

# **MKT421 - Research Project (6 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT421**

## **1.1. MKT421 - Research Project (6 Units)**

This is aimed at developing students skill in analysing and writing reports based on an empirical or library study of a specific subject matter or topic in any area of business of special interest to the students. Students are encouraged to choose a reasonable topic or problem area in consultation with their academic advisers and write a research-based report.