

# **PROSPECTUS AND SYLLABUS**

**For the Professional examination in Marketing**

## CONTENTS

1,	The Institute.....
2.	Mission Statement.....
3.	Principal Objectives.....
4.	Structure of Administration of the institute .....
5.	Membership of the Institute .....
6.	Educational Programmes .....
7.	Examinations .....
8.	Entry Qualifications .....
9.	Exemptions .....
10	Date of Examinations .....
11.	Examination Entry .....
12.	Deferment of Examination .....
13.	Examination Results .....
14.	Training and Consultancy Services .....
15.	Detailed Examination Syllabus .....

## **1. THE INSTITUTE**

The National Institute of Marketing of Nigeria (NIMN) is the professional body for marketing professionals engaged in marketing and related fields as marketing practitioners, sales and marketing directors, customers' managers, relationship directors, media planners, channel developers, creative directors, value builders, brand builders, enterprise builders, corporate and institutional governors, transformers, marketing and mass communication experts, general managers and chief executive officers.

The institute was established through the Act of Parliament No. 25 which was promulgated in July 2003. Hitherto, two professional bodies, the Nigeria Marketing Association (NIMARK) and the Chartered Institute of Marketing of Nigeria (CIMN) had existed as separate professional bodies competing for membership and authority to regulate the practice of marketing profession in Nigeria. The NIMN Act effectively merged the two erstwhile independent bodies and conferred chartered status on the new professional body.

The chartered status conferred on the institute, responsibility to regulate and standardize marketing professional practice through the conduct of comprehensive examinations, training, retraining and consultancy activities geared towards ensuring that members adopt professional approach in marketing and other related areas of marketing activities. Whilst new entrants into the profession are being developed through an intensive Programme of formal learning in marketing structured courses in various institutions across the country on full and part-time bases, qualified members are being retrained to enable them adapt to the ever changing demands of marketing situations at work and society at large.

## **2. VISION STATEMENT**

To be The Engine-room Of Value Creation for Consumer Empowerment and Society's Development

## **3 MISSION STATEMENT**

NIMN shall create enduring, distinctive value for all stakeholders, through the development, promotion and application of world-class marketing professionalism.

## **4. PRINCIPAL OBJECTIVES:**

Broadly, the mandate of the Institute is to achieve among others, the following objectives:

- i. To promote and develop the art and science of marketing to aid formal learning and rational assessment of members.
- ii. To promote marketing research, education and training standards.
- iii. Establish and sustain professional codes of practice in marketing.
- iv. To set standards of academic development and examinations for students and practitioners at all levels of Marketing and related fields.
- v. To organize courses and training Programmes for individual to assimilate vocational and academic developments impacting on the practice of Marketing practice.
- vi. To develop Programmes of educational support and forum for exchange of ideas relating to the advancement of the practices of marketing management.
- vii. Conduct examinations and other form of assessment for the award of certificates and membership of the institute.
- viii. Authorise qualified individual to use the designatory letters denoting his grade of membership.
- ix. To promote the best practice in marketing by identifying progressive individual, management and organizations and encouraging others in the industry to

- emulate such practice through a Programme of recognition put in place to reward achievers.
- x. To promote research into the art and practice of marketing management and to assist individual and organization in disseminating the outcome of such research work
  - xi. To publish study manuals to support individual preparing for the examinations of the Institute.
  - xii. To publish and promote materials in order to keep members apprised of development affecting the practice of marketing education and management.
  - xiii. To provide information for organization seeking trained members desirous of employment as well as members seeking employment.
  - xiv. To contribute to policy formulation at States, Industrial sectors and National level, through presentation of position papers, local and national discourse and submission of memoranda, workshops and seminars.
  - xv. To set standard of professional practice through explicit code of ethics for members of the Institute, monitor compliance and making sure that defaulters are sanctioned appropriately.

Whether you are an individual interested in your personal development or corporate body engaged in developing human capital for effective distributive management, do feel free to call or visit us at our office.

#### **4. STRUCTURE OF ADMINISTRATION OF THE INSTITUTE**

The administration of the Institute is governed by its constitution which provides for a governing council, the Secretariat and committees appointed by the Council to implement specific functions or to carry out ad hoc assignments as the case may be.

##### **4.1. THE COUNCIL.**

The Council is the highest policy formulation organ of the Institute elected by ordinary members of the Institute which in turn elects its officials. The council functions through the Secretariat and committees.

##### **4.2. THE BODY OF FELLOWS:**

The Body of Fellows consists of all the Fellows of the Institute, who, relying on their wealth of experience and knowledge, serve as an advisory body to the Council.

##### **4.3. WOMEN IN MARKETING (WIMA):**

The Women in Marketing is the Women arm of the Institute whose focus is to cater for the interest of the female Marketing Practitioners.

##### **4.4. THE SECRETARIAT**

The Secretariat of the National institute of Marketing of Nigeria is responsible for the day to day management of the Institute. At its helm of affairs is the Registrar who is the Chief Executive Officer of the Institute. He is assisted by Executive Officers who are responsible for Membership, studentship, examinations, media relations, finance and other areas of activities carried out by the Institute. The Secretariat is responsible to the Council who employs members of staff; establish remuneration policies, terms and condition of services and disciplinary actions.

##### **4.5. COMMITTEES OF COUNCIL**

In order to enhance the quality of the decision-making process, the Council may appoint permanent or ad hoc committees which may be responsible for any areas of activities in which a committee's contribution is required. At the present time, the following committees are established by the Council.

**i) EXECUTIVE COMMITTEE OF COUNCIL:**

The Executive Committee of Council comprises the President and all Committee Chairmen. This committee shall be responsible for meeting and taking strategic decisions on the running of the Institute in line with the policy directives of the Council.

**ii) EDUCATION COMMITTEE.**

This committee is responsible for setting standard of education for the certificate and professional examinations of the Institute. The Committee primary responsibility shall be to prepare and review syllabus and Programme contents of the institute and the Academy of Marketing .to ensure that it conforms with the standard of education established by the Institute. It shall be responsible for reviewing and approving manuals published for the institute courses and recommending appropriate texts for all levels of the Institute course as may be necessary. The committee is responsible for scrutinizing examinations questions and ensures that they are consistent with standard set at all times before it released to the examination committee.

**iii) MEMBERSHIP COMMITTEE**

This committee is responsible for evaluating membership application for any grade of membership and upgrading before recommending possible actions to the Council. It is also responsible for providing guidelines for membership and monitoring implementation of membership policy enunciated by the Council.

**iv) EXAMINATIONS COMMITTEE**

This committee is responsible for ensuring that examinations of the Institute conform to the highest standard of professional practice in terms of depth and security. Similarly, the committee is expected to review examinations methods, techniques and recommend from time to time actions for its improvement to the council. It is also responsible for evaluating examiners, examination questions and marking schemes and for ensuring security over the secretariat activities involving conduct of examinations

**v) PLANNING AND STRATEGY COMMITTEE:**

This committee is responsible for advising the Council on the appropriate strategy and plans of actions necessary for achieving the mission and purposes of the institute. It shall also be the responsibility of the committee to monitor implementation of the strategies and to advise the principal officers on corrective and preventive actions in order to ensure conformance and effective management of the institute affairs.

**vi) ETHICS AND DISCIPLINARY COMMITTEE**

This committee is responsible for reviewing the Institute's policy on ethical conducts of members and marketing practitioners and for setting up a system for monitoring and impacting ethical considerations by members in the conduct of their profession and businesses. Also, the committee is charged with the responsibility for developing a feedback system with the secretariat, members and organizations and ensures that disciplinary matters referred to it are reviewed and recommendations made to the Council for necessary action.

**vii) TRAINING AND CONSULTANCY:**

This committee is responsible for setting standard and policies on training and consultancy activities of the Institute and carrying out consultancy services and training as may be requested by the secretariat. It shall set standard for assessing centers offering the institute courses on full-time or part-time basis. Accreditation of such institution shall be based on the outcome of the recommendation of the committee. It shall be responsible for reviewing application for registration of institution of learning and centers where the Institute courses are offered. The committee shall review performance of centers from time to time. It may carry out inspection or visitation as may be necessary to assess suitability and quality of centers and advise the council appropriately.

### **viii) EVENT COMMITTEE:**

This committee is responsible for organizing formal events such as induction, award ceremonies, local and overseas tours, reception of delegations and other formal occasions designed to enhance image of the institute.

## **5. MEMBERSHIP OF THE INSTITUTE**

Membership of the National institute of Marketing of Nigeria is open to both individuals and corporate bodies that are engaged in brand/product management, marketing management, customer management, sales management territory planning and management, strategic marketing and planning, channel management, customer development, marketing research, new product development, marketing/brand communication. It is also open to students aspiring for a career in marketing and sales.

### **5.1 GRADES OF MEMBERSHIP**

There are seven grades of membership of the Institute of Distributive Management. These are:

- ) CORPORATE MEMBER
- ) FELLOW MEMBER
- ) FULL MEMBER
- ) ASSOCIATES
- ) GRADUATE
- ) LICENTIATE AND
- ) STUDENT MEMBER

#### **5.1.1. CORPORATE MEMBERSHIP**

Corporate membership is open to any company, which produces and/or markets goods and services in Nigeria.

#### **5.1.2 FELLOW MEMBERSHIP**

Fellow of the Institute is conferred on individual, indigene or expatriate who is not less than forty years of age. The individual must have completed the professional examinations of the Institute or its equivalent from a recognized Institution locally and or overseas. Also, the applicant for fellow member of the Institute must have ten years working experience at senior management as marketing practitioners or specialist in Sales and marketing related areas.

A Fellow membership may also be awarded as honorary to individual who have contributed to the promotion and development of marketing and adjudged to have attained such level in industry, commerce and public administration to be emulated by other members. Fellow members of the Institute is expected to assume responsibility for grooming prospective practitioners in the industry directly or indirectly through supervision and other various activities which he may be required to perform by the Institute.

Conferment of Fellow membership on any individual is the prerogative of the Council of the National institute of Marketing of Nigeria.

#### **5.1.3. FULL MEMBERSHIP**

Full membership of the National institute of Marketing of Nigeria is conferred on an individual who has completed the professional examination of the Institute or its equivalent or an individual who has successfully completed the conversion programme or any other programme of assessment deemed adequate for that purpose by the Council of the Institute. In addition, prospective full member of the Institute must have attained the age of twenty-five years of age and possesses a period of not less than five years post qualification experience in marketing or related fields.

#### **5.1.4. ASSOCIATE MEMBERSHIP**

Associate membership of the National Institute of Marketing of Nigeria is conferred on an individual who has completed the professional examination of the Institute or its equivalent or any conversion programme of assessment deemed adequate by the Council of the Institute. In addition, prospective Associates of the Institute must have attained the age of twenty-one years and possesses a minimum of two years working experience in marketing or related fields.

#### **5.1.5. GRADUATE MEMBERSHIP**

Graduate membership of the National Institute of Marketing of Nigeria is awarded to any individual who has attained a minimum age of twenty-one years and who has successfully completed the final stage of the professional examination of the Institute. Graduate of the Institute is expected to upgrade to Associate membership of the National Institute of Marketing of Nigeria after possessing two years cognate working experience and be conferred chartered member of the institute.

#### **5.1.7. STUDENT MEMBERSHIP**

Candidates are admitted as Student members of the National Institute of Marketing of Nigeria if they meet the specified educational and or experience hereunder stated.

For all practical purpose. Requirement for admission to student member of the Institute are:

- i) Candidates must be at least sixteen years of age.
- ii) He should possess a minimum of five passes at credit level in the West African Secondary School leaving examinations or the GCE O'levels
- iii) The five passes must not be more than in two consecutive sittings and must include English Language and Mathematics.
- iv) Candidates are also expected to demonstrate willingness to attend formal tuition on a full-time or part-time basis in Institution duly approved by the Council of the Institute.

#### **5.2. DESIGNATORY LETTERS.**

Members of the Institute are designated according to the level of membership. The designatory letters approved by the Council of the National Institute of Marketing of Nigeria are as follows.

)	Fellow Member	- <b>FNIMN</b>
)	Full Member	- <b>MNIMN</b>
)	Associate Member	- <b>ANIMN</b>
)	Graduates	- <b>Grad.NIMN</b>

#### **5.3. UPGRADING STRUCTURE AND POINTS MATRIX**

Ordinarily, members would move from Graduate membership to Associate membership Full membership and Fellow membership provided he has met all the conditions stipulated for each subsequent category.

#### **5.1: GRADUATE MEMBERSHIP TO ASSOCIATE MEMBERSHIP**

- |   |          |
|---|----------|
| 1. Attendance in courses organised by the Institute                 | 4 Points |
| 2. Attendance at AGM or other events                                | 2 Points |
| 3. Annual Subscription and other levies                             | 2 Points |
| 4. Service to the Institute at national, zonal, district or chapter | 2 Points |

**Total minimum score for upgrading 10 Points.**

## **5.2: ASSOCIATE TO FULL MEMBERSHIP**

- |   |           |
|---|-----------|
| 1. Attendance to courses organized by the Institute | 10 Points |
| 2. Attendance to AGM and other events               | 6 Points  |
| 3. Annual Subscription and other levies             | 5 Points  |
| 4. Service to the Institute                         | 2 Points. |

**Total minimum score for upgrading 23 Points**

## **5.3 FULL MEMBER TO FELLOW MEMBERSHIP**

- |  |           |
|--|-----------|
| 1. Attendance to courses organized by the Institute                        | 14 Points |
| 2. Attendance to AGM and other events Annual Subscription and other levies | 10 Points |

## **6. EDUCATIONAL PROGRAMMES**

The National Institute of Marketing of Nigeria operates three regular scheme of educational development arising from the harmonization of the Syllabi of the two defunct marketing bodies. These are:

1. Foundation Certificate in Marketing stage.
2. Intermediate Certificate In Marketing stage.
3. Professional Final Certificate in Marketing Stage.

### **6.1: EXAMINATION STRUCTURE AND EXEMPTIONS**

#### **6.1.1 FOUNDATION CERTIFICATE IN MARKETING (FCM)**

##### **Part I**

Principles of Marketing  
Principles of Selling  
Economics & Commercial Studies  
Business Communications  
Elements of Statistics  
Information Technology

##### **Part II**

Management for Marketing  
Principles of Accounting  
Business Law  
Practice of Marketing  
Business Environment

#### **6.1.2 INTERMEDIATE CERTIFICATE IN MARKETING (ICM)**

##### **Part I**

Quantitative Business Analysis  
Consumer Behaviour  
Industrial & Agricultural Marketing  
Marketing Research  
Promotional Practice  
Management Accounting

##### **Part II**

Direct Marketing  
Services Marketing  
Electronic Marketing  
Sales Management  
Financial Accounting

#### **6.1.3 PROFESSIONAL FINAL CERTIFICATE IN MARKETING (PCM)**

##### **Part I**

Product Development & Brand Management  
Entrepreneurship Development & Small Business Management  
Distribution & Logistics Management  
Strategic Marketing Management I  
International Marketing

## **Part II**

1. Strategic Marketing Management II
2. Integrated Marketing Communications
3. Marketing Information systems
4. Global Marketing
5. Marketing Analysis & Decision Making (Case Studies)

## **7. EXAMINATIONS:**

Members interested in taking examinations for the certificate, intermediate and professional final schemes must satisfy criteria laid down by the council for enrolment to take examinations.

The Institute's Professional examination structure has been reviewed to be in line with development in marketing profession and the challenges of the millennium. The Institute's examination is written twice in a year June and December in designated centers throughout the Country. Registration for examination closes on the dates stated below:

For June Exam:

- i. Registration as a student closes on the last working day of March of exam year
- ii. Registration for Examination closes on the last working day of April of exam year

For December:

- i. Registration as a student closes on the last working day of September of exam year
- ii. Registration for Examination closes on the last working day of October of exam year

## **8. ENTRY QUALIFICATION:**

### **Foundation Certificate Stage:**

Five credits in GCE (O/L)/SSCE, NECO. These Credits must include English Language, Mathematics at not more than two sittings.

### **Professional Final scheme:**

Completion of the Certificate scheme of the National institute of Marketing of Nigeria and graduates with first degree in Marketing and business administration. Other professional qualifications in Sales and marketing, distribution, advertising and public relations would be exempted from the certificate scheme of the institute.

### **Postgraduate qualification admission scheme:**

Candidates with MSc ands MBA in marketing would be exempted in PFS 1 and would be required to take the PFS 11.

**Subject for subject exemption:** would be granted to graduate and postgraduate students in field other than marketing as well as other professional qualifications in unrelated fields to marketing.

## **9. EXEMPTIONS**

## **9.1 STRUCTURE:**

1. Foundation Scheme: Holders of OND in Marketing, Purchasing and supply and mass communication or business administration. And other related fields.
2. Professional Final Scheme: HND or B.Sc. in Marketing, purchasing and supply, Mass Communication. Public Relations and Advertising, and other professional qualifications approved by the Council.
3. Professional Final Qualification: M.Sc. in Marketing, MBA in Business Administration would be exempted in PFS 1 and would be required to take the PFS 11 stage qualification of the institute

## **9.2 EXEMPTION PROCEDURE**

Candidates applying for exemption should obtain and complete the Exemption form and return same to the Registrar/Chief Executive, at the Institute together with the appropriate exemption fee(s). Candidates will be notified of the exemption(s) which they have been granted.

## **10 DATES OF EXAMINATION**

The examinations of the Institute are normally held twice each year in June (3rd Week) and December (3rd Week).

## **11 EXAMINATION ENTRY**

No candidate may enter for any of the Institute's examinations unless he has been registered as a student of the Institute and has paid appropriate examination fees in force at the time of the examination and is not in arrears of annual subscription.

## **12. DEFERMENT OF EXAMINATION**

Upon registration as a candidate for examination, payments so made are not refundable. However, a concession may be given for deferment of the examination if there is a written notice to this effect and supported with cogent reasons by the candidate who must be received at the secretariat not later than three weeks before the commencement of the examination. 25% of the examination payment shall however, be deducted to cover administrative expenses.

## **13. EXAMINATION RESULTS**

Each candidate will be notified of the results of the examination by post and a list of successful candidates will be displayed on the notice boards at the Institute/Centers and the NIMN website ([www. marketing Nigeria.com](http://www.marketing Nigeria.com)). Candidates can access their results on the internet by the purchase of scratch card. Candidates shall not be notified of their results by telephone, telex, e-mail or by fax nor shall they be informed of the number of the marks they obtained.

## 14. DETAILED EXAMINATION SYLLABUS

### **FOUNDATION CERTIFICATE IN MARKETING      PART I** **PAPER 1**

#### **PRINCIPLES OF MARKETING**

#### **OBJECTIVES:**

To enable the candidates to:

- a) Identify basic marketing concepts and principles
- b) Identify factors that influence marketing.
- c) Understand the management of marketing functions in diverse marketing situations.
- d) Apply the knowledge acquired about marketing principles and skills to specific situations.

#### **SYLLABUS**

##### **Introduction**

- Origin and meaning of Marketing
- The concept of Exchange, Needs, Wants and connotation of “a Market”
- The Marketing philosophies: Sales Concept, Marketing Concept, Product Concept, etc.
- Marketing institutions and participants
- Types of Marketing organisation, and
- The role of marketing in Nigeria economic development

##### **The Environment of Marketing**

- The Controllable and Uncontrollable variables in the marketing environment
- The adaptation of the Marketing organizations to various environmental variables

##### **Consumer Behaviour**

- Buying motives and habits, Consumer demographic and psychographic variables
- Consumer decision making process
- Market segmentation, targeting and positioning

##### **Marketing Research**

- Definition, role and scope of Marketing research and its importance in identifying and analyzing customer needs
- Types of and sources of data
- General procedures for marketing research
- Data gathering and Analysis
- Report writing, presentation and implementation and
- The role of information systems and the function of external agencies

##### **Product**

- New product ideas and commercialization,
- Design and development of products,
- Adoption of innovation
- Why new products fail or succeed.
- Branding, packaging and brand management; and
- Product Life Cycle

##### **Pricing**

- Pricing policies
- Pricing objectives
- Methods of setting and adjusting Prices

- Discount concepts

### **Distribution Channels**

- Basic definitions
- Factors to consider before choosing the Channel structure
- Distribution policies (intensive, selective and exclusive distribution)
- Types and functions of Channels (retailers, wholesalers, distributors, agents, etc)
- Channel management
- Physical distribution/logistics functions (inventory, transportation, ware housing, etc.)

### **Promotion**

- Meaning of Promotion and classification of Promotion mix, (Advertising, Personal selling, Sales Promotion, Public relations and publicity)
- Effects and Relevance of each Promo-tool on products and marketing organizations
- Basic concepts of advertising (target, theme, copy, reach etc)
- Media planning and buying
- Types of personal selling

### **Contemporary Marketing Issues**

International marketing, Export marketing, Marketing of services, Political Marketing, Mega marketing, Consumerism, Societal Marketing concept, Agricultural marketing and Ethics in marketing.

### **RECOMMENDED TEXT BOOKS**

- Mc Cathy, E.J., (1978), Basic Marketing: A Managerial Approach (Illinois: Richard D. Irwin)
- Nwokoye, N. G., (1984), Modern Marketing in Nigeria, (London: Macmillan Publication)
- Onah, J.O. (1979), Marketing in Nigeria, (London: Cassel)
- Stanton, William J., (1985) - Fundamentals of Marketing 7<sup>th</sup> edition (New York: McGraw-Hill)
- Wilmshurst, J., (1984) - Fundamentals and Practice of Marketing (London: Heinemann Publishing Co.)
- Morden, A.B (1991), Elements of Marketing, (Londom: DP Publications)
- Nickels, W. G. (1978) Marketing Principles – A Broadened Concept of Marketing, (New York: Prentice Hall Inc.)
- Wilmshurst J. – Fundamentals and Practice of Marketing, Heinemann London (1984)
- Adetayo J. O. – Marketing Concepts and Applications (2002)

**FOUNDATION CERTIFICATE IN MARKETING      PART I**  
**PAPER 2**

**PRINCIPLES OF SELLING**

**OBJECTIVES:**

The objectives are to enable candidates to:

1. Enable students understand sales activity and to appreciate its changing role in an organization
2. Enable students understand the relationship between sales and other areas of business, and activities and roles of sales person
3. Enable students understand the fundamental process of selling and the skills needed to be a successful sales person

**SYLABUS**

**The role of the sales force**

- The image of selling
- Evolving orientations of organizations, the development of marketing
- Concept and its impact on sales function
- Inter-relationship between sales department and others.

**The Characteristics of Sales people**

- Types of selling activities
- Characteristics and qualities required of an effective sales person
- Reviewing personal sales competence and identify activities for improvement

**Planned Sales presentation**

- Importance of route planning and the role of sales calls
- Prospecting and generating selling opportunities using available data
- Qualification of inquiries and turning prospects into leads
- Finding out about the potential customer
- Checking out product and competitor's knowledge
- Planning the sales meeting
- Need and problem identification- the importance of listening and questioning
- The sales presentation
- Basic negotiation skills
- Identifying and overcoming objections
- Closing of sale- selecting appropriate closing techniques
- The follow up.

**Communication Aids in Selling**

Meaning and nature of Sales Aids: Sales bulletins and sales manuals, Objectives of sales meetings and conferences etc,

**Sales Planning and Reporting**

- Role of the Sales Manager as planner and controller of the sales personnel
- Types and formats for providing sales and market feedback to the organization
- Techniques for planning and controlling the sales person efforts
- Time and territory management

**RECOMMENDED TEXTBOOKS**

- Kotler Philip (1984) Marketing Management: Analysis, Planning and Control 5<sup>th</sup> ed. (New York Prentice Hall)
- Pay, Samuel, (1983), Strategic Management of Programmes (Geneva: International Labour Organisation)
- Peterson R. (1978) Personal Selling: An Introduction (New York: John Wiley & Sons Inc.)
- Pederson C. A. et al (1981) Selling: Principles and Methods, 7th ed. (New York: Richard D. Irwin Inc.)
- Bellenger D. N. & T. N. Ingram (1984) Professional Selling: Text and Cases (New York: Macmillan Publishing Company).
- Charles C. Knight – A Technique of Salesmanship
- Larry O. Redenberg – Retailing Management
- Alan Gillan – The Principles and Practice of Selling
- Herbert Kazensten and Williams Sack – Direct Marketing, 2nd Edition (New York, Macmillan), (1992)
- Gerald L. Manning and Berry L. Reece, - Selling Today: A Personality Approach (Boston: Allyn and Bacon: 1990)
- Albert W. Frey – Marketing Handbook (New York: Ronald Press, 1965)
- Futrell – ABC's of Selling, 4th Edition, The Irwin Series in Marketing)
- Samson L. Wingate – Retail Merchandising

**FOUNDATION CERTIFICATE IN MARKETING PAPER 3**  
**PART I**

**ECONOMICS & COMMERCIAL STUDIES**

**OBJECTIVES**

To enable candidates to:

- a) Master basic Economic principles and concepts, and,
- b) Apply economic principles and concepts to developing economies

**SECTION A: ECONOMICS**

**Introduction**

- Meaning and Scope of Economics (Micro & Macro)
- Types of Economic systems (Capitalist, Socialist and Mixed)
- Basic problems of Economics
- Scarcity, Choice and Opportunity cost

**Theory of Demand & Supply**

- Meaning and determinants of Demand
- Meaning and determinants of Supply
- Nature of elasticity of demand and supply
- The Utility concept

**Theory of Firms**

- Meaning and Nature of: Monopoly, Duopoly, Oligopoly, Perfect and Imperfect
- Costs and Profit determination under various Market Structures
- Technology and inputs
- Production function, law of diminishing return, marginal return, isoquants, returns to scale.

**Macro-Economic Theory**

**Introduction to National Income**

- National Income accounting
- Problems of National income accounting.
- Macro-Economic variables
- Consumption, investment, money supply, interest rate, wage rate, price level etc;

**National Income Determination**

- Consumption function, savings function
- The Government sector and the open economy, the multiplier and accelerator concepts

**The Money Market**

- Quantity theory of money
- Keynesian money market
- Changes in the supply of money and the liquidity trap

**Economic policy**

- Income and Employment determination, Fiscal, monetary and Income policy- Objectives, instruments, effects and limitations.
- Central bank and Monetary Management
- Inflation and Unemployment
- Philips curve and its criticism.

- Role of Government in economic management.

## **SECTION B: Commercial Studies**

### **Introduction**

Trade, Occupation, Distribution, Marketing, Transportation, Insurance, Advertising, Small and Medium Scale Business Units, Co-operative Society, Retail shop and Wholesale.

### **Commercial documents**

Quotations, Purchase Order, Delivery Notes, Bank draft, Cheques, Vouchers, etc.

### **International trade**

Comparative economic systems, International trade Protectionism, Elements of International finance and Balance of Payments.

### **Contemporary Issues in the Nigerian Economy**

- Privatization, debt equity swap
- Indigenization, Austerity measures, petroleum subsidy and counter trade
- Structural adjustment Programme (SAP)
- Deregulation of interest rates
- ECOWAS, Lome Convention & EEC
- Group of 7 or Non Aligned Countries.

### **RECOMMENDED TEXTBOOKS**

- Anderson David J. (1980)- Intermediate Economics for West Africa
- Atkinson Lloyd – Economics, the Science of Choice (1982)
- Hay, Donald A. & Morris, Derek J. (1985) Industrial Economics, Theory and Evidence. (London: Oxford University Press)
- Henderson and Poole – Principles of Economics
- Koutsoyiannis A. – Modern Micro – Economics, 2nd Edition (1989)
- Umoh, U. J. – Practice Microeconomics Analysis in Africa Context, Sibon Books Ltd. Ibadan (1994)
- Inanaga, Eno L., (1985) Managing Nigerian Economic System, (Lagos: Centre for Management Development)
- Lipsey Richard (1983) - An Introduction to Positive Economics, London Weidenfreed and Nicolson
- Mansfield E. – Microeconomics – Theory and Application, New York, USA. (1970)
- Jhingan, M. L. – Micro Economic Theory – Kpnark Publishers, 4<sup>th</sup> Edition (1995)
- Oyeniyi T. A. – Micro-Economics ,Challenge Press, Jos. (1988)
- Olayide S. O. (1975) - Elements of Rural Economics, (Ibadan: Ibadan University Press)
- Stephen, N. M. & Osagie, Eghosa, (1975), Textbook of Economics for West Africa, (Ibadan: Ibadan University Press Limited)
- Oladeji O. O. – A' Level Economics Textbook for West Africa (Onibonoje Press, Ibadan, Nigeria (1982)

**BUSINESS COMMUNICATIONS**

**OBJECTIVES:**

The main objectives of the subject are:

- 1) To enable candidates maximize their personal effectiveness by improving their communication skills.
- 2) To arm candidates with the relevant knowledge and techniques which will assist them when relating to colleagues and customers in whatever forum
- 3) To provide candidates with skills on preparing reports and other written forms of communications as well as elements of visual communications.

**SYLLABUS**

**Introduction**

- How and why people communicate and the barriers to effective communication.
- Routes of communication.
- Non-verbal communication and role of perception, attitude, congeniality and credibility and expectation.
- The importance of reading and listening skills.
- The process of planning business messages, developing an audience profile and selection of channel of communications.

**Written Communications**

- Types of written communication - advantages and disadvantages;
- Formats for memos, briefs, letters, reports, direct mail, adverts, press releases, job description.

**Oral Communication:** The importance of verbal skills, questioning styles and persuasive languages

- Effective use of the telephone

**Meetings, Discussions and Interviews**

- The importance of meetings and interviews;
- Types of meetings and interviews - structure and procedures;
- Participants, terminology and necessary documentation.

**Visual Communications**

- Planning and designing visual aids;
- The role of logo, letter heads and images in Marketing;
- The value, impact and perception of colour, shapes and styles.

**Statistical Information**

Presentation and effective interpretation of facts, figures and findings - the use of tables, charts and diagrams.

**Information Technology for Business Communication**

- IT and electronic office equipment systems;
- The importance of Desktop computing, electronic networks and fax telex and view data systems;
- Documents and data processing;
- IT and telephone communication

## **RECOMMENDED TEXT BOOKS**

- Ajayi W. and V. Idako (1996) Communication in English (Iloro: Lims Press)
- Krey Isabell & Metzler, B. V (1976), Principles and Techniques of Effective Business Communication, (New York: Harcourt Bruce Jovanovich)
- Chilver J. (1992) English for Business: A Functional Approach (London: DPP)
- Guffey M. E. (1985) Essentials of Business Communication,, 3rd ed. (Cincinnati: South Western College Publishing)
- John Corner and Jeremy Howtton - Communication studies
- L. Awiol and W.R. Umorn - Marketing Business Communication
- Dr. Alex Ogbinaka - Managerial Communication
- Sannie M. B.A (2001) Business Communication and Use of English, 1st ed (Lagos: Management and Business Associated Services Ltd.)

**ELEMENTS OF STATISTICS**

**OBJECTIVES**

To enable candidates achieve the ability to:

- 1) Describe and explain statistical and mathematical concepts and methods
- 2) Apply the knowledge in economic and business decisions making

**Introduction**

- Nature and role of Statistics
- Statistical enquiries, basic concepts in Statistics
- Measurement and Scaling

**Data Collection**

- Need for data collection
- Types and sources of data
- Methods of data collection (experiment, observation, survey)
- Questionnaire design and interview guide
- Types of Sampling

**Data Presentation**

Tables, Charts, Graphs, Frequency Distribution

**Measures of Central Tendency**

- Mean- Geometric Mean and Weighted Mean
- Median,
- Mode,
- Comparison of Measures

**Measures of Dispersion**

- Range, Quartiles, Standards Deviation, Coefficient of Variation and
- Skewness and Relationship to Measures of Central tendency

**Probability Distribution**

- Normal, Binomial, Poisson, Hyper geometric
- Estimation theory
- Means and Proportions
- Confidence Intervals

**Statistical Testing**

- One Simple test, Two simple means( $x_1-x_2$ )
- Concept of statistical significance,
- Type I and type II of errors
- Testing of hypothesis
- Chi Square, runs test, sign test etc

**Correlation and Regression Analysis**

- Nature of correlation and regression

- Computing the regression equation
- Standard error, and
- Variance analysis

### **Index Numbers**

- Composition of time series
- Adjustment and time series

### **Computer Programme**

SPSS, Fortran, Cobol etc

### **RECOMMENDED TEXT BOOKS**

- Awoyokun A. A., (1987), Statistics: A workbook for Student 2nd Edition (Ibadan: FAWi Publications)
- Bliz, A., (1975), Statistics: A Workbook for Professional Students (London: Cassell)
- Erricker B. C (1982) Revised by Ellis, W. T. & Davies P. Elementary Statistics 3rd edition (London: Hodder & Stoughton)
- Freund John E. & Williams Frank J. (1977), Elementary Business Statistics: The Modern Approach (London: Prentice Hall Inc.)
- Greensted C. S., (1978), et al Essentials of statistics in Marketing (London: Heinemann Publishers and Institute of Marketing)
- Adebayo S. M. (1999) Statistics: A Study Manual, (Ibadan: Interforms Consultancy Ltd.)
- Mojekwu J. N. (1996) Business Statistics, 2nd edition (Iloro: IPS Educational Press)

**INFORMATION TECHNOLOGY**

**OBJECTIVES:**

The main objectives of this subject are to enable the candidates:

- ❖ to develop a practical knowledge and understanding of the role of information technology in an organization with special reference to the marketing activities;
- ❖ to describe the hardware and software systems of micro-computer environment
- ❖ to understand the communication support systems
- ❖ to have knowledge of the main features of word processing, spreadsheet, database and marketing packages
- ❖ to describe the work practices for monitoring the security of the computer systems
- ❖ to be well acquainted on recent development in marketing applications of information technology.

**Introduction**

- Nature of computer
- Merits and demerits of computer
- History and Characteristics of computer
- Types of computer
- Functioning of a computer

**Computer Hardware**

- Definition of computer hardware
- Hardware configuration
- Input devices
- Data storage devices
- Computer peripherals
- Types and functions of terminals.

**Computer Software**

- Nature and classification of software
- High level, low level and machine languages
- Sources and object programmes
- Application packages/software
- Systems software
- Translators (assembler, compiler, interpreter)
- Integrate software
- Generalized software, database, spreadsheets, word-processing packages
- Algorithm and flow chart
- Principles of programming in relation to business problems
- Programming languages
- Decision tables
- Software application: Word Processing; Desktop Publishing,
- Computer Graphics, Spreadsheets.

**Data Management**

- Sources of input data
- Hierarchy of data
- Data manipulation
- Definition of data management
- Data management functions
- Data management software
- Bit, byte, data representation, ASCII, EBCDIC
- Methods of organizing and arranging files
- Data base, its advantages and disadvantages
- Data base management systems
- Data base administrator
- IT and data based marketing

### **Data Processing System**

- Nature of data and information
- General characteristics of good information
- The role of information in marketing
- Data processing functions
- Methods of processing data (manual, mechanical, electromechanical and electronic)
- Types of data processing systems; real time, batch, on-line, interactive, time sharing, centralized, decentralized, distributed, etc.
  
- **Data Transmission/Communication**
  - Meaning of data communication
  - Transmission media
  - Telecommunication lines
  - Channel interface units
  - Data transmission-rules and techniques
  - Data transmission channel
  - Data transmission mode
  - Networking:
    - Type of network (Local Area Network - LAN, Wide Area Network - WAN )
    - Remote Job Entry
    - Protocols
    - Network topology (Organisation)

### **Organisation and control in computer systems**

- Sources of error in a computer system
- Various control measures
- Security measures for hardware, software work place
- Procedures for data vet and validations
- Virus safeguards, passwords, back-up procedures, feedbacks,
- Standards health implications
- Organization of a DP department.

### **Recent Development in Information Technology**

- The electronic office
- Recent advances in information technology and its effect on marketing
- Internet: Web sites, information control and protection.

### **RECOMMENDED TEXT BOOKS**

- Animashaun Bisi (1995) Business Information System (Iloro: LIMBS Pushlisher)
- Adewunmi Wole & T. Akinlade (1995) Data Processing and Management Information Systems, (Lagos: Macmillan/Chartered Institute of Bankers)
- Anderson R. G. (1988) – Data Processing and Management Information Systems Vol. I & II (London, Macdonald and Evans)
- Folorunsho J. O. (1996) A Practical Approach to Computer (Ibadan: Macmillan Nigeria Publishers Limited)

**FOUNDATION CERTIFICATE IN MARKETING PAPER 1**  
**PART II**

**MANAGEMENT FOR MARKETING**

**OBJECTIVES:**

To enable candidates:

- Identify basic elements of management and
- Acquire basic knowledge and skills for managerial decision making
- Develop a sensitivity to others and the ability to work in groups and to manage people effectively
- Develop candidates' skills for managing marketing operations and marketing information.

**SYLLABUS**

**Nature of Management**

- The Principles of Business Administration,
- Meaning of Management,
- Concepts and Levels of Organization,
- Accountability and Administration of organic business functions.

**Management and its roles In Modern Organisation**

- Historical evolution of management,
- Arts and Science of Management
- Definition and theories of management.
- Functions of management (planning, organizing, coordinating, directing and controlling, budgeting etc)
- The role and functions of a manager

**Planning**

- Definition, steps and benefits
- Types of plans
- Setting of objectives, strategies and tactics,
- Time management, crisis and conflict management.

**Organising**

- Definition and principles of organization (Fayols, Weber etc)
- Need for departmentalization,
- Levels of organizational structure,
- Forms of organization and organization relationships
- Centralization and decentralization of authority. Resources etc

**Staffing**

- Definition,
- Recruitment, selection, induction and posting,
- Job specification and performance evaluation,
- Types of training
- Appraisal and counseling
- Industrial relations

**Co-ordination and Delegation**

- Definition
- Need for delegation

- Authority and responsibility,
- Criteria for effective delegation,
- Motivation and delegation
- Delegation as a training method.

### **Motivation**

- Definition,
- Theories of motivation (e.g. Abraham Maslow, Skinner, Herzberg, Vroom, etc).
- Morale and productivity
- Financial and non-financial incentives,
- Limitations of financial incentives as a motivation tool,
- Challenges in applying motivation theory in Nigeria.

### **Leadership**

- Definition,
- Functions of a leader,
- Qualities of a good leader,
- Leadership style (formal, informal, contingency etc)
- Women in leadership positions (characteristics, problems and prospects)

### **Controlling**

- Definition,
- Types of control,
- Control process,
- Tools and uses of control (plan, budget, MBO etc.)

### **Management by Objective (MBO)**

- Definition, Meaning of Management by Objective (MBO) and Management by Exception (MBE),
- Goals, strategies and tactics; MBO and MBE processes, usefulness of MBO and MBE. Problems of introducing MBO; and
- MBO in organization Development (OD) and change

### **RECOMMENDED TEXTBOOKS**

- Agbato J. O. (1972) *The Nature of Management: A Text for Professionals*, revised edition
- Blunt, Peter (1983), *Organisational Theory and Behaviour: An African Perspective*. (London: Longman Publishing Co.)
- Buchele, Robert B., (1977), *The Management of Business and Public Organisations* (Tokyo: Mc Grawhill Inc)
- Ejiofor E., (1985) *Management Styles in a Result- Oriented Service: Managing People for Desired Result* (Enugu: Government Press)
- Fubara B. A. (1985) *Business Management Principles and Strategies* (Ibadan: Ibadan University Press)
- Ifechukwu, Jonathan A. O. (1986), *Business Management Principles and Practice*, (Lagos: Goldland Business Co.)
- Iyanda, O. & Bello J. A. (1988), eds. *Element of Business in Nigeria* (Lagos: University of Lagos Press)
- Nwokoye, N. G. & Ahiauzu, A. I., (1984), *Introduction to Business Management* (London: Macmillan Publishers)
- Shokan, O. O. (1994), *Principles of Management* (Lagos: Shona Investment Co., Ltd.)
- Udo Udo Aka, (1980), ed *Management for Dynamic Economy* (Lagos: Centre for Management Development.

**FOUNDATION CERTIFICATE IN MARKETING    PAPER 2**  
**PART II**

**PRINCIPLES OF ACCOUNTING**

**Objectives**

The main objectives of this subject are to enable the candidates:

- demonstrate an understanding of the theoretical framework of accounting and principles underlying accounting statements;
- to develop an understanding of the basic concepts, methods and procedures to be followed in preparing financial statements;
- to understand basic accounting concepts, conventions and methods;
- to prepare accounts for profit and non-profit organizations;
- to collect and collate information for completion of final accounts;
- to carry out financial analysis of business firms;
- to develop financial accounting competences in marketing.

**Introduction**

- History and development of accounting;
- The purpose of accounting;
- The internal and external users of accounting information;
- The role of accounting in the operation of an enterprise;
- Accounting concepts and conventions;
- Types of accounts (e.g. annual, group and consolidated)

**Accounting Processes**

- Types of business documentation (i.e. invoice, statements, credit note, debit note, remittance advice, receipt and claim forms);
- Books of original or prime entries;
- Ledgers - functions and structure;
- The concept of double - entry book keeping to record transactions;
- Trial balance;
- Control accounts.

**Banking Systems and Services**

- Cash, Cheques, paying-in documents and their uses;
- Inter-bank transfers;
- Payable orders and credit card procedures;
- Simple bank reconciliation statement.

**Accounting for Fixed Assets**

- Types and characteristics of capital assets;
- Distinction between capital and revenue expenditure;
- Accounting treatment with respect to capital and revenue items in a transaction;
- Depreciation - general principles and methods;
- Maintenance of asset register.

**Cash Book**

- Cash Account;
- Bank Account;
- Two Column Cash Book;
- Three Column Cash Book;

- Petty Cash Book; Imprest systems.

### **Preparation of Simple Financial Statements**

- Debtors statement;
- Creditors statements;
- Trading, profit and loss account;
- Balance Sheet;
- Manufacturing account.

### **Adjustments**

- Prepaid expenses; Accrued expenses;
- Income received in advance ...;
- Bad debts and provision for bad debts;
- Provision for discount allowed on debtors; Provision for discount allowed on creditors;
- Provision for depreciation; Drawings; Reserves.

### **Company Accounts**

- Essential features of limited liability company;
- Merits and demerits of limited liability company;
- Memorandum and articles of association;
- Registration of company;
- Statutory books;
- Company officers;
- Capital of a company;
- Issue of shares and corresponding accounting entries;
- Issues of stock and debentures;
- Final accounts of a company.

### **Incomplete Accounts and Accounts for Non-Trading Organizations**

- Receipts and payments accounts;
- Income and Expenditure accounts;
- Preparation of accounts from incomplete records;
- The accounting statements of non-profit organization.

### **Partnership**

- Essential features of partnership;
- Merits and demerits of partnership;
- Partnership deed;
- Accounting aspect of partnership;
- Admission of new partners;
- Dissolution of partnership;
- Final accounts of partnership.

### **Financial Analysis**

- Financial ratios;
- Sources and applications (uses) of funds;
- Conditions of business organizations (e.g. insolvency, Bankruptcy, overtrading);
- Management of working capital.

### **RECOMMENDED TEXT BOOKS**

- Omuya J. O. - Business Accounting Volumes I & II (London: Longman Publishers)
- Frankwood and Omuya - Essentials of Accounting I & II
- Omolehinwa E.O. - Fundamental of Cost Accounting Ayo sodimu Publisher)
- Inanga E. L. (1985), Principles of Accounting (London: Heinemann Educational Books)
- Omolehinwa E. O. (1985) Fundamentals Cost Accounting, (Lagos: Ayo Sodimu Publishers)

- Soyode A. (1982) Financial Accounting: Principles and Practice (London: Graham Burn)
- Wood Frank, (1988), Financial Accounting I & II (London: Pitman)
- Woolf Emily, (1987), Financial Management (London: Hutchison)
- Ibitoye Simeon, (1985), Hand Book of Budgetary Control, (Bedfordshire: Graham Burn)
- Sanni, M. R. (1997) Financial Accounting: A simplified Approach (Iloro IPS Educational Press)
- John Arnold et al, 1985 Financial Accounting (New York: Prentice Hall Inter.)

**FOUNDATION CERTIFICATE IN MARKETING**  
**PART II**

**PAPER 3**

**BUSINESS LAW**

**Objectives**

The objectives of this subject are to enable candidates to:

1. acquire knowledge of the basic concepts of business law; and
2. apply the basic concepts of business law to the administration and management of an organization

**SYLLABUS**

**INTRODUCTION**

- Nigerian Legal Systems;
- Sources of law; Judicial precedent, statutes, delegated legislation.
- Civil and criminal laws, settlement of disputes, structure of the court, tribunal, arbitration etc.

**Business Formation and Operation**

- The significance of the Company Act of 1968;
- Memorandum and articles of association, promoters, consequences of incorporation;
- Acts of company officers, floatation, company membership; Capital, shares, debentures;
- Directors, company meetings;
- Accounts, auditors, dividends;
- Compulsory winding up; Voluntary winding up, and
- Indigenization Acts, surety ship and guarantee

**Law Of Contract**

- Definition and types of contract,
- Offer and acceptance, consideration, Capacity and privity of contract;
- Rules governing acceptance, lapse of offer, post rules, standard form of contract, consideration etc.
- Intention to create legal relations, genuineness of consent, capacity to contract, legality of objects, discharge of contract, Remedies
- Terms, conditions, warranties, exemptions/excluding clauses
- Vitiating factors duress, undue influence, mistakes, misrepresentation.

**Sales Of Goods**

- Definitions of parties;
- Obligation and rights of parties;
- Capacity, valid transfer of property. Transfer of title, implied conditions, remedies of buyers and sellers, the consumer remedy in tort.
- Performance of the contracts.
- The position where the seller is not the owner;
- Export trade;
- f.o.b, c.i.f. and Ex-ship contracts; and
- Letters of credit, Auctions sales.

**Hire purchase and consumer credit law.**

- Carriage of goods, hire purchase, agency, arbitration,
- Executorships and trusts; and Nature of contract etc.

- The consumer credit Act, background, Regulation of the Agreement, Matters arising during the agreement, Hire purchase termination.
- Various Consumer protection agencies e.g. SON, NAFDAC, NDIC, etc.

### **Law of Agency**

- Definition and types of agency,
- capacity, authority of the agent,
- Effects of contracts made by agents, rights and duties of agents and principals.
- Remedies for breach of terms of agency.
- Termination of Agency.

### **Law of Insurance**

- Uberrimae fidei;
- Subrogation;
- Contribution;
- Indemnity;
- Contribution; and
- Insurable interest.

### **Carriage of Goods:**

Carriage of goods by land, sea and air

### **Trade Description and Advertising:**

- Introduction, ethics of Advertising,
- Advertising code of conduct,
- Penalties and remedies.

### **Negotiable Instruments:**

Types of negotiable instruments: bill of exchange, cheques, promissory notes, credit cards, documentary credits collection arrangements.

### **Tort:**

The nature of liability in tort, negligence with special reference to professional advice, dangerous goods, industrial accidents, Vicarious liability, Breach of statutory duty, defence in tort.

### **Protections In Law**

Patents, Design, Trade Mark, Passing Off, Copyright.

### **RECOMMENDED TEXT BOOKS**

- Adesanya M. O. and Oloyede E. O. - Business Law in Nigeria, Lagos University Press
- Ayua Ignatius - Nigerian Company Law: (Lagos: Centre for Management Development)
- John Livermore - Legal Aspects of Marketing
- Agbadu J. T.- Principles of Nigeria Company Law
- Prof. E.E. Uvieghara. - Copy right Law and Administration in Nigeria
- Paul Dobson. - Sales of Goods and Consumer Credit
- Abdulai Ahmed (1982), Establishing Business in Nigeria 2nd ed. (Lagos: Taiwo & Co. Solicitors)
- Hilbert, E. P. (1975), The Principles and practice of Export Marketing (London: Heinemann Publishing Co.)
- Livermore J. (1984), Legal Aspects of Marketing: 4th ed. (London: Heinemann Publishing Co.)

**PART II****PRACTICE OF MARKETING****OBJECTIVES:**

The aim of the paper is to educate candidates to a level that will enable them to perform adequately in any single functional area within marketing. To do this, candidates should be able to:

- a) apply the acquired skills and knowledge in Principles of Marketing, to the marketing and business environment
- b) apply the principles to the analysis, planning, implementation and control of policies designed to achieve marketing and corporate objectives.
- c) demonstrate an awareness of how marketing organizations overall resources are directed to meeting market place needs.

**SYLLABUS****(A) THE MARKETING INFORMATION INPUT**

- Market & Marketing research, Various information sources (primary and secondary). Survey Research - Census and types of sampling with reasons for their choice, Questionnaire design, Management of survey processes, Data Analysis, Report findings. Agency and In-house Research, Responsibilities of Client and Agency etc.
- Objectives, organization and methods of Motivation research, Advertising Research, Retail Audits and Internal analysis of effectiveness of sales, distribution and promotional activities. Test marketing- Objectives, organisation and methods as well as the associated problems.
- Sales Forecasting- Applications, objectives and methods of alternative approaches to Sales forecasting, Sales force composites, Opinion juries, etc.

**(B) THE PROMOTIONAL OUTPUT**

- Selling- Various roles and contexts for selling activities such as Industrial, Retail and Wholesale, Direct consumer/pioneer, maintenance, merchandising and complex technical and commercial negotiation involving teams. Different features and approaches of recruitment, training, remuneration, motivation and administration appropriate to each situation.
- The Salesman- Planning the workload and territory, call frequency, principles of sales interviewing, reporting and record keeping.
- Sales Management- Sales Office Procedures, territory design and allocation, Quotas and their relationship to salesmen's remuneration, evaluation of alternative incentive schemes, training stages and importance of continuous training.
- Advertising- Various role of advertising in product/market context, setting advertising budgets, specifying themes and messages, objectives for campaign. Media selection, creating the message vehicle, measuring and evaluating the results. Relationship structure between clients and agencies.
- Sales Promotion- Common types of promotional activity. Methods of integrating with other tools of marketing Mix. Role of promotions with reference to own sales

- personnel, trade and customers. Brief consideration of Public relations, its roles and methods. The importance of package design as an aspect of the promotional mix.

(C) **INTERNATIONAL MARKETING**

The demands and peculiar problems of marketing abroad, Choices in coping with those difficulties such as through agencies, sales offices, contract management, or direct investment.

(D) **MARKETING MANAGEMENT**

- Planning- Use of forecasts and Marketing Information, together with other internal management control information for the production of marketing budgets. Budgets as a key element of the marketing plan. Statement of objectives, mobilization of the marketing mix, profitability (contribution), and actions.
- Evaluation- The use of qualitative and quantitative methods of evaluating marketing strategies and plans.
- Organisation- Importance of integration around a market place focus for adaptation and ultimate survival. Need to add project basis to conventional process based organization. Role of brand manager and/or Product group manager. Matrix type organization.
- Control - Review of performance against plan. Importance of Market share, Market size change, Competitive measures and profitability as control criteria. Uses of marketing evaluation data on effectiveness of marketing activities such as sales, distribution, advertising and promotion.

**RECOMMENDED TEXTBOOKS**

- Adetayo J. O. - Marketing Concepts and Applications (2002)
- N. G. Papadopoulos, William G. Zikmund and Michael F. D' Amico - Marketing (Toronto, Wiley, 1988)
- Oyelami S. O. - Principles of Marketing; The Managerial Approach, Dawal Publishers, Nigeria, 1991

**PART II**

**BUSINESS ENVIRONMENT**

**Objectives**

***The main objectives of this subject are to enable the candidates:***

- a) to understand the nature, role and functions of internal and micro environmental factors;
- b) to demonstrate a thorough knowledge of how the PEST and internal environment affect and are affected by Marketing functions;
- c) to acquire skills and knowledge of managing the link between environment and marketing.

**Introduction**

- Marketing as an open system;
- Definition, categories, forms and dimensions of marketing environment;
- Environmental uncertainty;
- Controllable and uncontrollable variables;
- Opportunities and threats;
- Marketing environment as a source of inputs and markets for outputs of business.

**Internal Environmental Factors**

- Board of Directors;
- Strategic intent and directions;
- Organization policies and strategies;
- Organization structure, culture, resources climate and politics;
- Organization strengths and weakness;
- Motivation and regulatory systems;
- Relationship among the various functional areas of business;
- Power and leadership style.

**MICRO - Environment**

- Nature and scope of micro-environment;
- Role and functions of the various micro-environmental factors such as: Stakeholders, Trade Unions, Suppliers, Marketing Intermediaries, Competitors, Publics, Trade Associations, Pressure Group, Facilitating Institution.

**MACRO - Environment PEST Environment**

- Political-legal, Economic, Socio-Cultural and Technological factors affecting marketing activities in Nigeria;
- International Environment;
- Nature of International environment;
- Roles of international organizations such as ECOWAS, OPEC, EEC, ECA, UNCTAD, GATT (WTO), etc.
- Economic Integration (Free Trade Areas, Custom Unions, Common Markets, Economic Union);
- International Financial Institutions - NEXIM, ECOWAS Bank, ADB, World Bank

- Groups, IMF;
- Risks in International Marketing;
- Aids to foreign investment.

### **Facilitating and Regulatory Agencies**

- SON, Stock Exchange;
- CBN, Security Exchange Commission;
- PRODA, Nigerian Communication Commission;
- Corporate Affairs Commissions;
- NDLEA, NAFDAC, FEPA;
- National Assembly;
- National Insurance Commission;
- Export Promotion Council;
- Price Control Board.

### **Contemporary Economic Policies Affecting Marketing**

- Austerity Measures;
- SAP and Post-SAP;
- Deregulation of interest rate;
- Counter Trade;
- Foreign exchange management;
- Petroleum subsidy;
- Deregulation and liberalization of downstream oil sector, etc.

### **Environmental Changes Assessment**

- Environmental scanning and forecasting;
- Categories of environmental forecasting;
- Qualitative and quantitative techniques of environmental forecasting;
- Scenario planning;
- Marketing sensing;
- Accuracy of forecast;
- Monitoring and controlling forecast.

### **Managing Changes, Developments and Trends in Marketing Environment**

- Coping with Nigerian Marketing environment;
- Strategies for managing marketing environment;
- Promotion (Public relations, propaganda);
- Lobbying and Coalescing;
- Organization design;
- Relationship and internal marketing;
- Ethics and social responsibility of marketing;
- Strategic response and contingency planning

### **RECOMMENDED TEXTBOOKS**

- Callaghan P. M. et al (1982) The Business and Marketing Environment (London: Edward Arnold (Publishers Ltd.)
- Howkins s. and J. Jones (1993) The Organisation is its Environment (Oxford: Oxford Univeristy Press Ltd.)
- Palmer A. and B. Hartely (1996) The Business and Marketing Environment (Berkshire: McGraw-Hill Publishing Company)
- Hotstede G. (1991) Culture and Organisation (London: McGraw – Hill Publishing Company)
- Dinnelly G. (1987) The Firm in the Society, 2nd ed. (London: Penguin)

**INTERMEDIATE CERTIFICATE IN MARKETING      PAPER 1**  
**PART I**

**QUANTITATIVE BUSINESS ANALYSIS**

**OBJECTIVES**

The main objectives of this subject are to enable the candidates:

1. To understand business mathematics and its application in business;
2. To use mathematical techniques to allocate resources judiciously;
3. To apply mathematics models to real life business situations;

**SECTION A: BUSINESS MATHEMATICS**

**Introduction**

- Mathematics and Symbolic Logic, Elements of Symbolic Logic
- Definition, Statement demonstrations and axioms
- Inductive and Deductive Systems
- Analysis of Simple and Compound Statements,
- The Truth Table
- Mapping and Transformation
- Real Number Systems

**Functions and Equations:**

- Definition of a function and equation;
- Types of functions and equations - linear, quadratic, Trigonometric, exponential and their solutions including graphical treatment;
- Applications involving cost, revenue and profit functions;
- Break-even analysis;
- Determination of break-even point in quantity and value, significance of break-even point.

**Mathematical Modeling:**

Basic knowledge of:

- Linear Programming
- Transportation and Assignment
- Matrix Algebra – Meaning of matrix, types of matrices- unit or identity, null, square, skewed, singular, diagonal, stochastic etc. Transpose and adjoint of a matrix; Determinants; Inverse of a matrix, its meaning and determination by the appropriate methods (limited to 3 x 3 square matrix), condition under which a matrix can have an inverse; Applications of matrices to solving business related problems.
- Markov Chain Process
- Input-Output Analysis
- Queuing Theory
- Games Theory
- Network Analysis
- Investment Appraisal Techniques: Including their merits and demerits; Cost of capital; weighted average cost of capital (WACC).

**Maintenance of Finance**

- Sequences and series (limited to arithmetic and geometric progression), sum to infinity of a geometric progression applications in business;

- Simple and compound interest;
- Annuities: Types of Annuities e.g. ordinary and annuity due;
- Sum of ordinary (sinking funds);
- Present value of an annuity.

### **Differentiation**

- Meaning of slope or gradient or derivative;
- Rules for differentiating the following functions: power product, function of function, exponential, etc.
- Higher derivative of a function;
- Application of differentiation to: Marginal, Elasticity
- Maximum and minimum values

### **Partial Differentiation**

- Derivative of multivariate functions; Partial derivative of multivariate functions;
- Cross partial derivative of multivariate functions;
- Minimum and maximum of multivariate functions
- Optimum values from the concept of derivative of multivariate functions.
- Relating partial derivatives least squares.
- Cross partial derivatives of multivariate functions.
- Optimum value from the concept of derivative of multivariate functions.
- Relating partial derivatives to Inst squares.
- Application of the concept of derivatives to regression line.
- Derivatives of exponential and logarithmic functions.
- Application of the concept to growth rate.
- Continuous compounding interest computations.

### **Integration:**

- Definition of integration
- Rules for integration
- Definite and indefinite integrals
- Applications of integration in business e.g. finding total functions from marginal functions, determination of consumer and producer's surplus

### **Set Theory**

- Definition of set, types of set (e.g. null, subset, finite, universal, empty and equal sets; )
- Operations on set: union, intersection, difference, complement;
- Cardinality of sets;
- Venn diagrams.
- Applications of set theory to solve marketing related problems.
- Introduction to Vectors, Matrix and Determinants

## **SECTION B: OPERATIONAL RESEARCH**

### **Introduction**

- Meaning of Operation research (OR)
- Stages of operational research project
- Relevance of operational research in marketing
- Model building, selection, use and interpretation of their solutions.
- Limitations of operational research.

### **Decision Theory**

- Definition and steps involved in decision making
- Decision under certainty
- Decision under uncertainty

- Decision under risk
- Decision under conflict (games theory)
- Decision tree

### **Linear Programming**

- Definition of linear programming (LP)
- Linear programming as a resource allocation tool
- Assumptions of LP model
- Duality principle: determination and relevance of dual and shadow costs.
- Solving LP maximization and minimization problem using Simplex method.
- Inventory Planning control
- Meaning and functions of inventory
- Inventory costs e.g. holding costs, ordering costs, shortage costs, cost of raw materials.
- General inventory models e.g. deterministic and stochastic model, periodic review system and re- order level system.
- Basic economic order quantity (EOQ) model including assumptions of the model.
- Manufacture of stock order (EOQ with gradual replenishment)
- EOQ with stock out
- Pareto analysis

### **Transportation and Assignment Models**

- Nature of transportation problem
- Nature of assignment problem
- Method of solving transportation problem
- Methods of solving assignment problem
- Balanced and unbalanced transportation and assignment problems

### **Queuing Model**

- Definition of queue
- Classes of queue
- Simple queue and its characteristics, simple queue excluding its derivation
- Applications of queuing model in Marketing

### **Network Analysis**

- Critical Path Analysis (CPA)
- Programme Evaluation and Review Technique (PERT)
- Drawing the network diagram
- Meaning of critical path and how to determine it and its duration

### **Markov Process**

- **Definition of markov process**
- **Equilibrium** or long-run situations for markov process.

### **RECOMMENDED TEXTBOOKS**

- Shokan O. O. (2002) Quantitative Techniques in Business (Lagos: Shona Investment Company Limited)
- Oyeniran A. O. et al (1998) Business Mathematics Vols. 1 & 2 (Abeokuta: Jediadah Publishers).
- Olatunji T. A. (1998) Questions and Answer in Quantitative Techniques for Professionals. (Abeokuta: Jediadah Publishers).
- Lucey T. Quantitative Techniques, (London: DPP Publications Ltd.)
- Sogunre et al- Business Mathematics. (Lagos: F & A Publisher).
- C. S. Greensted - Essentials of Statistics in Marketing
- L. R. Comor & J. H. Morrel - Statistics in Theory and Practice
- K. Backhouse - Statistics (An introduction to Tests of Significance)
- S. Letchfos - Business Mathematics and Statistics

- H. M. Wagner - Principles of Operations Research
- Agbadudu A. B. - Mathematical Methods in Business and Economics -Lagos University Press.
- Wheeler, R. E. and Peebles, Jr. W. D. - Mathematics with Applications to Business and the Social Sciences (Brooks/Cole)
- Mojekwu, J. N. - Business Statistics, 2nd Edition (TPS Educational Press, Ilaro, Nigeria).
- Dantzig, G. B. - Linear Programming and Extensions (Princeton, N. J. Princeton, 1963).
- Chiang, Alpha - Fundamental Methods of Mathematical Economics (New York - McGraw-Hill, 1967).

## **INTERMEDIATE CERTIFICATE IN MARKETING PAPER 2**

### **PART I**

#### **CONSUMER BEHAVIOUR AND COMPETITION**

##### **OBJECTIVES:**

*Candidates are expected to:*

1. Demonstrate a thorough understanding of the influences affecting buyers and supplier in a wide variety of situations and roles; and
- 2) Apply consumer behaviour concepts and principles to key marketing decision areas.
- 3) Understand what is meant by the customer and its components in industrial and individual buying situation.
- 4) Appreciate the internal/external customers' needs and the impact of total quality management on changing service level needs

##### **SYLLABUS**

###### **Introduction**

- An introduction to the Applied Behavioral Sciences
- The scope of consumer behaviour
- The role of consumer behaviour in marketing; and
- Distinction between individual, household, and organizational buyers/sellers.

###### **Internal Influences on Consumer Behaviour**

- Consumer concepts (demographic, psychographic, psychological, etc );
- Cognitive process (sensation & perception, memory, language and conception etc.);
- Subjective and objective factors in belief and prejudices;
- Motivation and learning theories;
- Selectivity theory; and
- Values, attitudes, beliefs and behaviour

###### **Investigating Customers**

Appreciation of the role of marketing research in identifying customer's needs and an awareness of the basic sources of data.

###### **Predicting and Influencing Customer Behaviour**

- Relevance and value of consumer modeling and criteria for effective models of behaviour.
- Cognitive reinforcement and cognitive dissonance in the marketing functions.
- Forecasting, changing behaviour and expectations - the impact of global marketing, environmental priorities and economics constraints.
- Models for demand forecasting and their relevance.

###### **External influences on Buyers Behaviour**

- Society and culture, stratification into classes, national behaviour patterns, structure and Nigerian society; and
- Family and group influence, reference and peer group norms influence, family unit, awareness of self and other personal influences.

###### **Consumer Decision Processes**

- Problem recognition, information search and purchase process; and
- Integrating various influences in consumer behaviour models.

###### **Organizational Buyer Behaviour**

- Comparison of Consumer and Industrial buying processes.

- Individual and inter-personal influences on the decision making process.
- Understanding of the government market and joint decision making.

### **Consumerism**

- Development of consumerism in Nigeria and other countries;
- Government policies on issues of consumerism (Standards Organization of Nigeria; and
- Responses to issue of consumerism by individuals, industries and society at large.
- Consumer cooperatives in Nigeria;
- Shareholders Association of Nigeria.

### **Recommended Text Books**

- Iheanyi C. Achumba - The Dynamics of Consumer Behaviour, Macmillan's Publishers Ltd, Lagos. 1st Edition
- Gibson - Managing Organisational Behaviour
- Thomas S. Robertson - Consumer Behaviour
- William L. Wilkie - Consumer Behaviour, 2nd Ed (New York: John Wiley & Sons, 1990)
- Chisnall, P. - Marketing: A Behavioural Analysis (1985)
- John C. Mowen - Consumer Behaviour, 2nd Ed. (New York, Macmillan, 1990)
- Kurt Lewin A - A Dynamic Theory of Personality (New York, McGraw-Hill, 1935)
- L. Festinger - A Theory of Cognitive Dissonance (Stanford Calif: Stanford University Press, 1957)
- G. Zaltman and M. Wallendorf - Consumer Behaviour (New York: John Wiley & Sons, 1983)
- F. E. Webster, Jr. And Y. Wind - Organisational Buying Behaviour (Englewood Cliffs; N.J. Prentice Hall, 1972)
- Peter and Olson - Understanding Consumer Behaviour, 1st Ed.
- Solomon, K. - Consumer Behaviour, 6th Ed. Prentice Hall, Toronto.
- Adeniran A. (1987), Psychology of Advertising and Consumer Behaviour, (Ibadan: Stevelola Educational Publishers)
- Enahoro E. O. et al (eds) (1984) Cultural and Management in Nigeria (Lagos: Lantern Book)
- Keith C. Williams (1981) Behaviour Aspects of Marketing, (London: Heinemann)
- Leon G. S. & Kanuk L. L. (1999) Consumer Behaviour 6th ed. (India: Prentice – Hall, India)
- Schittman, L. G. & Lalie L. K. (1999) Consumer Behaviour (India: 6th Edition, Prentice-Hall of India Book Ltd.)
- Peter M. (1985) Chisnal Marketing – A Behavioural Analysis (London: Mcgraw Hill Books Co. (Uk) Ltd.).

**INDUSTRIAL AND AGRICULTURAL MARKETING**

**OBJECTIVES**

To enable candidates to:

- (a) Understand the nature and scope of industrial and agricultural marketing
- (b) Understand the characteristic of industrial buyers
- (c) Understand the behavioural models for analysing industrial buying
- (d) Understand the role and nature of pricing in industrial and agricultural marketing
- (e) Understand the nature of physical distribution of industrial and agricultural products
- (f) Understand the role of promotion in industrial and agricultural marketing
- (g) Recognize the importance of storage in marketing agricultural products.
- (h) Understand the nature, scope, types, problems and control of agricultural marketing
- (i) Understand the problems of standardization and grading in agricultural marketing
- (j) Understand the government market and role of government in agricultural marketing

**SYLLABUS**

**SECTION A -      INDUSTRIAL MARKETING**

**Introduction**

- Definition of Industrial Marketing and Market considerations of industrial marketing.
- Differences between the producer and consumer markets.
- Factors affecting Industrial goods purchasing.
- Distribution and participants in industrial markets.

**Strategy Formulation in the Industrial Market**

- The Strategic planning process in industrial marketing,
- Assessing market opportunities, industrial market segmentation, target marketing and positioning.

**Formulation of Product Plan**

Developing product strategy, innovation and new product development.

**Organizational Buyers**

- Definition of Organizational Buyers,
- Demand for Organisation products,
- Factors affecting Industrial buying decisions.
- Major types of buying situations and steps in Industrial buying.

**Buying Process**

- Definition of Buying process as a system of input and output.
- Comparison of task oriented models.
- The Bayesian model, Hobbeian Model and Marketing Implications of these models.

**Pricing in Industrial Marketing**

- Factors which determine the price of industrial products.
- Outline pricing objectives, Different pricing strategies,
- Comparison of pricing of industrial products with consumer products.

**Distribution of Industrial Products**

Definition of the terms - marketing channels, Physical distribution, warehousing, transportation of industrial goods etc.

## **Government Markets**

Definition, objectives and operation of "Government Market".

## **Sales Promotion**

- Types of industrial promotion and the relationship between types of industrial promotion, Differences between industrial and consumer promotion,
- Application of different promo tools to industrial marketing.

## **SECTION B - AGRICULTURAL MARKETING**

### **Introduction**

- The nature and scope of Agricultural Marketing
- The growth of agricultural marketing and the role of farmers and other participants in agricultural product marketing and expansion.

### **Pricing in Agricultural Marketing**

- Differences between agricultural and non-agricultural product prices.
- The effect of supply and demand on pricing of agricultural products.
- Differences between retail and farm prices.
- Reasons for seasonal price fluctuations.

### **Physical Distribution**

- Definition of physical distribution as marketing function,
- Modes of distributing agricultural products in Nigeria and the Impact of freight charges on agricultural products.
- The cost of physical distribution in Nigeria.

### **Storage Operations**

- Storage operations defined; characteristics of the products and the storage processes.
- The relationship between ware-housing and marketing policies.
- The cost of storage and relationship between storage and price fluctuations.

### **Sales Promotion**

- Different promo tools available to an agricultural marketer, Identification of the promo tools individual and collective merits and demerits.
- The relationship between promo tools and agricultural marketing. Application of the relevant promo tools to aid promotion of agricultural products.
- Planning and execution of promotional Programmes for specific agricultural products.

### **Co-Operative Societies**

- The Nature and Scope of co-operative Societies, types and problems of modern co-operative Societies.
- Government regulations and control of co-operatives.
- The role of co-operatives in agricultural marketing.

### **Standardisation**

- The importance of standardization and the Ideal standard and problems of grading agricultural products.
- The place of grading in standardization.
- The role of consumer grading.

### **Role Of Government**

- The role of government in agricultural marketing.
- Government regulation and subsidies in promoting agricultural products.
- Importance of Agricultural credit scheme.

### **International Markets.**

Factors affecting agricultural products in international markets and functions of the commodity boards etc.

## **RECOMMENDED TEXTBOOKS**

- Erdener Kaynak - World Food Marketing
- Robert R. Reedel & Edward G. - Industrial Marketing
- T. H. Bumhern & O. Horkimsobe - Elements of Industrial Organisation
- M. Richard. - Industrial Marketing
- Tomi Adekanye - Agricultural Marketing
- Michael D. Hurt and Thomas Speh - Industrial Marketing Management (Hinsdale Ill: Dryden Press, 1988).
- P. J. Robinson, C. W. Faris, Y. Wind - Industrial Buying and Creative Marketing (Boston: Allyn and Bacon, 1967).
- Philip Maher - Industrial Marketing 1982.
- Robert G. Cooper and Elko J. Kleinschmidt - Industrial Marketing Management (1988).
- Corey M. - Industrial Marketing. Cases and Concepts, Prentice Hall, Chicago
- Adeyeye A. J. - Agricultural Project Analysis - Essentials of Agricultural Economics, 2nd Edition.

## **MARKETING RESEARCH**

### **Objectives:**

#### **Candidates are expected to:**

1. identify managerial information needs in various problem decision making situations;
2. identify the various sources of data in Nigeria, and with the various research designs for collecting primary data;
3. design marketing research problems;
4. demonstrate skill in data analysis and interpretation;
5. apply acquired information from marketing research to marketing planning; and
6. prepare and present marketing research reports.

### **SYLLABUS**

#### **Overview of Marketing Research**

- The role and Application of marketing research.
- Fieldwork and Desk research, Research process.
- Users and Doers of marketing research.
- Marketing research and Marketing Information System (MIS);
- The marketing research process
- Marketing research in Nigeria, scope, problems and trends; and

#### **Management of the Research Effort**

- The research brief;
- The research proposal
- Responsibilities of client and agency
- Research budgets; and
- Criteria for evaluating research results, timeliness and cost etc.

#### **Types of Research**

- Basis of Research
- Descriptive, exploratory, explanatory, predictive actions,
- Desk, motivation, product, advertising, distribution, etc.

#### **Planning the Research Project**

- Research objectives and plans- research designs - experimental, surveys, etc.
- Specifying Primary data acquisition methods,
- Secondary sources of data (local and international sources) .
- Sources of secondary data in Nigeria, archives, government publications, libraries, products/services information, private sources etc;
- Primary data, methods of collecting primary data, observation, survey experiment etc.
- Field work processes.
- Comparative data sources and associated problems.

#### **Performing the Data Collection**

Population and Sample, the sampling process and selection, probability and non-probability sampling methods, sampling size decisions, field procedures, surveys, questionnaire design, postal questionnaire, telephone and personal interviewing, group discussion, experiments, sampling errors, sample survey and forecasting.

#### **Measurement and Scaling**

Definition of terms and concept. Type of Scales and their applications.

#### **Processing and Analysing Data**

- Data preparation and processing,
- data analysis and interpretation, analysis of differences, analysis of experiments,
- investigation of associations (dependence and interdependence methods).

### **Forecasting**

Demand forecasting, Technological forecasting, etc. Market modeling.

### **Gathering Market Intelligence**

Sources of Market Intelligence, Challenges of gathering Market Intelligence, etc

### **Managing the Research Office**

Challenges of Managing a Marketing research office. Selecting the research staff, library and office facilities, setting the marketing research budget, etc. Relationship of the marketing research department with other departments.

### **Role of The Marketing Research Consultant**

Using In-house researcher or external consultant, Selecting a research agency, Multi-client research.

### **Research Report**

- Ethical issues in marketing research. Breakdown of the report,
- Writing the report, Preparation of figures and tables, User consideration;
- Organization and presentation of report
- Oral presentation.
- Drawing up marketing plans.

### **Selected Application of Marketing Research**

Motivation Research, Advertising Research, Product Research, Sales Research. Corporate Image research etc.

### **Test Marketing**

- Definition
- Criteria for selecting a test market, objectives, organization and methods;
- Problems, pitfalls and overcoming them

### **RECOMMENDED TEXT BOOKS**

- Boyd (Jnr) HW. Westfall R and Stenson S. F. - Marketing Research. Text and Cases
- Davies A.A. - The Practice of Marketing Research (1973) London Heinemann
- Lenham Donald A. - Market Research and Analysis (1979) Homewood Illinois Richard
- Kress George - Marketing Research (1979) Rerton Virginia Rerton Publishers
- William G. Zikmund - Exploring Marketing Research, 5th Ed. (Ft. Worth: Dryden Press, 1994)
- T. Osuola - Introduction to Research Methodology
- N. Asika and L. Osuagwu - Research Methods for Marketing Decision
- David J. Luck, and Ronald Robin. - Marketing Research
- P. J. Runkel and J. E. McGrath - Research of Human Behaviour: A Systematic Guide to Method (New York: Holt, Rinehart and Winston, 1972)
- Tull D. and Hawkins D. - Marketing Research, Macmillan, New York
- Green, E. and Tull D. - Research for Marketing Decisions (3rd Ed) Prentice Hall, Englewood Cliffs, New Jersey.
- Bradly, Ute, (1987), ed. Applied Marketing and Social Research, 2nd ed. (Chichester: John Wiley and Sons)
- Luck, David J. Wales, H. G. Taylor, D. A. & Rubin R. (1978), Marketing Research, 5th ed. (Englewood Cliffs, New Jersey Prentice Hall)
- Ovorie Jack Mit, (1979), Marketing Research: Scope, Uses and Limitations, (Lagos: Creative Educational & Management Publishers)
- Shokan, O. O. (1997), Marketing Research, Lagos: Shona Investment Ltd.)

- Buzzell, R. D. et al (1969) Marketing Research & Information Systems, (London: Megrim Hall Book Co.)
- Ibidunni, O.S. (2010) Marketing Research for Excellence (Lagos: Concept Publications Limited).

## **INTERMEDIATE CERTIFICATE IN MARKETING      PAPER 5**

### **PART I**

#### **PROMOTIONAL PRACTICE**

#### **OBJECTIVES**

*The main objectives of this subject is to enable the candidates to*

1. Identify basic promotional mix;
2. apply basic principles and knowledge of promotion to marketing practice;
3. analyse the roles of promotional mix in marketing.

#### **PROMOTIONAL MIX:**

##### **Advertising:**

- Definition, Objective and Purpose
- Types of Advertisement

##### **Product Advertisement: Institutional Advertisement**

- Role of advertising in consumer and industrial sectors
- Development advertising Programme
- Identifying target audience.

##### **Setting Advertising Budget: Selection of Media**

- Different media alternatives
- Organisation of advertising Programme.

##### **Agency profile functions**

- Creating advertising content
- Choosing advertising agency
- Advertising campaign
- Evaluation of advertising Programme.

##### **Personal Selling:**

- Scope and significance of personal selling
- Nature of personal selling and sales management
- Personal selling in marketing
- Forms of personal selling:
  - a) Order taking
  - b) Order getting

##### **Personal Selling Process:**

- Prospecting
- Pre-approach
- Approach
- Presentation
- Close, follow-up

##### **Sales Promotion:**

- Definition and objective
- Selection of promotional tools
- Sales promotion schemes
- Functions of sales promotion to:

- a) Consumers
- b) Middlemen
- c) Marketers
- Evaluation of sales promotion activities

### **Publicity and Public Relations**

- Definition and objectives of publicity
- The tools of publicity
- Effect of publicity on institutions.

### **Public Relations**

- Ethical Dimensions of Publicity in today Society
- Organisation for Public Relations
- PR Programme of activities
- Implementation of PR Programmes

### **RECOMMENDED TEXT BOOKS**

- Engeb James F. et al (1979) Promotional Strategy Managing the Marketing Communications Process, (Homewood Illinois: Richard D. Irwin Inc.)
- Gwen, D. & Pereira, P. Promoting Sales, (Geneva: International Labour Office)
- Brown Chris (1999), The sales Promotion Handbook (London: Kogan Page)
- Ajayi S.O.(2005) Public Relations in Marketing Education (Lagos: Pumark Educational Publishers).

**INTERMEDIATE CERTIFICATE IN MARKETING**  
**PART I**

**PAPER 6**

**MANAGEMENT ACCOUNTING**

**OBJECTIVES**

*The main objectives of this subject are to enable the candidates:*

1. to acquire basic concepts and skills in costing and management accounting;
2. to develop Managerial competence in the costing of marketing activities;
3. to apply the Managerial Accounting concepts, techniques and skills to Marketing situations.

**Nature and Scope of Cost Accounting**

- Definition of Cost Accounting
- Nature, purpose and scope of Cost Accounting
- Cost classification and coding
- Cost behaviour patterns
- Basic concepts (e.g. cost unit, cost centre, costing, costing period)
- Elements of cost
- Costing methods and techniques.

**Nature and Scope of Costing and Management Accounting**

- Definition, purpose and functions of Management Accounting
- Management Accounting and Financial Accounting compared;
- The Management accounting information requirement for planning, control and decision making.

**Material Accounting**

- Nature and basic classifications of materials
- Procurement, procedure and documentation
- Receipt and storage
- Pricing Issues: FIFO, LIFO, Average cost, standard cost and replacement cost
- Stock controls: basic control levels, re-ordering procedures and economic order quantity
- Stock taking: types and procedures.

**Labour Accounting**

- Administration including documentation and computation of turnover rate;
- Labour cost computation: time based, output based and incentive based schemes;
- Payroll preparation and administration.

**Overhead Accounting**

- Definition and classification of overheads
- Overhead analysis; allocation and apportionment bases and methods;
- Absorption: bases and calculation of overhead absorption rates.

**Cost Book-Keeping**

- Double entry principles in cost accounts;
- Recording of transactions in the ledger including Journal entries;
- Journal entries

- Integrated and interlocking accounts.

### **Costing methods**

- Specifics order costing method
- Job, batch and contract
- Non-specific order costing methods: Service, Output
- Process: including determination of equivalent units, treatment of losses and work-in-progress.
- Accounting treatments of by-products and joint products (apportionment of joint costs).

### **Marginal and Absorption Costing Techniques**

- Marginal costing versus absorption costing
- Preparation of income statements based on marginal and absorption costing techniques
- Cost-Volume-Profit analysis
- Break-even chart
- Profit graph
- Decision making: product profitability, limiting factor and opportunity cost.

### **Standard Costing**

- Types of standards
- Preparation of standard costs and setting of performance standard
- Variance analysis - the basic variances: materials, labour overhead and sales variances
- Simple reconciliation statement
- Computation of standard ratio - activity, capacity and efficiency.

### **Decision Making**

- Decision about the utilization of single and multiple scarce resources including the use of linear programming techniques,
- Make or buy decision and the limiting factor concept,
- Decision making under conditions of risks and uncertainties,
- Application of the following techniques to the decision-making processes: worst possible/ best possible, the minimax criterion, probability, standard deviation probability trees and decision trees.

### **Budgeting and Budgetary Control**

- Definition and types of budgets
- Budget procedures, budget committee and budget manual
- Principal budget factor
- Preparation of budget - functional, master, cash and capital budgets
- Budget and control periods
- Investment appraisal techniques
- Means and objectives of budgetary control
- Preparation of operating statements and variances
- Budgetary control improvement techniques
- Zero-based budgeting
- Incremental based budgeting and planning
- Advanced variance analysis,
- Responsibility accounting interpretation and investigation of variances,
- Behavioural aspects of budgeting, problems of budgeting and the use of financial models in budgeting.

### **Divisional Performance Evaluation**

- Responsibility centres, profit centres and investment centres,
- The use of residual income and return on investment in measuring the profitability of an investment,
- Transfer pricing: its principles and objectives,

- Methods and opportunity cost of transfer pricing.

### **Long-term Capital Budgeting Decisions**

- Capital budgeting under conditions of risks and uncertainties,
- Single and multi-period capital rationing,
- Effect of taxation and inflation on investment, appraisal, lease or buy decision,
- Various sources of capital (shares, debentures),
- Cost of capital as a discounting factor.

### **RECOMMENDED TEXT BOOKS**

- Lucey T. (1986) Management Accounting
- John Sizer Management Accounting (London: DP Publications Limited)
- Akinpelu Lanre (1997) Topics in Cost Accounting: A Managerial Approach Vols. 1 & 2 (Ibadan: Amot adex Nig. Limited)
- Badmus O. and O. Akintola Cost Accounting Principles, Concepts and Practices Vols. 1&2
- Horngern C. T (1978) Introduction to Managerial Accounting 4th Edition (New York: Prentice Hall International)
- Ola, C. S (1982) Management Accounting: Theory & Applications (Ibadan: Graham Burn)
- Lucey, T. (1996) Management Accounting, (Aldine Place: Letts Educational).

**INTERMEDIATE CERTIFICATE IN MARKETING      PAPER 1**  
**PART II**

**SERVICES MARKETING**

**OBJECTIVES**

To enable the candidates to:

- (a) know the difference between tangible and intangible products and strategies related to them.
- (b) Appreciate the applicability of marketing mix to Services Marketing.
- (c) Understand the applicability of marketing concepts in relation to marketing of intangible products.

**SYLLABUS**

**Introduction**

- Definition of a Service,
- Distinctions between "goods" and "services",
- Meaning and examples of services marketing,
- the Service marketing mix,

**Customer Relations**

- Basic concept of customer relations,
- methods of attracting, servicing and retaining customers,
- customer complaints and methods of handling complaints.

**Marketing Concepts**

- Application of marketing concepts to banking, insurance, hotel and tourism, telecommunication, transportation and other services,
- Marketing research and its value in marketing of services.

**Banking Services Marketing**

- Functions of financial institutions,
- Mortgage and Universal banking,
- Banking products and their markets
- Application of the Marketing mix elements by participants in banking industry
- Market identification, company image and distribution issues in banking services marketing
- Role of advertising, conversion of advertising responses and other marketing functions in banking industry.

**Insurance Services Marketing**

- The origin of insurance business,
- Functions and role of insurance to the society
- Types of insurance products and their markets
- Insurance market segmentation
- Distribution of insurance products, and the role of middlemen
- Advertising insurance products,
- Regulatory authorities influence on marketing insurance products.

### **Marketing Hotel and Tourism Services**

- Nature of hotel and tourism,
- Application of marketing research in hotel and tourism industry
- Hotel operations - customers identification and satisfaction
- Application of promo-tools such as advertising, community relations, sales promotion and public relations to hotel and tourism services marketing
- Traveling agencies and role of IATA in their operations
- The issue of commission and other trade attractions
- Regulatory agencies in hotel and tourism industry. Ministry of Commerce and tourism etc.

### **Other Services**

- Equipment leasing concept and marketing
- Types of lease, advantages and problems of leases.
- Securities markets and securities marketing.

### **Recommended Text Books**

- Teresa A. Swartz, Stephen W. Brown and David E. Bowen - Advances in Services Marketing and Management: Research and Practice (JAI Press, 1992)
- Adrian P. - Services Marketing McGraw Hill, UK.
- Oshai Chinedu - Introduction to Services Marketing
- B. O. Ajayi - Handbook of Effective Corporate Relations. 1st Edition

**PART II****ELECTRONIC MARKETING****OBJECTIVES**

This paper is designed to introduce candidates to fundamental principles of e-commerce, e-marketing, and e-business. Relating the principles to the Nigerian economy, the candidates are expected to have a good grasp of how internet can be used as sales, communication cost reduction, and a brand building tool. The candidates also should be able to explain basic internet technology as well as practical applications of internet and e-commerce to Nigeria economy.

**SYLLABUS****Understanding the Internet**

- Meaning of Internet, getting connected to the Web, Dial-up connection, Full Access, Digital Satellite Link, Radio Connection.
- Choosing an ISP,
- Browsing the Internet and accessing a Website.

**Internet Resources**

- The meaning and usage of internet technology such as the File Transfer Protocol (FTP), The Gopher, Telnet, The Bulletin Board Services (BBS), World Wide Web (WWW), etc.

**Challenges of Cyber Marketing**

- Meaning of Cyber Marketing, Its origin and objectives,
- The Allures of e-commerce and types of e-commerce such as B2B, B2C, B2B2C,
- The pitfalls of Internet marketing
- Roles of Internet incubators.

**Creating and Maintaining Market Presence on the Internet**

- The roles of mission and objectives,
- Crafting a Web business model, defining market focus and how to reach target customer and get paid for their procurement
- Designing the Website, what type of website, promotional site, contents site and transaction sites set up cost
- The project team, site launching and implementation,
- Branding and popularizing the website.

**The Internet and the Marketing Mix**

- Understanding of the component of the marketing mix in relation to the internet marketing,
- The Nude economy, Product development process, protocol development, Economic and Technical feasibility, Test Marketing, Product launch, etc.
- Web based advertising, and advertising tools, Ad Serving, Advertising on Free ware and Share ware, commercial on-line services advertisers,
- Customer relationship management, advertising cost, public relations and sales promotion on internet, salesmen and the internet.

- Factors affecting pricing on the internet, Price Intelligence and Demand and Supply chain management. Internet marketing and Disintermediation.

### **The Internet and e-Commerce Selected Applications**

- Internet based accounting,
- On-line employment Bureau,
- The internet and Air Travel Agency,
- Marketing of Music,
- Financial Services and Tours, the Internet and Stock broking, etc
- Factors to consider in buying shares of Internet firm.

### **e-Customers and e-Tools**

- Introduction to e-Customers motivation, expectation,
- On-line buying process, on-line information processing,
- On-line relationships and loyalty, Customer profiles, the Post Customer in relation to World and Nigeria economy.
- Introduction to e-tools such as interactive digital TV and Radio, Mobile device interactive kiosks, ID-ROMs and Interactive business cards.

### **Traffic Building**

- Introduction to traffic building, search engines, Portals, Link building banner,
- Viral Marketing,
- Offline traffic building, Control and resources relating them to the Nigerian economy.

### **e-Planning**

- Introduction to e-planning, situation analysis, objectives, strategies, tactics, action, control and resources.

### **RECOMMENDED TEXTBOOKS**

- Marco Komenar - Electronic Marketing 1997 (Wiley Computer Publishing) John Wiley & Sons Inc.
- Smith and Chaffey - e-Marketing Excellence. Butter worth Heinemann, U.K published on behalf of CIM, London.

**PART II**

**SALES MANAGEMENT**

**OBJECTIVES**

*The main objectives of this subject are to enable the candidates:*

to demonstrate knowledge and understanding of the tasks involved in building and effectively managing a sales organization;  
to acquire the knowledge of how to effectively and efficiently manage the sales force;  
to explore the role of the Sales Manager in the wider commercial environment;  
to appreciate the part that the sales function plays within the broad field of marketing, including its input into strategic and tactical plans.

**Nature and Scope of Sales Management**

- Functions of Sales Management
- Objectives of Sales Management
- Roles of Sales Management
- Relationship between Sales Management and Marketing Management.

**Sales Organisation**

- Types of sales organization
- Organization chart
- Job description of sales personnel
- Determining the size of the sales force.

**Sales Force Recruitment and Selection**

- Establishing criteria
- Sales job analysis
- Recruitment of sales force
- Selection of sales force
- Interview and assessment methods
- Qualities required for selling.

**Sales Force Training**

- Selling skills
- Induction of salesmen
- Importance of sales force training
- Methods of training sales force
- Designing sales training Programme
- Contents of sales force training
- Refresher course.

**Motivation of Sales Force**

- Nature of motivation
- Theories of motivation
- Motivating salesmen
- Support and leadership
- Sales contests
- Selling goals

- Organizing meetings and conferences (conventions)
- Managing the sales office as a support to the field sales force.

### **Sales Force Remuneration**

- Sales compensation methods;
- Advantages and disadvantages of the various compensation methods with reference to the environment;
- Reimbursing salesmen's expenses.

### **Sales Force Performance Evaluation**

- Nature and objectives of performance evaluation
- Selling standards
- Recording actual salesmen's performance
- Bases of salesmen's performance evaluation
- Methods of evaluating salesmen's performance
- Involving salesmen in their performance evaluation.

### **Territory Design (Delineation) and Management**

- Territory design by product, by market and by consumer
- Different approaches to territory design
- Revision of sales territory
- Routing and scheduling.

### **Leadership and Supervision**

- Nature of leadership
- Leadership styles
- Qualities of a good leader
- Theories of leadership
- Nature and purposes of supervision
- Types of supervision
- The sales supervisors
- Methods of supervising salesmen
- Span of control

### **Sales Forecasting**

- Marketing potential
- Sales potential
- Nature of forecasting
- Sales forecasting techniques
- Accuracy of forecasts
- Monitoring and controlling forecasts

### **Sales Administration**

- Definition of sales administration
- Customer service management, customer liaison, handling key accounts;
- Order processing, documentation and processing;
- Keeping of sales records;
- Sales statistics and analysis;
- Credit control;
- Rendering after-sales service;
- Miscellaneous activities.

### **Sales Performance Analysis and Control**

- Nature of sales control;
- Cost and expenses control;
- The sales budget as a revenue generating mechanism;

- Sales quotas/sales target issue;
- The sales department budget including expenses and sales appropriations;
- Sales management evaluation and control including the selling of standards (fixed, variable and analytical);
- Sales performance control tools;
- Measuring the effectiveness of the sales activity.

### **RECOMMENDED TEXT BOOKS**

- Charles C. Knights - A Technique of Salesmanship
- Larry O. Redinbarg - Retailing Management
- Richard J. G. - Retail Advertising: A Managerial Approach
- Heas & Perry - Sales Horizon
- L. A. Rogers - Sales Management
- Samson L. Wingate - Retail Merchandising
- C. I. Okeke - Modern Sales Management
- Willand M. Thompson - The Basics of Successful Salesmanship
- Paul Dobson - Sales of Goods and Consumer Credit, 5th Edition
- Iheanyi C. Achumba - Sales Management: Concept and Strategies, 1st Edition
- Gilbert A. Churchill, Jr., Neil M. Ford, Orville C. Walker, Jr. Sales Force Management (Irwin/McGraw-Hill) 1981.
- Allen P. (1989) Selling: Management and Practice 3rd ed: (London Pitman Publishing)
- Hartley R. F. (1979) Sales Management (Illinois Hopewell N. J. Houghton Mifflin Company)
- Otugo E. V. (1990) Practical Salesmanship and Management (Jos: Azae Ozi Enterprises)
- Putty, C. R. (1979) Managing Sales People (Virginia: Resting Publishing Co. Inc)
- Stanton W. J. & R. W Busleirth (1969) Management of the Sales Force (Homewood Illinois: Richard D. Irwin)
- Still R. R. et al (1990) Sales Management Decision: Strategies and Cases, 5th ed. (Engelwood Cliffs: Prentice- Hall Inc.).

**DIRECT MARKETING**

**OBJECTIVES**

*To examine candidates on the various ways marketing can be done direct with customers and how modern technologies have worked in consonance with marketing in this regard.*

**SYLLABUS CONTENT:**

1. **Elements of Direct Marketing**
  - **Direct Selling-** Face –to-face selling historical perspective,
  - The modern sales person,
  - Selling as a Profession.
  - Situations for own sales force,
  - Verbal and non-verbal tools in personal selling ,
  - Ethics in personal selling
2. **Direct Mail Marketing**
  - What is it?
  - Tools used in Direct Mail Marketing:- Fax, e-mail, Voice mail etc
  - Choice of Direct mail tool and relative advantages and disadvantages
3. **Telemarketing**
  - Definition
  - Sources of mailing lists for telemarketing
  - In-bound and Out-bound telemarketing
  - How to make professional telephone selling
4. **Database Marketing**
  - The use of database with traditional marketing techniques
  - Difference between customer mailing lists and customer databases
  - Sources of information for databases
  - Benefits derivable from the use of computer in database management
5. **Kiosk Marketing**
  - Difference between kiosks and vending machines
  - Situations that call for kiosks marketing
6. **Catalogue Marketing (Mail order business marketing)**
  - Use of catalogue to sell goods and services
  - Conditions necessary for mail order business marketing
7. **On-line Channels Marketing**
  - The Internet
  - The use of internet in marketing activities
  - Online and real time
  - Online as a marketing tool

**RECOMMENDED TEXT BOOKS**

1. Philip Kotler- Marketing Management

**INTERMEDIATE CERTIFICATE IN MARKETING      PAPER 5**  
**PART II**

**FINANCIAL ACCOUNTING**

**OBJECTIVES**

To develop knowledge of book keeping and accounting concepts

To understand the nature of financial accounting

- i. To appreciate financial implications of marketing decisions and activities
- ii. To appreciate the usefulness of determining profitability of a going concern

**SYLLABUS**

**Introduction to Financial Accounting**

- The role of accounting,
- the Accounting Equation,
- defining the balance sheet,
- Assets and Liabilities,
- Capital,
- impact of business transactions on the balance sheet

**The Double Entry System for Assets and Liabilities**

**The Asset of Stock and its Valuation**

- The matching concept,
- stock valuation,
- the impact of stock valuation on profit calculation

**The Double Entry System for Expenses and Revenues**

**Analysis of Income and Costs**

- The Manufacturing Accounts
- The Trading and Profit and Loss Accounts and Balance Sheets
- Departmental Accounts
- The Effect of Profit or Loss on Capital

**Balancing of Accounts and the Trial Balance**

**Accounting Concepts and Conventions**

**The Division of the Ledger:**

- Two-and Three-Column Cash Books,
- Discount Accounts
- Sales,
- Purchases,
- Returns Inwards and Returns Outwards Books

**Depreciation of Fixed Assets:**

- Definition
- the impact of depreciation method on net profit

**Treatment of Debts**

- Definition and types
  - Bad Debts,
  - Provisions for Bad Debts,
  - Provisions for Discounts on Debtors
- **Modern Methods of Processing Data**
  - **Bank Reconciliation Statements**
  - **The Journal**
  - **The Analytical Petty Cash Book and the Imprest System**
  - **Suspense Accounts:** Types of Errors and their Correction
  - **Control Accounts**
  - **Incomplete Records and Single Entry**
  - **Receipts and Payments Accounts and Income and Expenditure Accounts**
- Partnership Accounts**
- Introduction to partnership agreement and accounts,
  - Admission of new partners,
  - valuation of good will,
  - retirement of partners,
  - Revaluation of Assets and Dissolution
- Bills of Exchange**
- Joint Venture Accounts and Consignment Accounts**
- The Final Accounts of Limited Liability Company**

## **RECOMMENDED TEXT BOOKS**

- Wood, Frank Business Accounting 1(1979), Longmans group Limited
- Hingley, Wilfred Accounting made simple, 3<sup>rd</sup> ed. Heineman Professional Publishing, International Student Edition
- Ruth A. Schmidt and Helen Wright (1996) – Financial Aspects of Marketing, Macmillan Press Ltd.
- Kingsley N. I. Nkem, Finance Functions and Cash Management, 1st edition

**PRODUCT DEVELOPMENT AND BRAND MANAGEMENT**

**Objectives**

*The objectives of the subject are to enable the candidates:*

1. to understand the basic process of product planning and development;
2. to acquire the necessary skills and techniques for developing the products;
3. to develop relevant competence in managing new and existing products.

**Nature of Products**

- Definition of Product
- Tangible and intangible products
- Essential components of all products (e.g. physical or intangible, extended and generic);
- Product mix, product offer, product value
- Product differentiation.

**Consumer and Industrial Product**

- Meaning of consumer product
- Classification of consumer product
- Meaning and uses of industrial product
- Consumer product and industrial product differentiated
- Definition, characteristics and variance of natural products.

**Product Life Cycle**

- Nature of product life cycle
- Characteristics of product life cycle stages
- Practical usage of product life cycle
- Product life cycle and marketing strategy
- Factors affecting product life cycle
- Limitations of product life cycle
- Exemptions to the five stages (Elongated S-shape) Theory of product life cycle.

**Product Planning**

- Meaning and examples of marketing strategies
- Process of planning a marketing strategy
- Factors to be considered in marketing strategy (e.g. product classes, product mix etc.)
- Product portfolio analysis
- Factors determining strategy, success or failure.

**Product Mix Strategy**

- Validity of product modification
- Optional product mix
- Dilemma of product positions, product price, product-line pricing
- Requirements for sales and profit projections.

## **Product Development**

- Nature of new product
- Why introduce new product
- Bringing about new product
- Criteria for adding new product
- Design and development of new product ideas
- Organising for new product
- Planned product obsolescence
- New product failure.

## **Branding, Packaging and Labeling**

- Definition of concepts
- Purpose for and usage of branding, packaging and labeling
- Brand development and branding strategy
- Branding policy
- How product packaging and designing strategy add to a product marketing
- Legal implication of branding, packaging and labeling.
- Social responsibility of branding and packaging.

## **Product Adoption Process**

- Product adopter categories (innovators, early adopters, late majority and laggards);
- Significance of product adoption process to product marketing.

## **Product/Brand Management**

- The position, functions and responsibilities of a product/brand manager in a marketing organization,
- Product management, product positioning and repositioning, product life-cycle related strategies - recycle strategies, take-off strategies, stretch and harvest strategies, Product line strategies stretching and shrinking product lines, Product piracy and passing-off of product.

## **Product Testing**

- Nature of research
- Concept testing
- Prototype / Model testing
- Product use research
- Preference research
- Meaning of test marketing
- Steps in test marketing
- Selecting test markets
- Factors affecting test marketing
- Benefits and limitations of test marketing
- Test marketing alternatives.

## **Recommended Text Books**

- Philip Kotler - Marketing Management
- Sumbo Banjoko - Production Management
- Martin Bell - Marketing Concepts & Strategies
- C. Merle Crawford - New Products Management (Homewood, Ill: Irwin, 1991)
- E. M. Rogers and F. F. Shoemaker - Communication of Innovation (New York: Free Press, 1971)
- Bell Martin L. - Marketing Concepts and Strategy, 3rd Ed. Houghton Miffling Co. (1979)
- Sherrington Mark - Branding and Brand Management, The Encyclopedia of Marketing ed. Michael Baker: Routledge, London, New York (1984)
- Scheuing E. E. - New Products Management, Cohim bus, OH Merrill Publishing Co. (1989)

- Shokan O. O. (1998) Product Development and Management (Lagos: Sharia Investment Company Limited)
- Baker M. J. & R. Motavish (1976) Product policy and Management (London: The Macmillan Press Ltd)
- Foster D. W. (1972) Planning for Products and Marcetts (London: Longman Publishing Co.)
- Hisrich R. D. and M. P. Peters (1978) Marketing a New Product: Its Planning Development and Control (California: The Benjamin/Cummins Publishing Co. Inc.)
- Pessemier E. A. (1966) New Product Decisions. An Analytical Approach (New York: McGraw – Hill Publishers, Inc.).

**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**OBJECTIVES**

This course is designed to create awareness and motivation in candidates towards self employment through the development of personal transferable skills, competences and attitudes using project based work in real economic setting.

**Candidates are expected to:**

- i. Appreciate the history of entrepreneurship in Nigeria and the need and benefits of self employment.
- ii. Identify the various sources of information including the role of financial institutions.
- iii. Understand the role of support agencies including governmental.
- iv. Acquire the relevant management skills and technique for planning, product idea screening, development and launching
- v. Understand the nature, rules and regulations guiding small scale enterprises.

**SYLLABUS**

**Development of Entrepreneurship in Nigeria**

- Trace the historical development of entrepreneurship in Nigeria
- Compare it with other countries where it has been a success story
- Define entrepreneurship and outline the roles and functions of an entrepreneur
- Identify the type of skills required and the need for entrepreneurs in the Nigerian economy
- The risks and hazards of being self employed
- Distinguish between entrepreneurship and intrapreneurship.

**Entrepreneurship Creation and Development**

- Identify the role of financial institutions (commercial and development banks) in entrepreneurship development,
- Governmental policies on financing small and medium scale industries
- Other agencies involved in promotion and development of entrepreneurship.

**Support Agencies**

- Functions of Research Institutions, Universities/Polytechnics etc,
- Role of Nigerian Export Promotion Council, National Economic Reconstitution Fund, Raw Materials Research and Development Council, etc.

**Consideration for Product Selection**

- Product idea generation, evaluation, screening etc
- Steps involved in preparing Feasibility Study/Report
- Sources of raw materials in Nigeria,
- Government policies on small scale business and laws regulating setting up and running of businesses, generally.

**Roles of Industrial Associations**

- Assistance that can be derived from industrial associations, such as National Association of Small Scale Industries (NAASI) Nigerian Employer's Association of Commerce, Industry, Mines and Agriculture (NEACIMA), Manufacturers Association of Nigeria (MAN) and the Nigerian Employers Consultative Association (NECA)

## **Production Management**

- The roles of Product Planning and Control, Production form and techniques, factory and facilities layout, and Work Process,
- Importance of choice of technology, plant and Machinery in entrepreneurship,
- Role of transfer of appropriate technology,
- Production planning and setting production targets,
- Quality control and production standards, role of Standards Organisation of Nigeria (SON),
- Effective energy utilization and control in factory operations, essential features of industrial safety.

## **Management Planning**

- Formulation of goals and objectives for a small enterprise,
- Steps involved in planning a small scale business,
- Decision making process and problems solving techniques
- Application of CPM and PERT in solving production problems associated with small scale industries,
- Significance of manpower planning to the growth and expansion of small enterprise.

## **Legal Aspects of Business**

- Business registration and incorporation procedures as contained in the relevant Acts and Laws regulating the establishment and operations of small and medium scale enterprises,
- Provision of factory, Industrial, Safety Act, Labour Laws, Sales of Goods Act, Negotiable instrument Act, Shop and Commercial Act, Company Tax Laws, Excise Duties, Import and Export Duties,
- Company and Allied Matters Decree January 1990.

## **Enterprise Building Skills**

- Various entrepreneurial skills and their applications to the success of small enterprise,
- Identify mental blocks against entrepreneurial competences
- How leadership qualities affect entrepreneurial competences
- How communication and motivation affect entrepreneurial competences.

## **Business Plan**

- Describe the various core operations involved in evaluating business opportunities
- Identify a viable business opportunity based on:
  - (i) Demand
  - (ii) Availability of resources
  - (ii) Import substitution
  - (iii) Export oriented products.
- Explain the steps involved in writing a viable and implementable project report,
- Formulate a bankable project report
- Analyze and evaluate a sample project report.

## **RECOMMENDED TEXT BOOKS**

- Udeh John O. (1990), Entrepreneurship: A practice Guide to Developing and Managing Your Own Business. (Jos: Jons and Lois Publications)
- Drucker P.F. (1985), Innovation and Entrepreneurship: Practice and Principles (London: Heinemann)
- Akeredolu-Ale E.O. (1975), The Underdevelopment of Indigenous Entrepreneurship in Nigeria (Ibadan: Ibadan University Press)
- Tijani Alawe B. A. (2004),- Entrepreneurship Process and Small Business Management (Industrial Science centre, Sango Ota)
- Kirkpatrick C.H., Leen N & Nixson F.J(1984), Industrial Structure and Policy in LDCs, (ELBS: George Allen & Urwin).

- Kao R.W & Knight R.M.( 1987), Entrepreneurship and New venture Management: reading and Cases (Ontario Prentice-Hall Canada Inc.)
- Kilby, Peter (1971), Entrepreneurship and Economic Development (new York: The Free Press)
- Anyanwu C.M. (2001), Financing and Promoting Small Scale Industries: Concepts, Issues and Prospects. Bullion Publication of Central Bank of Nigeria Vol 25 No 3
- Ojo Ade T. (1995) (Eds) Management of Small and Medium Scale Enterprises in Nigeria. (Lagos: Pumark Educational Publishers)
- Ajayi G. O. - Entrepreneurship in Nigeria

**DISTRIBUTION AND LOGISTICS MANAGEMENT**

**OBJECTIVES**

*The objectives of this course are to:*

1. analyze marketing distribution systems with particular reference to the Nigerian environment
2. apply the acquired knowledge and skills to facilitate viable and feasible distribution networks.

**SYLLABUS**

**Introduction**

- Definition and Scope of Distribution
- Development and Structure of Distribution Channels In Nigeria
- Criteria for choice of channel
- Recent developments in channels systems

**Channel Management**

- Types of middlemen in the economy: retailers, distributors, wholesalers,. Brokers, agents e.g. manufacturer's representatives, their functions and franchise distribution; and
- Selection and management of middlemen, motivation schemes for middlemen, conflict and cooperation in channels, the concept of channels captain etc.

**Physical Distribution System**

- Inventory management, elements of inventory carrying cost,
- inventory management methods, Economic Order Quantity (EOQ) concepts, Pareto curve etc.
- Inventory policies, order cycle time, reorder point, safety stock;
- Handling Inventory, Handling equipment, staff and training
- Transportation, mode of transportation in Nigeria, their characteristics and availability, cost elements in transportation, tariff structures, traffic management etc.
- Warehousing, location, distribution concepts, materials handling systems etc.

**Total Distribution Cost Concept**

- Minimizing total distribution costs.

**Scheduling**

Definition of Scheduling, objectives of scheduling, how to schedule vehicles for deliveries, associated problems with scheduling, etc.

**Local Delivery**

Meaning of local delivery, problems of economic delivery, plan for economic delivery. Definition of trunking, reduction of delivery time and delivery cost. Plan for trunking.

**RECOMMENDED TEXTBOOKS**

- Rosembloom B. (1978), - Marketing Channels -A Management view (Dryden Press, 2nd edition)
- James C. Johnson and Donald F. Wood, (1990), - Contemporary Physical Distribution and Logistics (New York: Macmillan,)

- Michael Levy and Barton A. Weitz, (1992), - Retailing Management (Burr Ridge, Ill: Irwin,)
- Olakunori O. K. - Marketing Logistics Management, Jeon Publishers, Enugu, Nigeria.
- Lambert and Stock - Strategic Logistics Management, 3rd Ed. - The Irwin Series.
- Stern L. W. & Ansary A. I. (1982), Marketing Channels, 2nd ed. (New Jersey: Prentice Hall)
- Brower Sox D. J. Odugbesan & Osafron, (1980), Logistic Management: (Lagos: MacMillian Publishers)
- J. A. Burton - Effective warehousing
- David H. Farmer - Corporate planning and procurement
- H. K. Compton - Supplies and Materials Management
- Brower sox D. J. (1980), - Logistic Management.

**PROFESSIONAL FINAL CERTIFICATE IN MARKETING PAPER 4  
PART I**

**STRATEGIC MARKETING MANAGEMENT I**

**OBJECTIVES**

To achieve the ability to:

- (a) to acquaint candidates with major aspects of the planning and control element involved in marketing management;
- (b) Identify factors which are germane to the development of marketing strategies,
- (c) Systematically analyse and present possible solutions to marketing management problems using a full range of theoretical and methodological resources from the marketing literature.
- (d) Exhibit and effectively use an awareness of the Institutional framework within which marketing management takes place.
- (e) Describe and comment critically on the execution of marketing policies and propose effective solutions to marketing management problems.

**SYLLABUS**

**Introduction to Planning and Control**

- Marketing Planning and Corporate inter-relationship;
- Need for planning and control - nature and role of strategic, tactical and contingency planning;
- Application of Marketing Information System to Planning process.
- The relevance of planning and control of different organization structure and managerial culture.
- Strategies, Policies and procedures;
- The concept of the Strategic Business Unit,
- Strategy formulation, Marketing strategies and the application of marketing concept in marketing strategy formulation.
- Micro and Macro marketing,
- Marketing as an integrated management function
- System approach to marketing - system hierarchies, flows and boundaries.

**Marketing Strategies and Tactics**

- Marketing planning, Mission and Objectives,
- Organisation and Policies
- Developing short-run and long-run marketing mix
- Preparation of marketing plan and designing of marketing tactics.

**Market Segmentation**

- Market segmentation strategies,
- Application of segmentation strategies to consumer and non-consumer market.

**Market Measurement and Forecasting**

- Market and sales forecasting methods - Objective and subjective, conditional forecasting, Uses of forecasts, Input-Output Analysis, the Planning gap, etc.

**Decision-Making**

- Decision-making tools in marketing,
- Profit maximization under certainty and uncertainty, Decision table,
- Project Evaluation and Review Techniques (PERT) and Critical Path Models,

- Resources allocation methods, Linear programming and product mix models.
- Control of marketing cost and profitability accounting for marketing.

### **Product Strategies**

- Product objectives, classification of products, the product life cycle,
- Product development and management strategies, analysis of new product ideas, the Go-No-Go decisions,
- Product management at growth and mature stages,
- Management of weak products. T
- The relevance of Product Port-folios,
- Packaging, branding and other auxiliary product dimension strategies

### **Promotion Strategies**

- Promotional objectives and purpose,
- The Promotion mix and opportunities,
- Media selection strategies, selecting the message and various methods of determining the promotion budget Marginal approach, Rule of thumb, ROI method, the Task method, etc.
- Measuring advertising effectiveness,
- Determining the nature and size of the sales force,
- Organizing the sales force and determining territories,
- Sales promotion, publicity and public relations strategies.

### **Pricing Strategies**

- Pricing objectives and methods,
- Price deals and price bundling, product line pricing,
- The role of price administrator, the use of discount incentive prices, price reduction and controls, Learning and Experience curves,
- Skimming and Penetration pricing strategies, contingency pricing.
- The use of price sensitivity meter,
- The Weber-Fechner Law, The adaptation level theory and the assimilation contrast effect,
- Internal reference price and advertised reference price,
- Psychological pricing strategies, pro-active and reactive pricing,
- The concept of marginal cost and marginal revenue and their relationship to pricing,
- The concept and use of break-even analysis.

### **Channel Strategies**

- Objectives and problems of channel strategies,
- Designing a dynamic channel strategy,
- Physical distribution management/logistics.

### **Marketing and Functional Strategies**

- Integration of the marketing strategy with other functional strategies e.g. purchasing, production, finance, personnel, etc.
- The Marketing information system,
- Market evaluation and market audits.

### **RECOMMENDED TEXT BOOKS**

- Michael A. Hitt R. Duane Ireland and Robert E. Hoskisson (1995), - Strategic Management: Competitiveness and Globalisation (St. Paul West Publishing,)
- Kenichi Ohnae - The Mind of the Strategist (1982), (New York: Penguin Books,)
- Michael E. Porter-Competitive Advantage (1985) (New York: Free Press)
- Porter Michael E. - Competitive Strategy: Techniques for Analysing Your Business and Competitors, New York: Free Press
- Cravens - Strategic Marketing, 4th Ed. (The Irwin Series in Marketing)
- Martin Bell - Marketing: Concepts & Strategies

- Kent B. Monroe - Pricing
- Philip Kotler - Marketing Management
- Peter M. Chisnall - Strategic Industrial Marketing
- Ibidunni, O.S. (2009) Marketing Management: Practical Perspective (Lagos: Concept Publications Limited)

## **PROFESSIONAL FINAL CERTIFICATE IN MARKETING PAPER 5**

### **PART I**

### **INTERNATIONAL MARKETING**

#### **OBJECTIVES**

Candidates should be able to:

- (a) Distinguish between national and International markets,
- (b) Assess markets with a view to mapping out strategies for effective marketing Programme in specific regions of the world.

#### **SYLLABUS**

##### **Introduction**

- Definition of terms and concepts, Nature of national and International marketing, Theory of International firms, including development, advantages and disadvantages of marketing abroad.
- Trends toward globalization, Factors affecting global marketing strategies,
- Organizational structure options in International Marketing, Marketing mix and environmental forces in International marketing.

##### **Financing Foreign Trade**

- Methods of financing foreign trade
- Role of banks: International Monetary fund (IMF), World Bank, African Development Bank (ADB), ECOWAS BANK
- Exchange rate problem
- Balance of trade and
- Balance of payments

##### **International Market Segmentation**

The meaning of Market Segmentation, Optional basis for segmenting International Markets, conditions for successful segmentation. Application of market segmentation techniques to world markets. Product positioning strategies in International markets.

##### **Research in International Markets**

The Marketing research process, the International dimension of marketing research, planning an International marketing research project, sources of information of foreign market, role of foreign trade nations, local consultants, international exhibitions, public sources and marketing intelligence, Cost and reliability of data, etc.

##### **Product Policies for World Markets**

The product life cycle in International marketing, determination of International product policy, product strategies for international markets, product standardization and differentiation, Grey marketing, etc.

##### **Pricing In World Markets**

Considerations in International Pricing, Pricing objectives, the mechanism of pricing decision, restrictive trade practices in relation to pricing, and International transfer pricing.

##### **Distribution Decision In International Marketing**

The Channels of distribution in world markets and Physical distribution for the International marketer.

## **Role Of Government In International Marketing**

International economic integration, State trading and government intervention in International trade, Export Free Zone, Free Ports and Free Perimeters, Economic integration - ECOWAS, GATT, WTO etc.

International trade Price control agreements, Consumer sales agreements, International commodity agreements, International trade mission and trade fairs, Issues of foreign exchange - Spot rates and forward rates, etc. Export credit financing schemes and other financing techniques in International marketing. Export manager, Export chattels, Piggyback marketing, Direct and indirect exporting, Built in export department, etc.

## **RECOMMENDED TEXT BOOKS**

- Majaro, S., Marketing in Perspective, George Allen & Urwin, London, 1982
- Kramer, R.L. International Marketing, 3<sup>rd</sup> ed., Cincinnati, Ohio, Southwestern Publishing, 1970
- Keegan, W.J., Multinational Marketing Management, 2<sup>nd</sup> ed., Englewood Cliffs. New Jersey Prentice Hall Inc., 1980.
- Fayerweather, J., International Marketing, 2<sup>nd</sup> ed., Englewood Cliffs, New Jersey Prentice Hall Inc., 1970.
- Terpstra. V., International Marketing Strategy, Harmondsworth, Middlesex, Penguin Books, 1973.
- Majaro, S., International Marketing: A Strategic Approach to World Markets, ELBS, George Allen & Unwin Publishers London, 1986
- Terpstra V. - International Marketing, New York Saunder Press
- Keegers W. J. - Multi-National Marketing Management (1974) New Jersey Prentice Hall.
- Philip R. Cateora (1990), - International Marketing (Homewood, Ill: Richard D. Irwin)
- Meloan Graham - International Global Marketing -Concepts and Cases
- Douglas P. and Craig C. - International Marketing Research, Prentice Hall, Englewood Cliffs, New Jersey.

**STRATEGIC MARKETING MANAGEMENT II**

**OBJECTIVES**

***The objectives of this subject are:***

- to provide candidates with an understanding of the ability to evaluate the contribution of marketing management to corporate management;
- to enable candidates use the relevant tools of analysis and decision making in the preparation of marketing plan;
- for candidates to have an understanding of the issues associated with the effective implementation and control of marketing strategy and how the barriers to implementation could be overcome.
- To test the candidates' depth of knowledge by applying the knowledge acquired to specific case scenario.

**SYLLABUS**

**Strategic, Financial and Marketing Analysis**

- Tools to market and marketing analysis - auditing and SWOT
- analysis, segmental ratio and productivity analysis, competition and customer analysis;
- competition and customer analysis;
- Key dimension to financial analysis - profit and loss account and balance sheet evaluation;
- Approaches to reviewing marketing effectiveness and measuring marketing capability.

**Strategic Direction and Strategy Formulation**

- Objective of strategic direction and strategy formulation;
- Market segmentation, targeting and positioning;
- Structural market and environmental analysis;
- Formulation of marketing strategy - development of meaningful and sustainable competitive stance, strategic marketing; planning and issues of responsibility, the implications of product and market evolution for planning, the growth matrix and gap analysis; customer care;
- Factors for success;
- Sales, profit and technological forecasting.

**Strategic Choice and Evaluation**

- Strategic and tactical management of the marketing mix;
- The resource implication of mix decisions - sources of funds;
- The application of financial and non-financial criteria to choice evaluation;
- Modeling approaches and their contribution to understanding patterns of market response - buying behaviour models, diffusion of innovation, test marketing, experimentation, matrix analysis (short run financial CPV analysis) and long run financial NPV analysis);
- Feasibility studies and risk evaluation.

**Strategic Implementation and Control**

- The various dimensions of effective marketing, feedback and control system: control concepts and their applications and implementation process;;

- The role of internal marketing;
- Management controls - budgets, programming and scheduling Performance evaluation, ratio analysis, variance analysis, benchmarking; corrective responses;
- The auditing process as a control mechanism and feed back into the planning cycle.

#### **RECOMMENDED TEXT BOOKS**

- Wilson R. M. S. Management Controls and Marketing Planning (London: Willian Heinemann Ltd.)
- Rogers L. A. (1978) Business Analysis for Marketing Managers (London: Willian Heinemann Ltd.)
- Egan C. M. and J. Thomas (1998) CIM Handbook of Strategic Marketing (Oxford: Butterworth – Heinemann Publishers)
- Kotler P. (2000) Marketing Management: Analysis, Panning and Control, Millenium ed.. (Englewood Cliffs: Prentice – Hall Inc)
- Walker, J. (1995) Winkler on Marketing Planning (London: Associated Business Pogrammes Ltd.)
- Wilson R. M. S. et al (1996) Strategic Marketing Management: Planning, Implementation and Control (Oxford: Bulterworth – Heinemann publishers)
- Walker O. C. Jr. et al (1995) Marketing Strategy: Planning and Implementation 2<sup>nd</sup> ed: (New York: Irwin McGraw – Hill Publishers)

**INTEGRATED MARKETING COMMUNICATIONS**

**OBJECTIVES**

To enable the candidates:

- to understand the nature and scope of marketing communication.
- to appreciate the marketing communication process
- to appreciate the importance of marketing communication as a vital tool towards actualization of exchange.

**SYLLABUS**

**Introduction**

- Definition of Marketing Communications,
- the needs, nature and scope of marketing communications
- Objectives and barriers to effective communication,
- Overview of marketing communication mix: advertising, personal selling, publicity, public relation, sales promotion, etc.

**Environmental Influences on Marketing Communication**

- The Marketing Communication process and its various elements,
- The value of models, the common Communication process models and their criticisms,
- The importance and influence of environmental variables on marketing communication  
Development of effective communication in marketing, non-verbal behaviours in communication. The AIDA concept.

**Advertising**

- Meaning, objectives, types and functions of advertising
- The role of advertising in brand and trade marks label
- Advertising techniques: Humour, novelty, endorsement, and Unique Selling Proposition (USP)
- Types of media, characteristics and criteria for media selection,
- Media availability and competition
- The size of the advertising budget and possible effects of a change in a company promotional mix with the media
- Media coverage as a strategy in media planning,
- Media reach and frequency as strategies in media planning
- Media continuity as a strategy, Advertising creativity strategy, above-the-line advertising media and below-the-line advertising media.

**The Advertiser:**

- Manufacturers, government, public and social organizations, consultants, etc.
- Structure of typical marketing advertising department

**Advertising Media**

Nature, characteristics, advantages and disadvantages of media

**Print media:** Categories, characteristics and comparative evaluation of media, newspapers and magazines, buying space in news.

**Electronic media:** radio and television networks

## **Outdoor and transit advertising**

**Other media:** Cinema, Direct Mail, Sky Writing, Individual directories, Year book, yellow pages, Balloon advertising, Traditional oral usage communication techniques, Trade Fair and Exhibition, Oral message talking drum etc.

## **Advertising Agencies**

- The role and functions of Advertising agencies in Nigeria,
- The process of selecting agencies and agency's remuneration methods
- The role of Association of Advertising Practitioners of Nigeria (AAPN),
- The Advertising Council of Nigeria (APCON) etc,

## **Advertising and Society**

- Ethical, Legal and Cultural consideration in advertising
- Critique of advertising
- Control of advertising in Nigeria, the Association of Advertising Practitioner of Nigeria (AAPN). The Advertising Practitioners Council of Nigeria (APCON).

## **Advertising Research**

- Readership and Viewer-ship research, theme, copy, and media research.
- Research methods and their effectiveness
- Measurement of Advertising effects

## **Message Design in Advertising**

- The importance of copy-writing in advertising, importance of copy thinking (deciding what to say), copy format (different ways to average copy).
- Application of different elements of copy structure (headline, body and close)
- The procedures for the production of Radio and TV commercials and media scheduling.

## **Sales Promotion**

- Meaning of Sales promotion,
- Sales promotion tools and objectives,
- Budgeting approaches for sales promotion and benefits of each methods
- The problems associated with Exhibitions and Trade Fairs merchandising etc.

## **Personal Selling**

- The nature and types of Personal Selling,
- Creative and trade selling, selling process and sales techniques
- Sales objections and objection handling techniques, etc.

## **Public Relations/Publicity**

- Definition, Evolution, Theories and Functions of Public Relations and Publicity
- Public relation tools
- Opinion Survey
- Public relations in business and government
- Public relations and Consumerism
- Evaluating effectiveness of public relation activities.
- Code of ethics and Role of the Nigeria Institute of Public Relation (NIPR)

## **RECOMMENDED TEXT BOOKS**

- John R. Rossiter and Larry Percy - Advertising and Promotion
- Prince Dinkpe - Media Management in Nigeria
- Utillary C. Ozoh - Principles and Practice of Advertising
- Otukere Capeter - Principles of Public Relations
- Kingsley N. I. Nkem - Public Relations (Principles and Practice)
- Doghudje C. A. - How to Get the Best Result from an Advertising Agency AAPN Publisher (1981)
- Braid J. W. and stall James B. - Business Communication Strategies and Solutions New York McGrawhill (1983)

- Oko, A. E. Ndu - Public Relations, Advertising and Other Promotions: Concept and Application
- R. Bankole et al - Communication in Marketing
- Courtland L. Bovee/William F. Arens - Contemporary Advertising.
- Colin J. Coulson - Thomas - Marketing Communication (Heinemann: London, 1984
- Belch and Belch - Introduction to Advertising and Promotion: An Integrated Marketing Communications Approach, 3rd Ed.
- Gillian Dyer - Advertising as Communication, New York.
- Engel Warshaw and Kinnear - Promotional Strategy, 8th Ed.
- Dommermuth, William P. - Promotion: Analysis, Creativity and Strategy, Kent Publishing, 1984.
- Ajayi, S.O. (2005) Public Relations in Marketing Education. (Lagos: Pumark Educational Publishers).

**PROFESSIONAL FINAL CERTIFICATE IN MARKETING PAPER 3  
PART II**

**MARKETING INFORMATION SYSTEMS**

**OBJECTIVES**

- To appreciate the role of marketing information flow in marketing decision making
- To be able to develop skills in formal information gathering, processing and utilization
- To appreciate technology utilized in Marketing Information system

**SYLLABUS**

**Introduction**

**1. Elements of Data Processing**

Data collection methods, procedures and control. Components of a computer system. Hardware, Software and Firmware. Computer System Architecture, input devices and media. Output devices and media storage devices, Computer memory and storage. Files and file processing methods. Types of files - physical files, logical, master, transaction, serial, sequential, random. Types of data processing methods - on-line, Batch and Real time processing. Data collection controls, data validation controls, manual control, physical control etc.

**2. Software**

Types and characteristics of good software. Benchmark tests of Hardware and Software. Application packages and system software, application generators, Prototyping 4 GLS, Debuggers, Routines and Sub-routines. User written packages and tailor-made packages. System analysis, description and documentation. Flow charting techniques, Block charts, Structured diagrams, pseudocodes etc.

**3. Data Communication Techniques**

Simplex, Duplex and Half Duplex methods. Satellite, Microwave Towers, Optical Fibre. Synchronous and Asynchronous transmission. Data switching, message switching and packet switching. Multiplexing Time Division and Frequency Division.

**4. Distributed Processing**

Reason for using distributed processing. Types of distributed processing. Configuration - Ring, Star, Bus, Multi-drop etc. Local Area Network (LAN), Wide Area Network (WAN). The electronic office and the Internet.

**5. Data Base System**

Data base and integrated file system. The data base management system. The database administration, Types of database files - relational, hierarchical and flat database. Advantages and disadvantages of using database packages.

Students are expected to have an in-depth knowledge of the following under listed topics:

**6. Market and Marketing Research**

Definitions, Scope and process of Market and marketing research, Methods of gathering research data

7. **Marketing Intelligence gathering**
8. **Communication Loop**
9. **Report formatting procedure and databank**
10. **Organization Structure of Marketing Information System**
11. **Information Technology**
12. **Security of Information**

#### **RECOMMENDED TEXT BOOKS**

- Stephen Hagg, M. Cummings and J. Dawkins – Management Information System for the information Age
- K. C. Laudon and J. P. Laudon – Management Information System; New Approaches to organization and technology
- R. G. Anderson – Management Information Systems
- Smith and Chaffey – E-Marketing Excellence
- P. Kotler – Marketing Management.

**PROFESSIONAL FINAL CERTIFICATE IN MARKETING PAPER 4  
PART II**

**GLOBAL MARKETING**

**OBJECTIVES**

Candidates should be able to:

- (a) Distinguish between International and Multinational global marketing operations,
- (b) Assess markets with a view to mapping out appropriate strategies for effective marketing Programme in specific regions of the world.

**SYLLABUS**

1. An Overview of International and Multinational Global Marketing strategies
2. Globalization of markets and trade agreements: GATT, EFTA, WTO, and NAFTA
3. Criteria for Global Marketing Strategic Alternative
4. Global Marketing Strategic Alternative: Licensing, franchising, acquisition, merger, takeover, outsourcing, management contract etc.
5. Information gathering for Global marketing strategies
6. Global marketing selection process
7. Environmental forces and considerations
8. Sourcing financial resources for global marketing
9. Product and service strategies in global marketing
10. Pricing decisions in global marketing
11. Distribution decisions in global marketing
12. Overcoming hidden and not hidden barriers and challenges affecting success in globalization

**RECOMMENDED TEXTBOOKS**

- Melon and Graham – International and Global Marketing; Concepts and Cases, The Irwin Series in Marketing 1<sup>st</sup> edition
- McCarthy and Perreault, Essentials of Marketing: a Global-Managerial Approach, The Irwin Series in Marketing 6<sup>th</sup> edition
- Cateora, International Marketing, The Irwin Series in Marketing, 8<sup>th</sup> edition
- Vincent D. Travaglini, @Foreign Licensing and Joint Venture Arrangements@, in Foreign Business Practices (Washington, DC. US. Department of Commerce, 1981)
- Warren J. Keegar, Global Marketing Management (Englewood Cliffs, NJ: Prentice Hall, 1989)
- David A. Ricks, Business Blunders: Mistakes in Multinational Marketing (Homewood, IL, Dow Jones-Irwin, 1983)
- Susan P. Dringlas & C. Samuel Cray - Global Marketing strategy

**PROFESSIONAL FINAL CERTIFICATE IN MARKETING    PAPER 5**  
**PART II**

**MARKETING ANALYSIS AND DECISION MAKING (CASE STUDIES)**

**OBJECTIVES**

To achieve the ability to:

- (a) Demonstrate skills necessary to identify and analyse strategic marketing issues
- (b) Evaluate critically alternative strategic responses to management problems
- (c) Understand the input of various sub-divisions of management (i.e. marketing, finance) to corporate planning issues.

This paper is designed to test the candidates' knowledge in strategic areas of marketing management. Candidates shall be expected to be able to analyse information presented in the case study using analytical tools and techniques. Concepts and principles already learnt in the course of study for the various levels of examination of the institute as well as the practical knowledge possessed by the candidates will be needed.

Well researched cases shall be given to candidates who will be required to study such cases and propose the best course of action inherent in this case. The case presented is as practical and related to real life situation as possible and therefore partisan approach is not advised. Rather issues should be perceived from an overall instead of a perennial view before solutions are presented.

The examiner will be looking at the candidate's ability to:

- (a) Carryout appropriate analysis of the problems contained in the Case study using appropriate techniques.
- (b) Proffer alternative solutions for the identified and analysed problem(s)
- (c) Select the best solution or set of solutions to be applied after having evaluated and ranked each of the alternative solutions already put forward
- (d) Carry out an assessment of the effect of the course of action on the organization in terms of sensitivity analysis and ethical consideration of the issues being considered.

**RECOMMENDED TEXT BOOKS**

- Jeannet/Gale/Kashami - Cases in International Marketing
- Centre for Management Development - Management Case Book
- David Leighton - Case Problems in Marketing
- Kingsley N. I. Nkem - Marketing Decision Making Case Studies Approach in Planning, Executive Marketing Strategies and campaigns, 1st Edition.
- Edward C. Bursk & Stephen A. Greyser - Cases in Marketing Management
- Kenneth L. Berhardt & Thomas C. Kinnear - Cases in Marketing Management. McGraw-Hill Irwin.
- David E. Faville - Selected Cases in Marketing Management. Prentice Hall, Inc. Englewood Cliffs, N.T.