

# **MKT329 - Industrial Training and Attachment (2 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT329**

## **1.1. MKT329 - Industrial Training and Attachment (2 Units)**

The course is divided into two segments: Analytical skill development (50%), and industrial exposure (50%). The first segment (i.e analytical skill development) is designed to enable the student develop the analytical skills needed to make sound decisions in managing business operations and appreciate the complexities and uncertainties surrounding most practical business. And decisions involving marketing operations are particularly complex, since a host of extraneous variables are usually at work. The second segment (i.e industrial exposure) is intended to expose the student to real world experiences in organizations. After such exposure, the student will be required to raise a report of their experiences.