



LAGOS STATE POLYTECHNIC
SCHOOL OF MANAGEMENT AND BUSINESS STUDIES
DEPARTMENT OF MARKETING
NEW CURRICULUM FOR HND I APPROVED CURRICULUM (FIRST SEMESTER)

COURSE CODE	COURSE TITLE	THEORY HOURS	PRACTICAL HOURS	CREDIT HOUR	COURSE UNIT
MKT 311	LEGAL ASPECT OF MARKETING	2	0	2	2
MKT 312	SALES MANAGEMENT	2	0	2	2
MKT 313	AGRICULTURAL MARKETING	2	0	2	2
MKT 314	COOPERATIVE MARKETING	2	0	2	2
ACC 314	BUSINESS FINANCE I	2	1	3	3
BAM 313	QUANTITATIVE TECHNIQUE IN BIZ	2	1	3	3
BAM 412	MANAGERIAL ECONOMICS I	2	1	3	3
GNS 330/331/332	(PHYSICS, CHEMISTRY AND BIOLOGY)	1	1	2	2
GNS 322	SOCIAL PSYCHOLOGY	2	0	2	2
OTM 312	BUSINESS COMMUNICATION I	2	2	4	3
ICT 315	INFORMATION COMM TECHNOLOGY III	1	2	3	2
	TOTAL	19	06	25	26



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NEW CURRICULUM FOR HND I APPROVED CURRICULUM (SECOND SEMESTER)

COURSE CODE	COURSE TITLE	THEORY HOURS	PRACTICAL HOURS	CREDIT HOUR	COURSE UNIT
MKT 321	INDUSTRIAL MARKETING	2	0	2	2
MKT 322	DISTRIBUTION MANAGEMENT & LOGISTICS	2	0	2	2
MKT 323	PRODUCT DEVELOPMENT & MANAGEMENT	2	0	2	2
MKT 324	MARKETING PLANNING & CONTROL I	2	0	2	2
ACC 312	ADVANCED COST ACCOUNTING	2	1	3	3
ACC 323	BUSINESS FINANCE II	2	1	3	3
BAM 320	PERSONNEL MANAGEMENT	2	1	3	2
BAM 327	RESEARCH METHODOLOGY	1	2	3	2
BAM 422	MANAGERIAL ECONOMICS II	2	1	3	2
CCE 300	COMPULSORY COMPUTER EDUCATION 1	0	2	2	0
OTM 315	BUSINESS COMMUNICATION II	2	2	4	3
	TOTAL	19	10	29	23



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COURSE CODE	COURSE TITLE	THEORY HOURS	PRACTICAL HOURS	CREDIT HOUR	COURSE UNIT
MKT 411	INTERNATIONAL MARKETING I	2	0	2	2
MKT 413	MARKETING COMMUNICATION I	2	0	2	2
MKT 414	BEHAVIOURAL ASPECT OF MARKETING	2	0	2	2
MKT 415	MARKETING RESEARCH I	2	0	2	2
MKT 416	MARKETING OF SERVICES	2	0	2	2
MKT 422	PLANNING & CONTROL II	2	0	2	2
MKT 427	PRINCIPLES OF ADVERTISING	2	0	2	2
ACC 415	MANAGEMENT ACCOUNTING	2	1	3	3
EED 413	ENTREPRENEURSHIP	2	1	3	3
GNS 401	COMMUNICATION IN ENGLISH IV	2	0	2	2
COM 301	COMPUTER PROGRAMMING				3
	TOTAL	20	02	22	25



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COURSE CODE	COURSE TITLE	THEORY HOURS	PRACTICAL HOURS	CREDIT HOUR	COURSE UNIT
MKT 421	INTERNATIONAL MARKETING II	2	0	2	2
MKT 423	MARKETING COMMUNICATION II	2	0	2	2
MKT 424	MARKETING PROBLEMS & CASES	2	2	4	3
MKT 425	RESEARCH PROJECT	1	6	7	3
MKT 426	MARKETING RESEARCH II	2	0	2	2
MKT 428	PRACTICE OF ADVERTISING	1	2	3	2
MKT 429	STORES & MATERIAL MANAGEMENT	2	0	2	2
ACC 425	MANAGEMENT ACCOUNTING II	2	1	3	2
BAM 418	SMALL BUSINESS MANAGEMENT	2	0	2	2
CCE 400	COMPULSORY COMPUTER EDUCATION IV	0	2	2	0
GNS 402	LITERARY APPRECIATION & ORAL COMPOSITION	2	0	2	2
	TOTAL	18	13	31	22