Course Code: BMGT E2015
Title: Marketing Management
Aim: To develop student’s knowledge, skills and attitude relating to marketing management in order to get their fullest commitment for the success of marketing strategies

Learning Outcomes:
On completion of this course unit, students should be able to;

- Demonstrate knowledge and understanding of the
- Marketing theory & practice as a business function and as a business Philosophy, in international context.


**Method of Teaching and Learning:**
Lectures, Seminars

**Scheme of Assessment:**
Examination , Assignments

**Recommended Reading:**
