

PROSPECTUS & SYLLABUS

PROFESSIONAL PROGRAMS FOR STUDENTS IN TERTIARY INSTITUTIONS

CONTENTS:

1. The Institute
2. Vision Statement
3. Mission Statement
4. Principal Objectives
5. Structure of Administration of the institute
6. Membership of the Institute
7. Benefits of Membership
8. Professional Programmes
9. Exemptions
10. Dates of Examination
11. Examination Entry
12. Deferment of Examination
13. Examination Results
14. Fee Structure
15. Detailed Examination Syllabus

1. THE INSTITUTE

National Institute of Marketing of Nigeria was established by Act No 25 of 2003 as a chartered Institute and an umbrella body for Sales and Marketing Practitioners in Nigeria. It is statutorily saddled with the responsibility of developing and promoting the practice of marketing profession in Nigeria.

The Professional Qualifications in Marketing from the National Institute of Marketing of Nigeria will give a strong foundation to students and provide a head start for them to pursue a fulfilling career in Sales and Marketing because the qualification enables successful students the qualification to be admitted as **Graduate members** of the Institute.

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. Authorize 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.

5. 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.

5.1. 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.

5.2. 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.

5.3. 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, training, 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.

5.4. 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.

6. MEMBERSHIP OF THE INSTITUTE

Membership of the National institute of Marketing of Nigeria is open to individual and corporate body engaged in any area of specialization or general activities of marketing and sales.

6.1.1 GRADES OF MEMBERSHIP

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

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

6.1.1. CORPORATE MEMBERSHIP

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

6.1.2 FELLOWS

Fellowship of the Institute is conferred on individual, indigene or expatriate who meet the criteria set by the council of the Institute. The individual must have completed the professional examinations of the Institute or its equivalent from a recognized Institution locally and or overseas and must have relevant 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.

6.1.3. FULL MEMBERS

Full membership of the Institute 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.

6.1.4. ASSOCIATES

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.

6.1.5. GRADUATE MEMBERS

Graduate membership of the National institute of Marketing of Nigeria is awarded to any individual who has successfully completed the Graduate Diploma in marketing 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.

7. BENEFITS OF HAVING THE NIMN PROFESSIONAL QUALIFICATIONS:

The Professional qualifications in Marketing from the National Institute of Marketing of Nigeria offer the following benefits:

- The Professional qualification in Marketing sets the holder apart from peers through membership of a Professional body.

- It gives the holder competitive advantage in the search for employment in the labour market by making him/her to stand out.
- It aids and facilitates the student's academic programme, thus making you to be more successful in your academic pursuit.
- It offers a wide choice in securing fulfilling careers in many areas of sales and marketing.
- Students pursuing professional programme with the Institute can freely access various Institute's publications. These publications include, newsletter, books in the library and journals in many professional areas.

As a mark of quality, the National Institute of Marketing of Nigeria's:

- Professional Qualification is recognized by the Federal Ministry of Education
- Curriculum is structured to address marketing skill gaps
- Curriculum is designed towards reconciling the town (Industry) with the Gown. (Academic).

8. PROFESSIONAL PROGRAMMES

National Institute of Marketing of Nigeria operates the following regular scheme of educational development for students in tertiary institutions who are desirous of becoming professional marketers. These are:

1. Professional Certificate In Marketing
2. Chartered Graduate Diploma in Marketing

EXAMINATION STRUCTURE AND EXEMPTIONS

8.1 PROFESSIONAL CERTIFICATE IN MARKETING

ENTRY REQUIREMENTS:

- Holders of OND and 300Level students in Marketing, Business Administration/Studies and Mass Communications.
- Final year students (BSc and HND) in other Social Science disciplines.

Courses:

- Management Sciences for Marketing
- Marketing Operations
- Import and Export Practice
- Advertising: Agency Organization and Management
- Electronic Marketing
- Micro-Marketing (Entrepreneurship and Small Business Management)

Upon successful completion of the Professional Certificate in Marketing, the candidate would qualify to proceed to the Chartered Graduate Diploma in Marketing. He / She is entitled to be inducted as a Licentiate member of NIMN, thus, has opportunity to use the designatory letters: Inimn.

8.2 CHARTERED GRADUATE DIPLOMA IN MARKETING

ENTRY REQUIREMENTS:

- Holders of NIMN Professional Certificate in Marketing
- Final year students (BSc and HND) in Marketing, Business Administration Management Science, Mass Communication and Sociology.

Courses:

- Consumer Behaviour and Marketing Research
- Marketing Planning and Control

- Marketing Communications
- International marketing
- Marketing Case Analysis and Decision-making (Case Study)
- Nigerian Marketing Environment (**Exempted**)
- Campaign Planning and Execution (**Exempted**)

Upon successful completion, candidate is awarded NIMN Chartered Graduate Diploma in Marketing at convocation ceremony. He / She would be entitled to be Graduate member of NIMN, thus, has opportunity to use the designatory letters gradnimn.

9. EXEMPTIONS

Candidates applying for exemption should obtain and complete the Exemption form and return same to the Secretariat with the appropriate exemption fee(s). Candidates will be notified of the exemption(s) which they have been granted.

10. DATE OF EXAMINATION

The Examination of the Institute is held twice each year in June and December. All Examination entry forms must reach the National Secretariat with bank draft or tellers for the appropriate fees on or before the final day of close of entry.

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 which must be received at the secretariat not later than three weeks before the commencement of the examination. An Administrative fee of 25% of the examination payment shall however, be deducted to cover administrative expenses.

13. EXAMINATION RESULTS

The Examination's results will be published in a national Newspaper and a list of successful candidates will also be displayed on the notice boards at the Institute/Centers as well as the Institute's website (www.nimn.com.ng).

14. FEE STRUCTURE:

REGISTRATION FEES (NEW STUDENTS)

Professional Certificate in Marketing: N3,500

Graduate Diploma in Marketing: N5, 000

EXAMINATION FEES (REGISTERED STUDENTS)

	Professional Certificate in Marketing	Graduate Diploma in Marketing
Non Refundable Exams Fee	3,500	3,500
Exams/Exemptions Fee per Subject	(2,500*6) = 15,000	(3,000*6) = 18,000
Annual Subscription	N1,000	N1,000
Total Fee	N19,500	N22,500

The above fees are subject to review without prior notice

Dedicated Bank Account: First Bank of Nigeria Plc. Account Number: 2012394438.

All payments must be made in favour of: National Institute of Marketing of Nigeria and payment teller forwarded to the Institute.

No examination form will be processed if it not accompanied by evidence of payment for the examination.

15. DETAILED SYLLABUS

15.1 PROFESSIONAL CERTIFICATE IN MARKETING

1. MANAGEMENT SCIENCES 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

- Management Principles
- Theory of Management
- Management Ethics and Social Responsibility
- Group and Team Work
- Communication
- Leadership and Motivation
- Management Functions
 - Marketing
 - Operations Management
 - Finance and Financial Control
 - Human Resources Management
- Demand and Supply Theory
- Pricing Decisions at equilibrium
- Fiscal policies and Macro economics
- Inflation, Deflation, Gross Domestic Product, Gross National Product
- The Role of Accounting in the Management Function of Decision Making, Controlling and Performance Measurement
- Costing Methods and Techniques
- Marginal and Absorption Costing Information
- Stock Control and Valuation Methods
- Profit Volume Analysis and Break Even Analysis
- Limiting Factor Analysis and Allocation of Scarce Resources
- Budgeting – Functional and Master Budgets
- Credit Control, Discounts and Allowances
- Interpretation of Accounts, the Use Financial Ratios and the Source and Application of Fund.
- Introduction to Statistics and Sources of Statistical Data
- Data analysis and presentation
- Measures of Central Tendency and Dispersion
- Regression and Correlation Analysis
- Time Series Analysis and Index Numbers
- Other Statistical Techniques

2. MARKETING OPERATIONS

SYLLABUS

- Planning Marketing Operations
- Marketing Management Tasks of Regulating the Level of Demand
- Marketing Management Process
- Analysis of Market, Competitors, Etc. including Marketing SWOT Analysis
- Determination of Specific Objectives and Goals
- Setting Appropriate Marketing Strategies
- Marketing Mix Decisions
- Implementing Marketing Programmes
- Budgeting of Resources and Allocating Tasks and Responsibilities
- Contingency Plans
- Evaluation of Performance using Quantitative and Qualitative Measures
- Benchmarking and Marketing Metrics
- Ethics and Social Responsibility in Marketing

3. IMPORT AND EXPORT PRACTICE

Syllabus Outline:

A study of the principles, places, regulations and procedures of export and import for international trade. Conditions, international commercial agreements (INCO terms), documents, buying selling contracts, delivery processes and customs procedures are covered.

Topics to be covered:

- Fundamental of International Business
- International Trade and Barriers
- Import and Export Principles and Practices
- Import-Export Research
- Import and Export Procedures and Documentation
- Import and Export Institutions and Agencies
- Communications in Import-Export Business
- Import - Export Financing
- Port Operations
- International Transport and Distribution
- Import –Export Management

4. ADVERTISING: – AGENCY ORGANIZATION AND MANAGEMENT

SYLLABUS

- Principles of Management
- Scope of Advertising Management
- Agency Management
- Assessing Advertising Proposals & Briefs
- Making Presentation: pitching for accounts
- Agency-Client Relationship
- Economics of Advertising: budget control measures
- Measuring Effectiveness of Advertising
- Management of Corporate Advertising
- Handling Consumer Promotions
- Managing Government Advertising

5. 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.

Prospects and 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.
- Social Media Marketing: Audiences, Strategy, Listening, Metrics, Lead Generation and persuasion.
- Email Marketing, Mobile, Blogging, Twitter, Facebook. LinkedIn, Multimedia and Google+

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.

6. MICRO_MARKETING: (ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT) SYLLABUS

Introduction to Entrepreneurship and SMEs

- The Concept of Entrepreneurship and Entrepreneur
- Difference between Entrepreneurship and Intrapreneurship
- Role and Functions of an Entrepreneur
- Levels of Entrepreneurship Activities
- Evolved Entrepreneurship Thoughts and Philosophies in Nigeria
- The Role of Profit as Entrepreneurship Objective

- Micro Objectives of Private Entrepreneurship
- Scope and Characteristics of Small Scale Industries
- Entrepreneurship Entry Modes
- Factors Influencing Forms of Business
- Type of skills required and the need for Entrepreneurs in the Nigerian Economy
- The Risks and Hazards of being Self Employed

Entrepreneurship Creation and Development

- Entrepreneurial Development Objectives & Processes
- Entrepreneurial Development Programme (EDP)
- Role of Marketing in Entrepreneurship Development
- Determinant of Entrepreneurial Personality
- Characteristics of Entrepreneurial Personalities
- Requirements for Entrepreneurial Success

- Developing Appropriate Entrepreneurial Knowledge
- Developing Appropriate Entrepreneurial Values, Attitudes and Behaviour
- Developing Appropriate Entrepreneurial Ability, Skill or Competence
- Scanning and Capturing Environmental Opportunities

- Government-Intervention Policies, Strategies, Agencies and other Institutional support for Entrepreneurship development.
- Obstacles to Entrepreneurship Development

Preparing the Business Plan

- Meaning and Purpose of Conducting Feasibility Study
- Components of Feasibility Study
- The Need for Feasibility Studies
- Steps involved in writing a viable and implementable Feasibility report
- Factors Militating the Conduct of Effective Feasibility Studies in Nigeria

Managing and Operating the Business:

- Managing Through Planning
- Developing Appropriate Organisation Structure and Processes
- Influencing Behaviours Towards Performance
- Conducting the Production Function
- Conducting the Marketing Function

Managing and Operating the Business:

- Conducting the Finance Function
- Conducting the Personnel Management Function
- Managing the Legal Aspects of the Business
- Evaluating the Business Success
- Adopting Alternative Growth Strategies

15.2 CHARTERED GRADUATE DIPLOMA IN MARKETING

1. CONSUMER BEHAVIOUR AND MARKETING RESEARCH

CONSUMER BEHAVIOUR

OBJECTIVES:

Candidates are expected to:

- Demonstrate a thorough understanding of the influences affecting buyers and supplier in a wide variety of situations and roles; and
- Apply consumer behaviour concepts and principles to key marketing decision areas.
- Understand what is meant by the customer and its components in industrial and individual buying situation.
- Appreciate the internal/external customers' needs and the impact of total quality management on changing service level needs
- identify managerial information needs in various problem decision making situations;
- identify the various sources of data in Nigeria, and with the various research designs for collecting primary data;
- design marketing research problems;
- demonstrate skill in data analysis and interpretation;
- apply acquired information from marketing research to marketing planning; and
- prepare and present marketing research reports.

SYLLABUS

Consumer Behaviour:

- An introduction to the Applied Behavioral Sciences
- The Scope of Consumer Behaviour
- The Role of Consumer Behaviour in marketing
- Distinction between Individual, Household, and Organizational Buyers/Sellers
- Internal Influences on Consumer Behaviour

- Investigating Customers
- Predicting and Influencing Customer Behaviour
- External influences on Buyers Behaviour
- Consumer Decision Making Processes
- Organizational Buyer Behaviour
- Consumerism

Marketing Research:

What is Marketing Research?

- The Nature of Marketing Research
- Planning for Marketing Research and the Research Process
- Research Design

Techniques for Obtaining Data

- Secondary Data and Sources
- Primary Data
- Online Marketing Research
- Qualitative Research and Observation
- Experimentation

Measurement and Scaling

- General Concepts of Measurement
- Measurement and Scaling in Marketing Research
- Designing Questionnaires

Sampling

- Sampling Procedures in Marketing Research
- Sample Size

Processing and Analyzing Data

- The Analysis Process--Basic Concepts of Editing, Coding, and Descriptive Analysis
- Hypothesis Testing and Univariate Analysis
- Bivariate Analysis: Differences Between Sample Groups
- Bivariate Analysis: Measures of Association
- Multivariate Statistical Analysis
- Multivariate Analysis: Factor Analysis, Clustering Methods, Multidimensional Scaling, and Conjoint Analysis

Research Report

- Reporting Research Results
- Managing the Research Office
- Role of the Marketing Research Consultant
- Selected Application of Marketing Research
 - Test Marketing

2. NIGERIAN MARKETING ENVIRONMENT

SYLLABUS

- Marketing Environment as an open system
- Definition, categories, forms and dimensions of Marketing Environment
- Models of relationships between organizations and their Environments
- 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
- MICRO - Environment
- MACRO – Environment
- PEST – Environment

- Facilitating and Regulatory Agencies
- Contemporary laws, conventions, socio-cultural practice, beliefs, economic structure, financial, monetary, as well as budgetary policies of States and Federal Government affecting Marketing in Nigeria
- Cross border issues affecting Marketing in Nigeria
- Environmental Changes Assessment
- Managing Changes, Developments and Trends in Marketing Environment

3. **MARKETING PLANNING AND CONTROL SYLLABUS**

- Marketing Planning and Corporate inter-relationship
- Need for Planning and Control -Nature and Role of Strategic, Tactical and Contingency Planning
- Application and Relevance of Planning and Control to different Organization Structures and Managerial Cultures
- Developing the Strategic Marketing Plan
- Marketing Planning Process (With Models)
- Uses of Marketing Plans
- Reasons for Failure of Some Marketing Plans
- Control Variables of a Marketing Plan
- Decision Making via Marketing Planning
- Planning Towards Managing Competition
- The Concept of the Strategic Business Unit
- Strategy Formulation, Marketing Strategies and the Application of Marketing Concept in Strategy Formulation
- System Approach to Marketing - System Hierarchies, Flows and Boundaries

4. **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 trademarks 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

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)

5. 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.

6. CAMPAIGN PLANNING AND EXECUTION

Syllabus:

- The Meaning of Campaign
- Types and Structures of Campaign
- Setting Campaign Objectives: DAGMAR and its limitations
- Place of Research in Campaign Planning
- Marketing Analysis and Campaign Planning
- Behavioural Studies in Campaign
- Management of Campaign
- Determining Advertising Budget: method and practical application
- Creativity in Advertising: approaches, styles and appeals
- Campaign Execution: coordination of activities (progress monitoring)
- Planning Different Kinds of Campaign
- Problems in Campaign Execution

7. MARKETING ANALYSIS AND DECISION-MAKING (CASE STUDY)

OBJECTIVES

To achieve the ability to:

- Demonstrate skills necessary to identify and analyse strategic marketing issues
- Evaluate critically alternative strategic responses to management problems
- 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:

- Carryout appropriate analysis of the problems contained in the Case study using appropriate techniques.
- Proffer alternative solutions for the identified and analysed problem(s)
- Select the best solution or set of solutions to be applied after having evaluated and ranked each of the alternative solutions already put forward
- 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.