

BRIEF HISTORY OF THE DEPARTMENT

The Department of Marketing, College of Management Sciences, Evangel University, Akaeze Ebonyi State, Nigeria started on 17 November 2012 following the licensing of the University on February 28, 2012. However, the department admitted her first student in the 2012/2013 academic session. One student was admitted into the programme for that session. The department offers a four year regular Bachelor of Science degree in Marketing (B.Sc Marketing). The degree is obtainable through coursework and research embodied in a well-documented project. The award is made in learning and in character. The pioneer student graduated 2015/2016.

PHILOSOPHY OF THE PROGRAMME

The general philosophy is the belief that training in this discipline will develop the mind, impart both theoretical and practical knowledge on the individual student, develop self-confidence, help to be innovative and self-reliant in the fields of Administration and Management. The programme is developed on the fundamental assumption that the individual is living in a modern dynamic and monetized economy, which poses challenges and uncertainties in decision making. The programme is also conceived and structured to promote the overall University philosophy of "education for the total man" through teaching and character molding based on truth in the area of business management. Hence the programme is designed to inculcate in the individual, the ability to identify, analyze and offer a solution to a complex environment. The programme aims at inculcating in the individuals the basic work ethics that are required in the knowledge economy which will result in self – reliance, sound moral discipline, and individual self-actualization.

OBJECTIVES OF THE PROGRAMME

The programme is targeted at the following specific objectives.

- i. Expose students to all aspect of Business Administration in the first two years of the programme;
- ii. Develop in students, leadership, and interpersonal relations skills in management;
- iii. Equip the students with the knowledge and skills required to identify and analyze; problems and take appropriate decisions;
- iv. Give the students broad understanding of Marketing and related subjects in the third and fourth years of the programme;
- v. Prepare students for responsible positions in industrial, commercial, as well as in government, public service, and private establishments;
- vi. Prepare students for careers in Marketing, Business Management, Public Relations, Advertising, Marketing Research, etc;
- vii. Equip students with leadership skills and knowledge needed in business, commerce, industry, government, and management. The graduates are therefore prepared to fill middle and senior level management position in the business, commerce, industry, and government. With their education and training, they can set up their own business since the programme also emphasizes self –employment;

- viii. Help students acquire proficiency in computer applications so as to enable them to participate meaningfully in e-businesses in this era of globalization; and
- ix. Help students acquire the knowledge of research procedures for investigating issues and problems in Marketing, Administration, Economics and in the entire field of social sciences generally.

SCOPE OF THE PROGRAMME

The programme has been structured to provide in-depth knowledge of core Marketing areas which include:

- Elements of Marketing
- Logistics and Supply Chain Management
- E-marketing
- Marketing Management
- Marketing Research
- Environmental Marketing
- Marketing Communications
- Behavioural Marketing
- Industrial (Business to Business) Marketing
- International Marketing
- Agricultural and Food Marketing
- Purchasing and Supply Management
- Social Marketing
- Marketing of Services
- Marketing and Public Relations
- Emerging Markets
- Product Development and Brand Management.

To give a broad-based knowledge to students, the Programme audits courses from other departments in the college: Banking and Finance, Accounting and Business Management. It also audits courses from School of General Studies. It also offers service courses to the other departments in the college.

LEARNING OUTCOMES: COMPETENCIES AND SKILLS

The general skills include competencies in computer literacy, quantitative skills, communication skills, interpersonal skills, organization skills, Information Technology skill and Entrepreneurship skills. Administrative and Management related cognitive abilities and skills required are as follows:

- Ability to recognize and analyze management and administrative problems and evolve strategies for their solutions.
- Ability to recognize and implement good Management and Administrative policies.

- Computational and data processing skills, relating to administrative, financial and manpower data.
- Ability to demonstrate knowledge and understanding of essential facts, concepts, and principles, and apply theories to Administration and Management. Acquire knowledge in problem-solving through Industrial attachment, Industrial Seminars, and Student Apprenticeship Scheme.

LEARNING OUTCOMES: BEHAVIORAL ATTRIBUTES

- (i) Students should understand the social-cultural environment in which they find themselves and how such environmental conditions behavior.
- (ii) Be able to understand, explain, predict and influence human behavior in work organizations.
- (iii) Relate the knowledge of human behavior to the ethics of their relevant professions.
- (iv) Understand the relationship between culture and behavior and why a unimodal system of behavior may not work.