

# **MKT422 - Marketing Case Studies (2 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT422**

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The cases shall be on the following areas: New product Development and Market Appraisal. Marketing planning, organisation and merchandising, marketing planning and control, distribution policy and public relations, business planning and strategy, promotion policy, inventory management, consumer behaviour problems, sales volumes and sales force management, pricing related issues, the student will be challenged to plan, implement and control chosen business strategies in a corporate framework. Contemporary issues in marketing, cases and problems. Students are put through case study which is a factual description of a situation involving a managerial problem or issue that requires a decision. This is to develop their thinking faculty, hence make them become better management personnel thereafter. Most cases describe a variety of conditions and circumstances facing an organization at a particular point in time. This description often includes information regarding the organizations goals and objectives, and other managerial functions, internal and external influencing affecting the marketing operations.