

This will assist students to be able to meet the societal needs appropriately, exposing them to the combination of external and internal factors that affect a company's marketing activities and also provides a holistic view of the factors that influence how a company interacts with customers and operates within a larger context.

Overview

Marketing environment is a course designed to introduce students to business environment. It will guide students in understanding the role marketing plays in the economic process of satisfying needs and wants within the society.

UIL-MKT 206 would be an eye-opener to students in discovering the internal and external business environments, which are determinants of business successes. This would definitely prepare and aid them for the future business plans.

Objectives

The objective of UIL-MKT 206 are to:

1. describe the environmental forces that affect the company's ability to serve its customers;
2. identify the major trends in the firm's natural and technological environment;
3. explain the firm's macro environment: analyzing needs and trends in the macro environment;
4. state the major forces in the marketing environment;
5. explain environmental analysis: scanning, scenarios, constructing scenarios, using scenarios;
6. explain how to respond to the marketing environment;
7. prepare students to know the SWOT analysis;
8. equip students with micro environment peculiarities;
9. define the PESTEL model; and
10. describe emerging trends in the marketing environment.

Learning outcomes

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

1. state ten (10) major forces that can affect business marketing environment;
2. state five (5) differences between trend and mega trends;
3. state at least five (5) internal and external forces affecting marketing activities within the marketing environment;
4. state four (4) factors to be considered when scanning a business environment;
5. state ten (10) differences between Internal and external environment;
6. explain five ways (5) to respond to the marketing environment;
7. identify the four (4) SWOT analysis model;
8. explain five (5) peculiarities in micro environment;
9. describe the PESTEL model; and
10. analyze ten (10) emerging trends in the marketing environment.

Course contents

Concept of Marketing Environment. Definition of marketing environment.

Importance of marketing environment features of marketing environment. Approaches to marketing environment. The firm's macro environment. Analyzing needs in the environment. Emerging concept in marketing environment: Fad, trends and megatrends in the marketing environment. Responding to the major macro environment forces. The firm's micro environment. Environmental analysis. Scanning. Scenarios and using scenario. Identify the major trends in the firm's natural and technological environments. Explain the key changes in the political environment. SWOT Model (Strength, weakness, Opportunity and threats). PESTLE Model (Political, Economic, Social-cultural, Technological, Legal, and Ecological) Porter's Diamond Model. Case studies in marketing environment.

Minimum academic standards

As stated in the CCMAS

UIL-MKT 208: Mathematics for Marketing II (3 Units; Compulsory; L=45)

Senate-approved relevance

The university's vision is to produce experienced students who are versatile, knowledgeable, and capable of applying knowledge to practices, especially in making business decisions. It helps marketing students collect, analyze, and present data about consumers, markets, and competitors. The data is used to make informed decisions about marketing strategies. This is in line with the mission statement of the University of Ilorin, which is to produce creative-thinking graduates.

Overview

Mathematics is used in marketing to constantly track, analyze and optimize the return on investment and to estimate the gain from marketing activity. It exposed students to have a critical analysis of competitive business environment. Mathematics is used to determine the optimal marketing mix, which includes the product, price, promotion, and place in manufacturing driven economy and also in the service driven economy that focus mainly on service delivery.

UIL-MKT 208 is designed to encourage student to have interest in quantitative courses.

Objectives

The objectives of UIL-MKT 208 are to:

1. explain limits and continuity
2. describe differentiation and its application to management
3. state the logarithmic functions
4. critically examine the integration applications to management
5. identify the matrix and determinant
6. explain the simple and compound interest
7. simplify the quadratic equation
8. state the set theory
9. discuss the probability theory
10. state the exponential equations

Learning outcomes

On completion of the course, students should be able to:

1. distinguish between limits and continuity
2. solve at least three (3) questions on differential and its applicability to business decisions.
3. Identify five (5) logarithmic function

4. differentiate between differentiation and integration
5. list two methods of simple and compound interest
6. explain the probability theory
7. state five(5) set theory
8. identify two (2) exponential equation
9. describe at least three (3) quadratic equation formula; and
10. state ten (10) law of indices

Course contents

Limits and continuity. Differentiation and its applications to management. Integration with applications to management. Constrained optimization. Differentiation. Exponential and logarithmic functions. Differentia equation. Simple and compound interest. Matrix and determinant. Sequence and series. Quadratic equation. Elementary Probability. Set theory. Measure of central tendency. Measure of dispersion. Trigonometric ratios. Decision under uncertainty.

Minimum academic standards

As stated in the CCMAS

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:

1. analyze the concepts of peace, conflict and security;
2. list major forms, types and root causes of conflict and violence;
3. differentiate between conflict and terrorism;
4. enumerate security and peace building strategies; and
5. describe roles of international organizations, media and traditional institutions in peacebuilding.

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 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 dynamicsassessment 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. AlternativeDispute Resolution (ADR). Dialogue, arbitration, negotiation, collaboration, etc. Roles of international organizations in conflict resolution - (a). the United Nations (UN) and its conflictresolution 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:

1. describe the key steps in venture creation;
2. spot opportunities in problems and in high potential sectors regardless of geographical location;
3. state how original products, ideas, and concepts are developed;
4. develop business concept for further incubation or pitching for funding;
5. identify key sources of entrepreneurial finance;
6. implement the requirements for establishing and managing micro and small enterprises;
7. conduct entrepreneurial marketing and e-commerce;
8. apply a wide variety of emerging technological solutions to entrepreneurship, and
9. 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 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 (IoTs), 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:

1. define the concept of law;
2. describe the court system;
3. identify the court of special jurisdiction;
4. explain the concept of judicial precedence;
5. relate the choice of law and interpretation of statute;
6. apply, in all business relationships, the general principles of contracts; sales of goods, and hire purchase; and
7. 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 decisis. 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 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:

1. distinguish between marketing and sales;
2. 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:

1. define the concept of digital marketing;
2. identify the tools of digital marketing;
3. describe the components of digital marketing;
4. comprehend the contemporary marketing practices via digital technology;
5. 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.

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

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2 Units C: LH 30) Learning Outcomes

Upon completion of Students should be able to:

1. understand the nature and scope of logistics in marketing management;
2. describe the various types of distribution channels;
3. relate the intensity of channel coverage; and
4. 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.

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:

1. apply the current best practices in marketing operations;
2. design products/ services in line with consumer needs and develop the relevant marketing strategies;
3. formulate profit maximizing and value-creating strategies in place of sales-building strategies; and
4. 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:

1. understand the role of the consumer in marketing, the consumer perspective and viewpoints, overview of consumer decision;
2. examine the various dimensions of culture context of consumer behaviour;
3. describe the nature and influence of individual;
4. explain the nature of communication; attitude change;
5. understand the decision processes; and
6. explain the nature and scope of consumerism.

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 ViewPoints, 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.
- (iii) The Nature and Influence of Individual: Predispositions.

Information Processing, Learning Process, Evaluative Criteria, Attitudes, Personality.

(iv) Attitude Change and Persuasive Communication: Nature of Communication; Attitude Change:

(v) Decision Processes: Problem Recognition Processes, Evaluation Processes,

Purchasing Processes, Post-Purchase Processes

(vi) 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:

1. recognize the concepts and issues of strategic marketing management;
2. analyse the strategic marketing process;
3. examine the five competing philosophies in marketing;
4. describe marketing in the corporate environment, cost and profitability analysis; and
5. 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:

1. understand the various business research tools to market analysis and opportunities' identification;
2. evaluate the dimension of consumer behaviour analysis, the problems

- and prospects of business research;
3. examine the use of digital analytics to understand online customer behavior; and
 4. 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:

1. understand the concept of decision making in marketing;
2. explain the theoretical foundation for marketing management;
3. relate the techniques of marketing operations measurement and facility location;
4. comprehend sales and profit equations as tools for marketing planning and control; and
5. 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) Learning Outcomes

Upon completion of this course student should be able to:

1. identify major sales management functions;
2. understand the personal selling techniques and management;
3. explain the sales-force management: planning, control and organisation;
4. examine the various dimensions of sales planning and control; and
5. 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.

UIL-MKT 304: Principles of Purchasing and Supply (2 Units; Elective; L =30)

Senate-approved relevance

The vision of the University of Ilorin is to produce graduates who are capable of positively impacting the lives and society through knowledge. The knowledge of purchasing and supply is very strategic for business organization as this allows them to make informed decisions in relation to supply and purchase. Principles of purchasing and supply will expose the graduates on building and maintaining relationships with suppliers. Marketing students will learn how to effectively manage business relationships, establish a steady supply of quality goods and services which will be delivered to the market at all times. This aligns with the mission of University of Ilorin to produce highly-skilled graduates.

Overview

The major concern of many businesses activities is the effective and efficient development of products that can be sold at a profit. This drives frequent need to make purchasing decisions in order to achieve corporate objectives. With the emerging needs of business organization in this area there is urgent need for students to be equipped with skills and competency to buy and make effective purchasing decisions. The knowledge of purchasing and supply will help student to make the right

choice on inventory management and its flow. This course will help to refine students' skills especially in the area of procurement and supply management. The course gives an understanding of the primary functions and structural steps of the entire procurement and supply management process, negotiation, forms of negotiation, rights in purchasing, and ethical issues considered when making purchasing decisions.

Objectives

The following are the objectives of UIL-MKT 304 is to:

1. distinguish between purchasing and supply;
2. determine process of selecting suppliers and qualities to look out for before selection
3. describe purchasing procedures, policy, and documentation required;
4. define inventory management;
5. explain the meaning of negotiation, and various types of negotiation;
6. explain the ethical issues and how to manage them when carrying out purchasing function;
7. explain the centralization process;
8. define the decentralization process;
9. differentiate among various RIGHTS in purchasing; and
10. define sustainable purchasing practices.

Learning Outcomes

Upon completion of this course, students are expected to be able to:

1. distinguish between the concept of purchasing and supply;
2. describe minimum of three (3) processes involved in selecting suppliers;
3. differentiate between purchasing procedures and documentation;
4. define inventory management;
5. state two (2) types of negotiation;
6. explain ethical issues in a simple sentence;
7. State five (5) centralization process;
8. explain decentralization process;
9. identify five (5) major RIGHTS in purchasing; and
10. List five (5) documents involved in purchasing.

Course contents

Concept of Purchasing: Definitions of the concept, Importance of Purchasing to Organization, Functions of Purchasing department. Process of Purchasing in an Organization, Evolution of sustainable purchasing practices, and terms used in purchasing and supply. Purchasing Organization: Fiscal and Operational Importance of Purchasing, Buyer-Planner Concepts, and Factors to be consider when making purchasing decisions. Purchasing Process: Centralization and Decentralization Purchasing process. Purchasing Policy, and Procedures: Pricing Procedure in Purchasing, Role of Pricing in organizational purchase, Process of Obtaining Price, Purchasing Timing and Inventory Management Policies. Discounting and Purchasing: Meaning of Discounts, types of discounts, significance of discount pricing in Purchasing, and Process of Making

Payments. Purchasing documentations: Documents Required in Purchasing of items in an organization, Role of information technology in purchasing process, Ethical Considerations in Purchasing Process. Government Purchasing process and procedure. Rights in Purchasing: Right Quality, Right Quantity, Right Time, and Right Price. Sourcing Strategies: Introduction, types of sourcing, importance of outsourcing and in-sourcing. Challenges of outsourcing and in-sourcing. Supplier Sourcing and Evaluation: Process of Suppliers Selection, Issues Involved in Suppliers Selection, Qualities of a good Supplier, Factors of Selecting Suppliers, Suppliers evaluation, and Process of Evaluating Suppliers. Negotiation: Meaning of Negotiations, Need for Negotiation, Types of Negotiation, and Methods and Techniques of Negotiation, Ethical Considerations in Negotiation. Information system in purchasing and supply: Importance of technology in purchasing process, role of technology in purchasing and supplying processes. Purchasing portfolio models. Corporate social responsibility in Purchasing and Supply: Social responsibility, benefits and drivers of social responsible purchasing, and environmental sustainable purchasing. Ethical issues in purchasing and supplying in Nigeria. Case studies on purchasing and supply.

Minimum academic standards

As stated in the CCMAS

UIL-MKT 305: Price and Price Management (2 Units;Compulsory; L =30)

Senate-approved relevance

The vision of the University Ilorin is to produce graduates who are capable of positively impacting the lives and society through knowledge. The knowledge of price and price management is very important for businesses as this enables them to manage the only revenue channel through which the organization can actualize their financial objectives.

Overview

One of the most important factors that businesses need to consider when it comes to managing their prices and levels is having the right strategy. Doing so will allow them to thrive and avoid unpredictable challenges. The knowledge of price and price management will help business organization to make informed decisions on how to set price, adopt the right approach to price, consider forces that may have a direct and inverse effect on their business. This course becomes importance for students to be equipped with the knowledge.

Objectives

The objectives UIL-MKT 305 as follows:

1. describe the concepts of price and price management;
2. identify different pricing approaches;
3. describe factors that influence price setting;

4. analyse methods of setting price at different stages of product life cycle;
5. describe role of technology on price setting;
6. explain the profit sensitivity analysis;
7. recognize the factors affecting price;
8. define market structure and its influence on price;
9. differentiate pricing as the only revenue generating concept; and
10. explain the challenges in discount management policy.

Learning Outcomes

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

1. state five (5) differences between price and price management;
2. state at least three (3) approaches of setting price;
3. state four(4) factors that influence price setting;
4. identify three (3) ways of setting price, considering product life cycle;
5. state at least three (3) ways by which technology as affected price;
6. describe the profit sensitivity analysis;
7. classify five (5) factors affecting price
8. list five (5) challenges in discount management policy
9. state five (5) reasons why pricing is the only revenue generation; and
10. explain the market structure and list five(5) of its influence on pricing.

Course Contents

Introduction to pricing management, definition of price, and price managements. Importance of Price as an element of marketing mix. Considerations and approaches to pricing. Factors affecting price: Internal Factors and External Factors. Market Structures and influence on Price. General Pricing Approach. Break Even Analysis. Profit Sensitivity to Price: Profit sensitivity analysis. Elasticity of demand. Economic and Price optimization. Management of Price Variances. Discount Management. Challenges in discount management policy. Identifying discount management opportunities. Discount decision management. Pricing and product life cycle. Role of technology on price setting. Ethical Issues relating to pricing and price management.

Minimum academic standards