

COURSE GUIDE

MKT 210 MARKETING IN PRACTICE (SEMINAR) DEPARTMENT OF ENTREPRENEURIAL STUDIES

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INTRODUCTION

Marketing in Practice (MKT210) is a 3 credit unit's course for B.Sc Marketing student. The course provides students with on-the-job experience in one out of the many marketing fields. Students gain practical experience, acquire marketing skills and report knowledge acquired during seminar; which is an independent presentation that is compulsory for all students. Each student will present a paper on the chosen field of Internship exercise. The presentation shall be within the time stipulated by the seminar panel (Academic staff, Programme coordinator and Facilitators). Students' assessment will be based on the demonstrated knowledge of the topic in relation to the relevant branch of Marketing, compartment and communication skills. The seminar presentation will be conducted in a conducive environment.

OBJECTIVES

The objectives of the Course are to:

- familiarize the students with basic and contemporary issues in marketing.
- address practical issues and problem areas in the marketing of businesses, products (goods and services).
- develop the analytical skills of students in marketing research and field surveys.
- develop the confidence of students in public presentations.
- develop the written and project reporting skills of students.
- develop competence in statistical analyses of data.
- develop skills in writing academic papers.

SEMINAR PAPER OUTLINE

Students are expected to cover the following areas chronologically:

1. Introduction
 - a. General overview
 - b. Problem definition/research questions and study objectives
2. Literature review on the topic.
3. Research Methodology Study location, Data and sampling procedure/Analytical techniques.
4. Results and Discussion
5. Conclusion and Recommendations.
6. References.

AREAS FROM WHICH STUDENTS CAN CHOOSE A TOPIC

These are the areas in which student can generate their presentation topic from:

1. **Branches of marketing:** Direct marketing, Multi-level marketing, Services marketing.

2. **Sub disciplines & components of marketing:** Consumer behaviour, Distribution, Marketing management, Marketing research, Marketing strategy, Pricing, Product management, Promotion (marketing).
3. **Marketing paradigms:** Relationship marketing, Network marketing, Diversity marketing, Evangelism marketing, Consumer Culture Theory (CCT).
4. **Customer experience management (CEM):** Brand experience, Customer interface, CEM integration, CEM organization, Experiential innovation, Experiential marketing, Experiential platform, Experiential world.
5. **Marketing strategies:** Market dominance strategies, Porter generic strategies, Mass customization, Vendor lock-in, Scenario planning.
6. **Growth strategies and Growth Platforms:** Aggressiveness strategies, Horizontal integration, Innovation, Innovation strategies, Profit impact on marketing strategy, Vertical integration.
7. **Marketing warfare strategies:** Defensive marketing warfare strategies, Flanking marketing warfare strategies, Guerrilla marketing warfare strategies, Guerrilla marketing, Offensive marketing warfare strategies.

PREPARATION AND PRESENTATION OF A SEMINAR PAPER

1. Determine your seminar's time limit
 - Allow 1/4 of that time for questions
 - The remaining time is available for your talk
2. Determine your audience
 - Interests
 - Level of understanding
3. Pick your major topics
 - Estimate the time needed for each
 - Make sure these times don't exceed your 3/4 total allotment
 - Add or remove topics as needed to meet that time constraint
 - Make sure all the topics are in a logical order.
4. For each major topic, choose the subtopics
 - Estimate the time needed for each subtopic
 - Make sure these times don't exceed your 3/4 total allotment
 - Add or remove subtopics as needed to meet that time constraint
 - Make sure each subtopic is in the appropriate topic

- Make sure all the subtopics within each topic are presented in a logical order.
5. Determine which points you want to make
 - Each point is a SINGLE idea or example
 - Make sure each point is relevant to your audience
 - For each point, pick the best subtopic
 - Once all your points have been placed in subtopics, rearrange the points within each subtopic into logical order
 - If you find any gaps as a result of this reordering, add the appropriate points
 - If you find any orphaned points, eliminate them.
 6. Group the points within each subtopic into closely related groups that make a single argument, i.e. paragraphs.
 - Associate each of these paragraphs with the image or object you'll use to support it
 - You'll show this image or object while you're presenting the paragraph's argument.
 7. Allow just enough time to present each paragraph.
 8. Recheck to see that you'll finish within your time limit.

The seminar presentation will normally take place at the end of the first semester examination or any other convenient time as agreed by the Study Centre Coordinator. Each student will present a report of his/her research case study project work in the presence of facilitators and at least a resident academic staff in the centre. Each student is allowed a presentation time of 10 minutes and a question and answer time of 30 minutes maximum. It is assumed that questions posed should test the students' understanding of the research aim and his/her ability to independently conduct the research. Each student must be able to relate the research questions to the objectives and analytical methods.

It is recommended that the presentation shall be done in Microsoft Power Point where the facility exists. The printout of the slides presentation should be submitted at least a day to the defence. Students are expected to arrange for all materials needed (generators, projectors, screen and laptop).



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ASSESSMENT SHEET MKT 210 PROGRAMME: B.Sc. MARKETING, CREDIT: 03
COURSE CODE: MKT 210, COURSE TITLE: MARKETING IN PRACTICE (SEMINAR)
NAME OF CENTER:
NAME OF STUDENT: MATRIC NO:

S/N	Seminar presentation	Max Score (%)	Facilitator Score (%)	Head/Coordinator, Hq Score(%)	Remark
I	Content mastery: • Relevance and Comprehensiveness • Correctness	10			
II	Comportment of the presenter	5			
III	• Confidence • Demonstration of boldness to address the audience	10			
IV	• Response to questions • Ease attending to audience's questions and observation	10			
V	Communication- Correction of grammer • Fluency and Simplicity	10			
VI	Dressing-Simplicity and neatness	5			
VII	Literature review • Relevancy of cited works • Comprehensiveness of the review • Extensive of the sources – textual, interact, journals, government report etc.	15			
VIII	Summary, conclusion and recommendation:	10			
IX	Referencing: • Materials – correctly cited using the APA format, Comprehensive cited	10			
X	Others: • Typing/Neatness/consistency of character • Overall impression	5			
XI	Applicability: • Relevance of the topic to the course • Applicability of findings	10			
	Grand total 100%				

Internal Examiner name and signature
External Examiner name and signature