

MKT211 - Principles of Marketing I (3 Units)

Department of Business Management

Covenant University

1. MKT211

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This is the first semester of a two-semester course designed to introduce the undergraduate student to the basic concept and principles involved in initiating and executing the marketing process in a business form. Although emphasis is on the marketing functions and activities of private-sector profit oriented businesses, the application of the marketing knowledge skills and techniques discussed in this course will be highlighted in the public sector and non-for-profit domains.