

# **MKT311 - Marketing Management (3 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT311**

## **1.1. MKT311 - Marketing Management (3 Units)**

Introduction to Strategic Marketing Management Meaning and objectives. Marketing strategies and Tactics. Strategic Marketing process formulation, implementation and evaluation. The five competing philosophies in Marketing. Environmental Analysis and forecasting. Marketing in the corporate Environment cost and profitability Analysis, Marketing planning and Control. Marketing Controller concept, Marketing Audit, Decision tools in Marketing Strategy. Marketing and functional strategies. Contemporary issues in Marketing Management.