

# **MKT415 - Financial Marketing Management (3 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT415**

## **1.1. MKT415 - Financial Marketing Management (3 Units)**

A number of courses in business seek to show the marketing applications of quantitative methods, multivariate statistics, and behavioral sciences. This desirable emphasis on new techniques and inter-disciplinary relationships has contributed to the relative neglect of analytical tools developed in the accounting and finance areas. This course is therefore designed to offer the marketing students the necessary aid in managerial decision making and marketing control which such tools can provide.