

**UNIVERSITY OF NIGERIA, NSUKKA
SCHOOL OF POSTGRADUATE STUDIES**

PGD, MBA, M.Sc AND Ph.D

PROGRAMMES FOR THE DEPARTMENT OF MARKETING

2017

UNIVERSITY OF NIGERIA, NSUKKA

PGD, MBA, M.Sc AND Ph.D PROGRAMMES OF THE DEPARTMENT OF MARKETING

1.1 PHILOSOPHY

The PGD programme of the Department of Marketing is designed to prepare graduates with some deficiencies to fit adequately into the MSc Marketing programme, and also to expose them to business administration and functions that equip them for self employment and to fill middle and senior level managerial positions. The MBA in Marketing programme has been designed to equip postgraduate students with advanced marketing knowledge and practical approaches for corporate advancement. The M.Sc programme in Marketing has been designed to instil in postgraduate students advanced marketing knowledge and scientific research approaches needed to understand and expand the frontiers of marketing theory and practice. The philosophy of the Ph.D programme is to produce individuals who have advanced theory and research –based knowledge relevant for use in the industry, public services, research institutes and academia.

1.2 SCOPE

The PGD in Marketing programme requires a minimum of 30 credit units made up as follows:

- | | |
|---|-----------------|
| ▪ Ten core courses (2 credits each) | 20 units |
| ▪ Three courses from area of concentration (2 credits each) | 6 units |
| ▪ Project Report | 4 units |
| ▪ Total | 30 units |

The MBA in Marketing programme requires a minimum of 72 credit units made up as follows:

- | | |
|--|-----------------|
| ▪ 16 core courses (3 credits each) | 48 units |
| ▪ 6 elective courses (3 credits each) | 18 units |
| Each (chosen as area of Specializations) | |
| ▪ MBA project of 6 credits | 6 units |
| ▪ Total | 72 units |

The M.Sc in Marketing programme requires a minimum of 51 credit units made up as follows:

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|------------------------------------|----------|
| ▪ 13 core courses (3 credits each) | 39 units |
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▪ 2 elective courses (3 credits each)	6 units
Each (chosen as area of Specialization)	
▪ Project Report of 6 credits	6 units
Total	51 units

The Ph.D in Marketing programme requires a minimum of 36 credits units made up as follows:

➤ Eight core course (3 credits each)	24 units
➤ Thesis	12 units
➤ Total	36 units

1.3 OBJECTIVES

The objectives of the PG programme of the Department of Marketing are to:

- i. Expose students to fundamental courses in marketing needed for advanced MSc in marketing programme.
- ii. Teach students the process of investigative science needed to explore theoretical and practical problems in marketing.
- iii. To provide students the opportunity of obtaining practical knowledge to solve marketing problems in business.
- iv. To update students with knowledge in the field of marketing and other cognate business courses needed to understand and analyze marketing problems.
- v. To encourage students to explore and solve theoretical and practical marketing problems that have industrial, academic, national and international relevance.

1.4 EMPLOYMENT OPPORTUNITIES

The Postgraduate Diploma programme prepares students to fill middle and senior level management positions in business, commerce, industry, and government. With their education and training they can set up their own business since the programme also emphasizes self-employment.

The MBA programme prepares students to fill middle and senior level management positions in business, commerce, industry, and government. With their education and training they can set up their own business since the programme also emphasizes self-employment and consultancy in Marketing Research, Marketing Communications, e.t.c.

The M.Sc programme in Marketing prepares students to fill middle and senior level management positions in business, commerce, industry, and government. With their education and training they can set up their own business since the programme also emphasizes self-employment and consultancy in Marketing Research, Marketing Communications, e.t.c.

The Ph.D programme prepares students to fill middle and senior level management positions in business, commerce, industry, and government. With their education and training they can set up their own business since the programme also emphasizes self-employment and consultancy in Marketing Research, Marketing Communications, e.t.c.

1.5 ADMISSION REQUIREMENTS; PGD, MBA, M.Sc. and Ph.D

Admission Requirements:

The entry requirements for a PGD programme in Marketing are:

- (a) Five credit passes including English Language and Mathematics at the O' level
- (b) Relevant Bachelor's Degree not lower than third class Division from a recognised university
- (c) Bachelor's Degree with at least second class lower Division in areas not related to Business may be considered
- (d) Higher National Diploma at upper credit level
- (e) Relevant professional qualifications

The requirements for admission into the MBA programme in Marketing are as follows:

- (i) Candidates with a Bachelor's degree from a recognised university must have a minimum of second class honours lower division
- (ii) Candidates with Postgraduate Diploma from a recognised university who have passed with a minimum of 3.0 GPA at 5 – point scale, or 2.5 GPA at 4 – point scale.
- (iii) Candidates with good quantitative background and some basic knowledge of Economics will have an added advantage
- (iv) Holders of HND and/or professional qualification disciplines are eligible for admission provided they possess a Postgraduate Diploma.

The criteria for admission into the M.Sc programme in Marketing will be as follows:

- (i) Candidates with Bachelor's degree from a recognised university who have a minimum of second class honours lower division with 3.0 CGPA on a 5 – point scale, or 2.5 CGPA on a 4 – point scale.
- (ii) Candidates with Postgraduate diploma from a recognised university and who have passed with a minimum of 3.5 CGPA on 5 - point scale, or 3.0 CGPA on a 4 – point scale
- (iii) Candidates with MBA degree from a recognised university who have a minimum of 3.0 GPA on a 5 – point scale, or 2.5 CGPA on a 4 – point scale

The criteria for admission into the Ph.D programme in Marketing will be as follows:

- M.Sc/Ph.D
 - (i) Bachelor's degree with a First Class Honours
 - (ii) Candidates with MBA from a recognised university who have passed with a minimum of 4.0 CGPA on a 5 - point scale, or 3.0 CGPA on a 4 – point scale
 - (iii) Candidates with a previous M.Sc Degree from an approved university who were not able to make up to a 4.0 CGPA on a 5 – point scale, or less than a 3.0 CGPA on a 4 – point scale
- Ph.D (Direct)

Candidates with M.Sc Degree from an approved university who have passed with a minimum of 4.0 CGPA on a 5 - point scale, or 3.0 CGPA on a 4 – point scale

Mode of Study

The mode of study for a PGD in Marketing is by course work and project report

The mode of study for an MBA programme in Marketing is by course work, project report, on-the-job training, and seminar.

The mode of study for the M.Sc programme in Marketing is by course work, graduate seminars and project report

The mode of study for a Ph.D programme in Marketing is by course work, seminars and thesis

Duration

The minimum and maximum duration of a PGD programme in Marketing shall be:

- (a) Full-time Diploma: Minimum of two (2) semesters and a maximum of four (4) semesters
- (b) Part-time Diploma: Minimum of four (4) semesters and a maximum of six (6) semesters

The minimum and maximum duration of an MBA programme in Marketing shall be:

- (a) Full-time: Minimum of four (4) semesters and a maximum of six (6) semesters
- (b) Part-time: Minimum of six (6) semesters and a maximum of eight (8) semesters

The minimum and maximum durations of the M.Sc programme in Marketing shall be:

- (a) Full-time: Minimum of four (4) semesters and a maximum of six (6) semesters
- (b) Part-time: Minimum of six (6) semesters and a maximum of eight (8) semesters

The minimum and maximum durations of a Ph.D programme in Marketing shall be:

- (a) Full-time: Minimum of six (6) semesters and a maximum of ten (10) semesters
- (b) Part-time: Minimum of ten (10) semesters and a maximum of twelve (12) semesters
- (c) For extension beyond the specified maximum period, a special permission from the Postgraduate Board shall be required

1.6 STRESS AREAS

Foundation Courses	0
Product Planning and Development	1
Marketing Communications	2
Physical Distribution and Supply Chain Management	3
Food and Agricultural Marketing	4
Consumer Behaviour	5
International Marketing	6
Marketing Theory and Management	7
Service Marketing	8
Research/Project	9

STRESS AREAS (PUBLIC RELATIONS)

Public Relations Theory, Practice and Cases	0
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Public Relations Planning and Development	1
Public Relations Communications' Mass Media and Related Skills	2
Financial Public Relations	3
Economic and Political Aspects of Public Relations	4
Computer Applications in Public Relations	5
International Public Relations	6
Public Relations Management	7
Ethics and Legal Aspects of Public Relations	8
Public Relations Research/Research Project and Thesis	9

2.0 PGD COURSES

COURSE LISTING

FIRST SEMESTER

Course Code	Course Title	Credit Units
ACC 701	Principles of Accounting	2
BAF 721	Principles of Finance	2
BAF 731	Principles of Micro Economics	2
MAN 701	Principles of Management	2
MAN 711	Quantitative Techniques	2
MKT 701	Fundamentals of Marketing	2
MKT 771	Research Methodology	2
		(Total units 14)

SECOND SEMESTER

Course Code	Course Title	Credit Units
BAF 732	Principles of Macro Economics	2
MAN 726	Business Statistics	2
MKT 772	Introduction to Marketing Management	2

ELECTIVE COURSES (2 courses are to be chosen)

MKT 722	Introduction to Sales Management	2
MKT 752	Introduction to Consumer Behaviour	2
MKT 762	Introduction to International Marketing	2
MKT 774	Introduction to Marketing Research	2
MKT 776	Introduction to Strategic Marketing Management	2
MKT 792	Project Report	4
		(Total units 16)

PGD COURSES IN PUBLIC RELATIONS

COURSE LISTING

FIRST SEMESTER

Course Code	Course Title	Credit Units
ACC 701	Principles of Accounting	2
MAN 701	Principles of Management	2
MAN 712	Research Methodology	2
MKT 701	Fundamentals of Marketing	2
MPR 701	Principles of Public Relations	2
MPR 721	Basics of Communications	2
		(Total Units 12)

SECOND SEMESTER

Course Code	Course Title	Credit Units
MKT 722	Introduction to Marketing Management	2
MPR 702	Introduction to Public Relations Research	2
MPR 752	Computer Applications in Public Relations	2
MPR 762	Introduction to International Public Relations	2

ELECTIVE COURSES (3 Courses are to be chosen)

MKT 706	Consumer Behaviour	2
MPR 722	Introduction to Media Relations	2
MPR 732	Introduction to Financial Public Relations	2
MPR 742	Introduction to Issues Management	2
MPR 744	Public Relations in Government	2
MPR 782	Introductory Ethics and Laws in Public Relations	2
		(Total Units 14)
MPR 792	Research Project	4

COURSE DESCRIPTION

MKT 701 Fundamentals of Marketing (2 units)

Meaning And Definition Of Marketing, Basic Marketing Concepts, Marketing Evolution And Practices, Buyer Behaviour And Marketing Segmentation, Introduction To Marketing Research, Introduction To International Marketing

MKT 722 Introduction to Sales Management (2 units)

Principles Of Selling; Sales Management; Evolution Of Sales Management; Major Task Of Sales Management; Determining Sales Policies And Strategies; Sales Forecasting

MKT 752 Introduction to Consumer Behaviour (2 units)

Introduction To Consumer Behaviour, Attitude And Consumer Behaviour, Consumer Behaviour And Communication, Determinants Of Consumer Behaviour, Consumer's Buying Decision Process, Psychology In Industrial Marketing.

MKT 762 Introduction to International Marketing (2 units)

Concept Of Psychic Distance, International Marketing Policies And Strategies, International Marketing Environment, Globalization And International Marketing, E-Commerce And International Marketing.

MKT 771 Research Methodology

(2 units)

Introduction To Research Methodology, Research In Social Sciences, Research In Physical And Natural Sciences, Problems Of Research In Developing Countries, Common Errors In Research, Research In Practice

- a. Problem Identification
- b. Literature Review
- c. Material And Methods (Methodology)
- d. Results (Data Analysis)
- e. Discussions
- f. Summary, Conclusions And Recommendations

Report Writing; Students Shall Be Given Assignments And Surveys To Be Conducted Using ICT Applications & Tool I–E Survey Monkey Etc , In Order To Create Surveys, Event Planning, Sharing Surveys And Making Use Of Available Templates

MKT 772 Introduction to Marketing Management

(2 units)

Basic Principles Of Management With Regard To The Marketing Function; Marketing Planning, Analysis, Implementation, And Control; Designing Marketing Strategies In Relation To The Relevant Environment; Total Quality Management And The Marketing Function; Management Of The Marketing – Mix Elements.

MKT 774 Introduction to Marketing Research

(2 units)

Application Of Analytical Tools To Marketing Management Problems, Including Markets, Goods/Services, Channels Of Distribution For Goods And Service, Promotional Campaigns, Pricing Decisions, Scientific Process In The Conceptualization Of Marketing Problem, Collection And Analysis Of Data/Information, Interpretation And Reporting Of Data/Information Of Marketing Problems And/Or Solve Them.

MKT 776 Introduction to Strategic Marketing Management

(2 units)

Foundation Of Strategic Marketing, Strategic Marketing Management Process, Opportunity Analysis And Market Targeting, Case Analysis In Marketing Management, Environment For Strategic Marketing Management Decision.

MKT 792 Project Report (4 units)

COURSE DESCRIPTION IN PUBLIC RELATIONS

MKT 701 Fundamentals of Marketing (3 Units)

Historical perspectives, role and importance; marketing environments, variables and mix; The markets, the consumer and the buying behavior; marketing; government and the society; special areas in marketing.

MPR 701 Principles of Public Relations (3 Units)

Definitions, nature and functions of Public Relations, Public Relations as a marketing function, the concepts and process of Public Relations, the publics and the organizations, Importance of Public Relations, merit and demerit of Public Relations.

MPR 702 Introduction to Public Relations Research (3 Units)

The course introduces students to application of analytical tools to Public relations management problems. This include: Identifying the role of research and evaluate in public relations practice, define and describe both quantitative and qualitative approaches, and apply relevant research methods.

MKT 706 Consumer Behaviour (3 Units)

Definitions, Determinants of behaviour, Theories of Consumer and Buyer behavior, Consumer Education and Consumerism, Consumer adoption process

MPR 721 Basics of Communication (3 Units)

The course introduces students to: Definition of Communication, diagram of communication model, elements of the communication model, Dimensions of Public opinion, Individual orientations and co-orientations.

MKT 722 Introduction to Marketing Management (3 Units)

Marketing management philosophies; Marketing environment; Buyer behavior; Market targeting and processing; Marketing information systems and marketing research; Marketing Elements; mix decisions, policies and strategies; marketing planning and plan implementation performance evaluation and control; case studies.

MPR 722 Introduction to Media Relations (3 Units)

The course introduces students to be able to: critically evaluate the role of media relations within a democratic society and within public relations practice. This include: Identifying the key purpose and principles of media relations activity, identify the key trends in communications and the media, and evaluate the factors that cause media relations activities to succeed or fail.

MPR 732 Introduction to Financial Public Relations (3 Units)

The course introduces students to: definition and description of financial Public relations, identify how financial Public relations practice impacts on organization, and recognize emerging trends in financial public relations practice.

MPR 742 Introduction to Issues Management (3 Units)

This course introduces students to: define and describe the concept of issues management, identify the key theories and principles of issues management, analyze the national, continental and global context in which issues emerge and the forces that shape and reshape their impact on people, government, institutions and business.

MPR 744 Public Relations in Government (3 Units)

Definitions; the government and the economic system in Nigeria, Business Formulation and operations components of government public relations, regulations and social responsibilities in public relations.

MPR 752 Computer Application in Public Relations (3 Units)

Application of Digital computer to problems in data process hardware for data capture and transmission; output mode and reporting format; Data storage devices, media and methods;

system architecture. Software engineering theory; Life cycle of business software and computer systems; system requirements, specification, design, representation and documentation

MPR 762 Introduction to International Public Relations (3 Units)

This course introduces students to: define international and global public relations, identify the driving forces behind the internationalization of practice and theory, and recognize the environmental factors that affect the implementation of an international campaign.

MPR 782 Introductory Ethics and Laws in Public Relations (3 Units)

Definitions, Importance of Ethics in Public Relations, Ethical Issues in Public Relations, Regulations and Professional practice in public relations, cases in public relations ethics.

MPR 792 Research Project (4 Units)

On completion of coursework, students would write a Project based on a particular area of specialization in Marketing for the fulfilment of the requirements for the program

3.0 MBA COURSES

COURSE LISTING

FIRST SEMESTER

Course Code	Course Title	Credit Units
PGC 601	ICT and Research Methodology	3
MAN 811	Quantitative Methods for Business	3
BAF 811	Corporate Finance	3
MKT 873	Strategic Marketing Management	3
ACC 811	Managerial Accounting	3
FBA 891	Research Methodology	3
		(Total units 18)

SECOND SEMESTER

Course Code	Course Title	Credit Units
BAF 832	Environment of Business	3
MAN 852	Business Law	3
MAN 874	Organizational Behaviour	3
FBA 892	On – the – Job Project	3
		(Total units 12)

THIRD SEMESTER

Course Code	Course Title	Credit Units
BAF 833	Managerial Economics	3
MAN 875	Entrepreneurship	3
MKT 875	Graduate Seminar	3
		(Total units 9)

FOURTH SEMESTER

ELECTIVES (Students are to choose 3 courses)

Course Code	Course Title	Credit Units
MKT 814	Product Planning and Development	3
MKT 824	Advertising Management	3
MKT 852	Consumer Behaviour	3
MKT 862	International Marketing	3
MKT 874	Marketing Research	3
MKT 876	Marketing Thought	3
MKT 892	Project Report	6
		(Total units 15)

COURSE DESCRIPTION

PGC 601 ICT and Research Methodology (3)

In – depth research work, aimed at acquiring full knowledge and presentations in scholarly writing of the concepts, issues, trends in the definition and development of statistics. Major steps in research: selection of problem, literature review, design, data collection, analysis and interpretation, conclusions. Study of various research designs, historical, case studies, surveys, descriptive, cross sectional, experimental, e.t.c. Analysis, surveys and synthesis of conceptual and philosophical foundations of statistics. Identification of research problems and development of research objectives and hypotheses. Method of project/dissertation writing. Application of appropriate advanced ICT tools relevant for data gathering, analysis and result presentation. Essentials of spreadsheets. Internet technology, Internet search engines, Statistical packages. Principles of Scientific Research. All registered Masters' Degree students must attend a solution-based interactive workshop to be organized by the School of Postgraduate Studies for a practical demonstration and application of the knowledge acquired from the course, conducted by selected experts.

MKT 814 Product Planning and Development (PPD) (3 units)

Issues Involved In The Development And Introduction Of New Products, Management Of Existing Products, Positioning, Screening; Concept Testing And Development Of New Products,

MKT 824 Advertising Management (3 units)

Introduction to Advertising, Advertising and Society, Marketing Tools, Role and Functions of Advertising, Advertising Planning and Positioning: Advertising Message, Advertising Budget, Advertising Reach, Pre – Placement Evaluation, Working of Advertising, Advertising Response Hierarchy Models, Problem Solving Strategies, Consumer Behavior, Creativity in Advertising, Copy Writer, Methods to Appreciate a Problem, Important Tools of Advertising: Online Advertising, Sales Promotion, Publicity, Marketing Environment, Marketing Plan, How to be a Good Client, Client – Agency Relationship, Advertising without an Agency, Newspaper, Advertising, Other Advertising Media, Utility of Various Media, Continuous Tracking, Seasonal

Advertising, Components of Advertising: Criticism on Advertising, Effect of Advertising, Creating Effective Design, Worksheets, Concept of an advertisement

MKT 852 Consumer Behaviour (3 units)

Basic Factors Influencing Consumer Behaviour, Managerial Use Of Consumer Decision Making Models, Buyers Behaviour Modelling From Both Economics And Behavioural Sciences, Consumer Information Processing, Stochastic Brand Device Models, Risk Taking And Market Segmentation

MKT 862 International Marketing (3 units)

International Strategies, Special Goals, Decision Making Process Across Several Countries, Selection Of Entry Strategies For Foreign Markets, Comparative Marketing Arrangements, Covers Factors, Which Need To Be Recognised By International Marketing Managers In Analysing Markets Covering Foreign Operations, And In Assessing Economic, Cultural And Political Aspects Of International Markets

MKT 871 Research Methods (3 units)

Nature Of Scientific Research, Theory Building And Concept Definition, Hypothesis Formulation, Sampling Methods, Nature And Sources Of Data, Concept And Problems In Data Collection And Sampling, Data Analytical Techniques, Analysing Research Reports And Referencing Style, Validity And Reliability, Measurement And Scaling Methods, Criteria For Causal Inferences, Studies And Control Groups, Report Writing Including Editing, Foot Noting

FBA 892 The On-the Job Project (3 units)

The on-the-job project is a twelve-week programme spent observing a manager in challenging situation and reporting on what students observed and learned.

MKT 873 Strategic Marketing Management (3 units)

Perspectives And Problems Of Marketing Management In A Multi-Product Firm, Concept Of Strategic Marketing, Application Of Strategic Planning To Business Units And Functional Areas

Of Marketing, Utilization Of Current Marketing Strategy, Models As Aids In Strategy Formulation, Decision Processes For Product Planning, Pricing, Promotion, Distribution And Competitive Strategy

MKT 874 Marketing Research (3 units)

Application Of Scientific Methods In The Study And Analysis Of Marketing Activities, Research Designs, Data Collection Methods, Sampling Techniques, Data Analysis Methods, Measurement Scales, Interpretation And Presentation Of Marketing Research Result

MKT 876 Marketing Thought (3 units)

Contemporary Marketing Issues And Thoughts As Expressed By Economist, Marketers, Educators, Consumers And Consumer Advocates, Historical Views As Well As Practical Marketing Problems Of Developing Countries, Factors Militating Against The Development Of Efficient And Effective Marketing Systems In Developing Countries And Possible Solution

MKT 892 Project (6 units)

On completion of coursework, students would write a Project based on a particular area of specialization in Marketing for the fulfilment of the requirements for the program

4.0 M.Sc. COURSES

COURSE LISTING

FIRST SEMESTER

Course Code	Course Title	Credit Units
PGC 601	ICT and Research Methodology	3
MAN 875	Marketing Thought	3
MKT 823	E-Marketing	3
MKT 851	Consumer Behaviour	3
MKT 871	Advanced Research Methodology	3

MKT 873	Strategic Marketing Management	3
MKT 877	Quantitative Techniques	3
MKT 879	Marketing Research	3

(Total Units 24)

SECOND SEMESTER

Course Code	Course Title	Credit Units
MKT 812	Brand Management	3
MKT 826	Sales Management	3
MKT 832	Purchasing and Supply Chain Management	3
MKT 842	Marketing of Agricultural Produce	3
MKT 862	International Marketing	3
MKT 878	MSc Research Seminar	3

ELECTIVE COURSES (2 courses are to be chosen)

Course Code	Course Title	Credit Units
BAF 811	Corporate Finance	3
MAN 872	Organizational Behaviour	3
MKT 876	Marketing Models	3
MKT 882	Marketing of Financial Services	3

(Total units 24)

OTHER SEMESTERS

MKT 894	Project Report	6
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M.Sc COURSES IN PUBLIC RELATIONS

COURSE LISTING

FIRST SEMESTER

Course Code	Course Title	Credit Units
PGC 601	ICT and Research Methodology	3

MAN 821	Management Theory and Practice	3
MPR 801	Public Relations Theories and Concepts	3
MPR 823	Media Relations Management	3
MPR 861	International Public Relations	3
MPR 871	Advanced Research Methodology	<u>3</u>
(Total Units)		<u>18</u>

SECOND SEMESTER

Course Code	Course Title	Credit Units
MPR 802	Industrial Attachment and Professional Practices	3
MPR 842	Public Relations and National Development	3
MPR 882	Ethics and Professionalism in Public Relations	3

ELECTIVE COURSES (2 Courses are to be chosen)

MKT 825	Strategic Marketing Management	3
MPR 804	Public Relations Specialisms	3
MPR 806	Special Public Relations Practices	3
MPR 822	Mass Media, Dynamic Society and Public Relations	3
MPR 832	Corporate Financial Relations	3
MPR 841	Business-to-Business Public Relations	3
MPR 843	Government, Politics and Public Relations	3
MPR 844	Military Public Relations	3
MPR 846	Economic and Political Principles in Public Relations	3
MPR 852	Computer Techniques in PR	3
MPR 872	Crisis Public Relations Management	3
MPR 873	Research and Evaluation in Public Relations	3
MPR 874	Public Relations and Consumer	3
MPR 884	Ethical and Legal Aspects of Public Relations	3
(Total Units)		<u>15</u>

OTHER SEMESTERS

MPR 892	Project Report	6
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DESCRIPTION OF COURSES

PGC 601 ICT and Research Methodology

(3 Units)

In – depth research work, aimed at acquiring full knowledge and presentations in scholarly writing of the concepts, issues, trends in the definition and development of statistics. Major steps in research: selection of problem, literature review, design, data collection, analysis and interpretation, conclusions. Study of various research designs, historical, case studies, surveys, descriptive, cross sectional, experimental, e.t.c. Analysis, surveys and synthesis of conceptual and philosophical foundations of statistics. Identification of research problems and development of research objectives and hypotheses. Method of project/dissertation writing. Application of appropriate advanced ICT tools relevant for data gathering, analysis and result presentation. Essentials of spreadsheets. Internet technology, Internet search engines, Statistical packages. Principles of Scientific Research. All registered Masters’ Degree students must attend a solution-based interactive workshop to be organized by the School of Postgraduate Studies for a practical demonstration and application of the knowledge acquired from the course, conducted by selected experts.

MKT 812 Brand Management

(3 units)

Consumer Behavior Theory And Its Applications To Practice, Consumer Psychology, Quantitative Research And Financial Modelling, Decisions Regarding Advertising, Pricing, And Distribution

MKT 823 E-Marketing

(3 units)

Use Of Email Marketing, Affiliate Marketing, Using Social Media Tools Such As Twitter, Podcasting And Blogging, Using Facebook To Create A Fan Page And Increase Traffic To Your Business Page

MKT 862 International Marketing

(3 units)

International Marketing Management Issues, The Concept of Psychic Distance, International Marketing Policies and Strategies, International Marketing Environment, Globalization and International Marketing and E-Commerce

MKT 873 Strategic Marketing Management

(3 units)

Foundation Of Strategic Marketing, Strategic Marketing And Environment For Strategic Marketing Management Decisions, Use Of Relevant Case Studies

MKT 876 Marketing Models (3 units)

Theoretical And Empirical Models Used To Analyze Marketing Management Issues In The Areas Of Product Introduction And Positioning, Pricing Advertising And Distribution Channels, Competitive Issues Analyzed With Game Theory, Some Applications Of Control Theory, Conjoint Analysis, Choice Modelling And Multivariate Techniques

MKT 879 Marketing Research Methodology (3 units)

Application Of Scientific Methods In The Study And Analysis Of Marketing Activities, Research Designs, Data Collection Methods, Sampling Techniques, Data Analysis Methods, Measurement Scales, Interpretation And Presentation Of Marketing Research Result

MKT 882 Marketing of Financial Services (3 units)

Applications Of Fundamental Marketing Concept/Principles/Strategies To Financial Services (Banking, Accounting, Insurance, Stock Broking, etc.), Characteristics Of Services And Their Marketing Implications, Marketing Planning In Financial Services Markets, Analysis Of Financial Markets, Marketing –Mix Elements In Financial Services, Relationship Marketing In Financial Services, New Product Development Process In Financial Services

MKT 894 Project Report (6 units)

On completion of coursework, students would write and defend a Project Report based on a particular area of specialization in Marketing for the fulfilment of the requirements for the program

COURSE DESCRIPTION IN PUBLIC RELATIONS

PGC 601 ICT and Research Methodology (3 Units)

In – depth research work, aimed at acquiring full knowledge and presentations in scholarly writing of the concepts, issues, trends in the definition and development of statistics. Major steps in research: selection of problem, literature review, design, data collection, analysis and

interpretation, conclusions. Study of various research designs, historical, case studies, surveys, descriptive, cross sectional, experimental, e.t.c. Analysis, surveys and synthesis of conceptual and philosophical foundations of statistics. Identification of research problems and development of research objectives and hypotheses. Method of project/dissertation writing. Application of appropriate advanced ICT tools relevant for data gathering, analysis and result presentation. Essentials of spreadsheets. Internet technology, Internet search engines, Statistical packages. Principles of Scientific Research. All registered Masters' Degree students must attend a solution-based interactive workshop to be organized by the School of Postgraduate Studies for a practical demonstration and application of the knowledge acquired from the course, conducted by selected experts.

MPR 801 Public Relations Theories and Concepts (3 Units)

Description Of The Evolution Of Public Relations As An Academic Discipline; Describe And Evaluate The Main Principles Of System Theory; Contrast Different Theoretical Approaches To 'Publics'; Consider Different Theoretical Views Of The Role Of The Public Relations Practitioner. Consider How Changes In Technology And Society Have Challenged These Concepts; And Describe And Evaluate The Main Principles Of Relationship Theory.

MPR 802 Industrial Attachment and Professional Practices (3 Units)

Public Relations Laboratory And Industry Inter-Relationship; One Month On-The-Job Training Under A Registered Public Relations Professional; A Short Report To Be Submitted By Each Student At The End. Students Start Work On Their Research Projects.

MPR 804 Public Relations Specialisms (3 Units)

Practice Of Public Relations In The Competitive Setting, Government, Politics, Business, Foundations, Social Welfare, Non Profit Organizations, Health Care, Education, Trade Associations, Professional Societies, And Labour Unions.

MPR 806 Special Public Relations Practices (3 Units)

Management Of Public Relations Department Or Companies, Public Relations Policy Formation And Implementation, Organising Special Events, Corporate Public Relations; Financial Public Relations; Public Relations For Non-Profit Conference And Media Interviews, Corporate

Advertising; Public Relations Practice In Nigeria; Public Relations In The Armed Forces, International Public Relations.

MPR 822 Mass Media, Dynamic Society and Public Relations (3 Units)

Survey Of Public Relations Media Landscape And Dynamics In The Nigerian Contest. Traditional And Modern Media, Media Sociology, Media Politics, Freedom, Ethics, Laws, Financing And Professionalism, Development Communication, New Communication Technologies.

MPR 823 Media Relations Management (3 Units)

Critical Evaluation Of The Role Of Media Relations Within A Democratic Society And Within Public Relations Practice; Identify The Key Purpose And Principles Of Media Relations Activity; Evaluate The Factors That Cause Media Relations To Succeed Or Fail; Identify The Key Trends In Communications And Media; And Identify The Ethical Issues Involved In Media Relations Practice.

MKT 825 Strategic Marketing Management (3 Units)

Analysis Of The Marketing Environment, Organising, Planning, Coordination And Control Of The Marketing Function; Development And Execution Of The Marketing Programming; Implications For Modern Public Relations Practice, Case Studies.

MPR 832 Corporate Financial Relations (3 Units)

Definition And Description Of Investor Relations, Annual Reports, Annual Meetings; Identify Who Is Involved In Financial Public Relations Practices; Compare The Practice Of Financial Public Relations In Nigeria And Internationally; Identify How Financial Public Relations Practice Impacts On Organization; And Recognize Emerging Trends In Financial Public Relations Practice.

MPR 841 Business-to-Business Public Relations (3 Units)

Definition And Description Of Business-To-Business Public Relations; Recognize The Key Role Of The Trade Media In Shaping Perceptions; Identify The Key Principles Of Business-To-

Business Public Relations; And Recognize Business-To-Business Activity Through Case Examples.

MPR 842 Public Relations and National Development (3 Units)

Trends, Theories, Models And Practices In Rural And National Development, Mass Media, Public Relations And National Development; Public Relations, Public Enlightenment And Mass Mobilization, Public Relations Development Projects/ Campaigns. Public Relations And Development; Support Communications (DSC) Community Relations And Community Development, Public Relations A Tool Of Development.

MPR 843 Government, Politics and Public Relations (3 Units)

Role Of Public Relations In Government; How To Maintain Informed Citizenry; Identify The Basic Arguments For Democracy And Criticism Against It; Identify The Purpose, Of Elections And The Issue Of Public Participation In Election; Recognize The Role Of Parties In Democracies And The Need For Communication With Voters; Recognize The Advantages And Disadvantages Of Pressure Groups In Democracy; Identify The Different Levels And Institutions Of Governance; And Evaluate Some Key Issues For Public Relations In Democratic Institutions And Public Bodies

MPR 844 Military Public Relations (3 Units)

Definition And Scope Of Military Public Relations And Recognize It In Practice; Understand The Social Context In Which It Is Done; Describe Its Key Operating Principles And Methods; And Judge The Ethical Consequences Of Military Public Relations.

MPR 846 Economic and Political Principles in Public Relations (3 Units)

Analysis Of Key Economic Concepts And Issues Relating To Public Relations Practice, Consumerism And Public Relations, Production And Employment Of Public Relations Professionals, Career Prospects; Public Relations As Business; Media Public Relations And The Political System. Political Communication; Political Campaign, Organization, Management And Public Relations, Political News Management. Governance And Public Relations.

MPR 852 Computer Techniques in Public Relations (3 Units)

Application Of Public Relations, Techniques In Public Relations, Practice.Computer Appreciation.Mastery And Use Of Popular Computer Languages. Word Processors, Use Of Desktop Publishing Computer, Compugraphic Typesetting Machines, Strengths And Limitations Of Computer In Public Relations Practice.

MPR 861 International Public Relations (3 Units)

Definition Of International And Global Public Relations; Identify Public Relations For A Supranatural Organization, Like The European Union, ECOWAS, African Union, Identify Critical Voices In International Public Relations; And Know The Special Areas And Structures Of The International Public Relations.

MPR 871 Advanced Research Methodology (3 Units)

Definitions, Advanced Research Process In Public Relations, Sample And Sampling Process, Sources Of Data, Data Collection And Analysis; Opinion Survey And Special Research Techniques In Public Relations Data Presentation.

MPR 872 Crisis Public Relations Management (3 Units)

DefinitionAnd Description Of Crisis Public Relations; Recognize How Crisis Occur; Identify The Key Principles Of Crisis Public Relations Planning And Management; Apply Crisis Public Relations And Management Principles To Real-Life Scenarios.

MPR 874 Public Relations and Consumer (3 Units)

Definition Of Consumer Public Relations; Describe Different Types Of Consumer Public Relations Activity; Appreciate The Critical Factors That Drive Successful Consumer Public Relations Campaign; Understand How Consumer Public Relations Complements Other Communication Disciplines; Appreciate The Benefits That Can Be Generated By A Successful Consumer Public Relations Campaign; And Understand The Challenges Facing Practitioners.

MPR 873 Research and Evaluation in Public Relations (3 Units)

Principles Of Scientific Inquiry Or Research, Uses Or Application Of Research In Public Relations Practice, Public Relations Opinion Research; Research Methodologies In Public Relations. Public Relations Projects, Proposals, Design, Execution And Evaluations. Group Exercises.

MPR 882 Ethics and Professionalism in Public Relations (3 Units)

Importance Of Ethical Practice And Professionalism; Describe The Various Ethical Traditions And Theories And How To Apply Them To Public Relations Situations; Choose And Use Ethical Decision-Making Models; And Construct Principles On Which To Build An Ethical Framework Based On 'Current' Theory And Practice.

MPR 884 Ethical and Legal Aspects of Public Relations (3 Units)

Ethics, Law And Their Role In Public Relations Practice, Regulatory And Disciplinary Mechanisms In Public Relations (Legal And Ethical); Public Relations Ethical Practices In Nigeria. Media Laws Affecting Public Relations Practice. Business Laws Affecting Public Relations Practice.

MPR 892 Project Report (6 Units)

On completion of coursework, students would write and defend a thesis based on a particular area of specialization in Public Relations for the fulfilment of the requirements for the program

5.0 Ph.D COURSES

COURSE LISTING

FIRST SEMESTER

Course Code	Course Title	Credit Units
PGC 701	Synopsis and Grant Writing	3
MKT 971	Developments of Marketing Thoughts and Theory	3
MKT 972	Advanced Marketing Research	3
MKT 973	Contemporary Issues in Marketing	3
MKT 975	PhD Research Seminar I	3
MKT 977	PhD Research Seminar II	3
MKT 979	Advanced Research Methodology	3

(Total units 18)

SECOND SEMESTER

Course Code	Course Title	Credit Units
MKT 972	Advanced Marketing Research	3
MKT 974	Advanced Quantitative Techniques	3
MKT 976	Seminar in Consumer Behaviour	3

(Total units 9)

OTHER SEMESTERS

MKT 992	Thesis	12
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Ph.D COURSES IN PUBLIC RELATIONS

LIST OF COURSES

FIRST SEMESTER

Course Code	Course Title	Credit Units
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PGC 701	Synopsis and Grant Writing	3
MPR 911	Development of Public Relations Thought and Theory	3
MPR 912	Contemporary Issues in Public Relations	3
MPR 913	Media and Media Management Studies in Public Relations	3
MPR 914	Ph.D Research Seminar I	3
MPR 915	Advanced Research Methodology	3

(Total units 18)

SECOND SEMESTER

Course	Code	Course Title	Credit Units
MPR 921		Advanced Public Relations Research	3
MPR 922		Advanced Quantitative Techniques	3
MPR 923		Ph.D Seminar Research II	3

(Total units 9)

OTHER SEMESTERS

MPR 963	Ph.D. Thesis	12
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Ph.D SEMINAR COURSES

Students are expected to present Seminars on any of the following areas:

1. Seminar in Advanced Public Relations and Reputation Management
2. Seminar in Communication Theories, Issues and Problems in Public Relations
3. Seminar in International Context of Public Relations
4. Seminar in International Public Relations
5. Seminar in Media and Media Management Studies in Public Relations
6. Seminar on Environmental Public Relations
7. Seminar in the New Public Relations, Models and Modelling
8. Seminar in Public Relations and Reputation Management Practices in specialized organizations
9. Seminar in Political Public Relations and Campaign Management

Management, Scope Of Marketing, Exposure To Scholarly Works (Reading And Seminars) In Journals And Text Books Utilizing Relevant Advanced Marketing Theories

MKT 973 Contemporary Issues in Marketing (3 units)

Issues confronting Marketing practitioners and what they do including: internal and external marketing communications, branding, business-to-business marketing, ethics and corporate social responsibility, strategic marketing, legal aspects of marketing, e.t.c.

MKT 974 Advanced Quantitative Techniques (3 units)

Games Theory, Linear Programming, Network Analysis, Dynamic Programming, Complex Decision Theories, Structural Equation Modelling, Advanced Inventory Models And Advanced Queuing Models, Multivariate Quantitative Methods, Advanced Optimizing And Stochastic Techniques Relevant In Understanding And Solving Business Management Problems

MKT 976 Seminar in Consumer Behaviour (3 units)

The course prepares student on the rich literature and research in the area of consumer behaviour. Students are expected to explore comprehensively, the rich materials in extant consumer behaviour literature, critique the materials, and prepare and present papers before a scholarly audience.

MKT 979 Advanced Research Methodology (3 units)

Advanced Research Designs, Qualitative And Quantitative Methods Of Research, Advanced Measurement Scale, Multidimensional Scaling, Complex Sampling Approaches, Meta-Analysis, Structural Equation Modelling In Business Research, Conjoint Analysis, Empirical Testing Of Grounded Management Theories In The Nigerian Business Environment, Exposure To Scholarly Works In Journals And Textbooks Utilizing Relevant Advanced Research Techniques

MKT 992 Thesis (12 units)

On completion of coursework, students would write and defend a thesis based on a particular area of specialization in Public Relations for the fulfilment of the requirements for the program

Ph.D SEMINAR IN PUBLIC RELATIONS

1. Seminar in Advanced Public Relations and Reputation Management

Advanced Principles In Public Relations And Reputation Management; Planning And Executing Major Public Relations And Reputation Management Programmes; Reputation Building, Advanced Public Relations Research And Evaluation Managing The Reputations Of Government And Business Organizations; Employer-Employee Relations; Press Relations Management; Special Problems In Public Relations And Reputation Management; International Public Relations Management, Professionalism In Public Relations; Public Relations Case Studies In Public Relations And Reputation Management.

2. Seminar in Communication Theories, Issues and Problems in Public Relations

Review Of Leading Normative And Scientific Theories Of Communication That Are Relevant To Public Relations And Reputation Management. Identification And Analysis Of Typical Issues In Modern And Traditional Communications, Current Problems And Issues In The Integrated Marketing Communications Approach To Public Relations And Reputation Management. Seminar Papers Presented.

3. Seminar in International Context of Public Relations

The Course Seeks To Expose Students To Be Able To: Define International And Global Public Relations; Identify The Driving Forces Behind Internationalization And Theory; Conceptualize International Public Relations; Recognize The Environmental Factors That Affect The Implementation Of An International Campaign; Identify The International Public Relations Agency Networks; Recognize The Global Or Local Approaches To International Public Relations; Identify The Structures Of International Public Relations; Conceptualize Public Relations For A Supranational Organizations; Identify Critical Voices In Public Relation; And Evaluate Public Relations As A Global Profession.

4. Seminar in International Public Relations

Review Of Theories And Practices In International Relations, Politics And Business, The Role Of Public Relations In International Relations; International Public Relations (IPR) Associations, Problems And Prospects Of International Public Relations. Case Studies, Seminar Reports Presentations.

5. Seminar in Media and Media Management Studies in Public Relations

Theories, Types And Characteristics Of Communication Media; Media Planning And Execution; Performance Evaluation In Media Operations; Budgeting For Media Operations; Media Analysis And Its Special Issues And Problems In Media Management And Use In Public Relations.

6. Seminar on Environmental Public Relations

Theory And Practice Of Environmental Public Relations (EPR); Understanding And Analyzing The Political, Economic, Socio-Cultural, Technological And Other Governments' Modern Public Relations Practice. Review Of The Principles, Practices And Problems Of Community Relations, Community Relations And Corporate Social Responsibility, Presentation Of Seminar Papers On The Above Areas.

7. Seminar in the New Public Relations, Models and Modelling

Meaning, Origin And Philosophical Foundations Of The New Public Relations. The New Public Relations Varies The Old Public Relations, Principles And Methods In The New Public Relations, Model And Modelling In Public Relations And Reputation Management. Analysis And Practical Applications Of These Models, Theory Construction And Applications In Public Relations.

8. Seminar in Public Relations and Reputation Management Practices in specialized organizations

Review Of Public Relations Practices And Reputation Management Issues In Small And Big Business Enterprises, Government And Government Agencies; Non-Governmental Organisations (Ngos). Public Relations And Reputation Management Practices, Issues And

Problems In The Armed Forces; Presentation Of Seminar Papers On Public Religious And Reputation Management In Speaking Organizations.

9. Seminar in Political Public Relations and Campaign Management

Review Of The Role Of Public Relations And Reputation Management In Politics And Political Parties, Public Relations' Role In Political Campaign Planning And Execution, Public Relations And Elections, Public Relations International Politics, International Relations, And International Communication, Seminar Paper Presentations.

10. Seminar in Information and Communication Technology Applications in Public Relations

Review Of The Theories, Problems, Practices And Issues In The Application Of The Information And Communication Technology In Modern Public Relations And Reputation Management, Analysis Of E-Public Relations And E-Reputation Management; And E-Business And E-Government As They Apply To Modern Public Relations And Reputation Management. Tropical Issues In Information And Communication Technology (ICT), Seminar Papers