

**YEAR ONE
FIRST SEMESTER**

COURSE CODE	COURSE TITLE	UNITS
MAJOR COURSE		
MKT 101	Introduction to Marketing	2
ANCILLARY COURSES		
MGT 101	Introduction to Business I	2
BAF 101	Introduction to Finance I	2
ACC 101	Elements of Accounts I	3
ECO 101	Elements of Economics I	3
BAF 103	Business Mathematics I	3
GENERAL STUDIES		
GST 105	Nigerian peoples and culture	2
GST 101	Communication in English	2
GST 103	Philosophy and Logic	2
GST 107	Old Testament Survey	0
	TOTAL	21

**YEAR ONE
SECOND SEMESTER**

COURSE CODE	COURSE TITLE	UNITS
ANCILLARY COURSES		
MKT 102	Introduction to Psychology	3
ACC 102	Elements of Accounts II	3
ECO 102	Elements of Economics II	3
BAF 104	Business Mathematics II	3
MGT 102	Introduction to Business 11	2
BAF 102	Introduction to Finance 11	2
GENERAL STUDIES		
GST 104	Use of Library and study skills	2
GST 102	Communication in English 11	2
GST 106	Communication in French	2
GST 108	New Testament Survey	0
	TOTAL	22

**YEAR TWO
FIRST SEMESTER**

COURSE CODE	COURSE TITLE	UNITS
MAJOR COURSE		
MKT 201	Elements of Marketing I	2
ANCILLARY COURSES		

MGT 201	Elements of Management	3
ECO 201	Micro Economic Theory	2
ACC 201	Intermediate Financial Accounts	3
BAF 201	Business Statistics 1	3
ACC 211	Introduction to Cost and Management Accounts	2
GENERAL COURSES		
GST 203	Introduction to Entrepreneurship Study	2
GST 201	History and Philosophy of Science	2
GST 205	Introduction to Computer	2
	TOTAL	21

**YEAR TWO
SECOND SEMESTER**

COURSE CODE	COURSE TITLE	UNITS
MAJOR COURSES		
MKT 202	Elements of Marketing II	2
MKT 222	Marketing Communications	2
MKT 204	Business Communication	2
ANCILLARY COURSES		
ACC 202	Intermediate Financial Accounts II	3
ECO 202	Macro Economics Theory	2
BAF 202	Business Statistics 11	3
MGT 222	Production Management	2
GENERAL COURSES		
GST 204	Introduction to Entrepreneurship Skill	2
GST 202	Peace Studies and Conflict Resolution	2
GST 206	Computer Application/Programming	2
	TOTAL	22

**YEAR THREE
FIRST SEMESTER**

COURSE CODE	COURSE TITLE	UNITS
MAJOR COURSES		
MKT 311	Public Relations	2
MKT 313	Sales Management	2
MKT 335	Purchasing and Supply Management	2

MKT 341	Consumer Behavior	3
MKT 331	Product and Brand Management	2
MKT 363	Agricultural and Food Marketing	2
ANCILLARY COURSES		
ACC 301	Commercial Law	2
MGT 301	Elements of Government	2
BAF 305	Financial Management 1	2
	TOTAL	19

**YEAR THREE
SECOND SEMESTER**

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COURSE CODE	COURSE TITLE	UNITS
MAJOR COURSE		
MKT 312	Principles of Advertising	2
MKT 382	Service Marketing	2
MKT 372	Research Method	3
MKT 384	Electronic Marketing	2
MKT 362	Nigeria Marketing System and Commercial Policy	2
ANCILLARY COURSES		
MGT 312'	Human Resource Management	3
ACC 302	Commercial Law	2
BAF 306	Financial Management	2
	TOTAL	18

**YEAR FOUR
FIRST SEMESTER**

COURSE CODE	COURSE TITLE	UNITS
MAJOR COURSE		
MKT 401	Marketing Management	2
MKT 411	Logistics and Supply Chain Management	3
MKT 441	Industrial Marketing	3
MKT 413	Retail and Wholesale Management	2
MKT 471	Marketing Research	3
MKT 415	Distribution Channel Management	2
MKT 453	International / Comparative Marketing Systems	2
ANCILLARY COURSES		
MGT 401	Business Policy 1	3
S	TOTAL	20

YEAR FOUR

SECOND SEMESTER

COURSE CODE	COURSE TITLE	UNITS
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MAJOR COURSE		
MKT 402	Marketing Management 11	2
MKT 484	Transportation Management	2
MKT 452	International Business	2
ANCILLARY COURSES		
MGT 432	Analysis for Business Decision II	3
MGT 402	Business Policy II	3
MKT 492	Research project	6
	TOTAL	18