

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Marketing Foundations for Advertising and Public Relations	
Year of Study	2	
Course Code	MCM 218	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures	
Mode of Assessment		Weight
Continuous Assessment		30%
Final Examination		70%
Total		100%
Course Lecturer	Folorunsho, O.M.	
Course Description	The course is aimed at giving students the basis of marketing for advertising and promotion of products and services, as well as introducing them to the world of marketing vis-à-vis its importance, functions and approaches.	
Course Objectives	<p>This course would teach the students the following:</p> <ol style="list-style-type: none"> 1. Introduce them to the world of marketing and its importance. 2. Give them insights on the approaches to marketing and factors affecting the development of marketing in Nigeria. 3. Understand the marketing mix and their relevance in the marketing process. 	
Learning Outcomes	<p>On successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> ➤ Explain the need for communication solutions to marketing problems. ➤ Identify and describe the marketing mix and their relevance in the marketing process. ➤ Understand how to use advertising and public relations as communication tools to promote a product, person, an organisation or idea. ➤ Discuss the type of communication solution that can effectively deal with marketing problems in different situations. 	

	➤ Know the channels of distribution and suitable one at any point in time.	
Teaching and Learning	The class will meet for two hours every week for a combination of both the lecture hours and tutorials.	
Detailed Course Content	This course is aimed at studying advertising and public relations as communication tools that can be used to market or promote a product or services. The course further reviewed marketing as a basis for determining the needs and types of communication solutions needed to handle effectively series of marketing problems in different situations.	
	Course Content Sequencing	
Weeks	Detailed Course Outline	Allocated Time
Week 1 & 2	Concept of Marketing <ul style="list-style-type: none"> ▪ Definitions of Marketing ▪ Basic Concepts: Need, Want, Demand and Exchange ▪ Similarities and Differences between Marketing and Selling ▪ Role of Marketing ▪ Importance and Functions of Marketing ▪ Approaches to the Study of Marketing ▪ Factors Affecting the Development of Marketing in Nigeria 	
Week 3	Marketing Management Philosophies <ul style="list-style-type: none"> ▪ Selective Marketing ▪ Market Segmentation ▪ Market Research ▪ Marketing Strategy 	
Week 4	The Marketing Mix <ul style="list-style-type: none"> ▪ Product ▪ Place ▪ Price ▪ Promotion 	

Week 5 & 6	<p>Advertising</p> <ul style="list-style-type: none"> ▪ Concept of Advertising ▪ Classification of Advertising ▪ Advertising Agency ▪ Relationships between Advertising and Marketing <p>Continuous Assessment I</p>	
Week 7	<p>Public Relations</p> <ul style="list-style-type: none"> ▪ Public Relations Defined ▪ Importance of Public Relations ▪ Contributions of Public Relations to Marketing 	
Week 8 & 9	<p>Packaging and Branding</p> <ul style="list-style-type: none"> ▪ Branding ▪ Factors to be Considered in Brand Name Selection 	
Weeks 10 & 11	<p>Distribution</p> <ul style="list-style-type: none"> ▪ Channels of Distribution ▪ Channel Functions ▪ Channel Selection 	
Week 12	Revision	
Week 13, 14	Examinations	
<p>Recommended Reading Material</p> <p>Ewuola, P.O. (2015). <i>Elements of marketing and advertising</i>. Lagos: Elyon Triumphant Ventures.</p> <p>Izuogu, K.C. (2001). <i>Marketing foundation for advertising and public relations</i>. Unpublished Lecture Note, Department of Mass Communication, Abia State University, Uturu.</p>		

NOTE: 75% attendance to class is a MUST to qualify to sit for examination in Marketing Foundations for Advertising and Public Relations