

MKT221 - Principles of Marketing II (3 Units)

Department of Business Management

Covenant University

1. MKT221

1.1. MKT221 - Principles of Marketing II (3 Units)

This is the second segment of a two semester course designed to introduce the undergraduate student to the basic concept and principles involved in initial and executing the marketing process in a business firm. 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 not-for-profit domains.