Identified Competency Focus Areas and Selected Courses for National Exit Examination

Program: Bachelor of Arts Degree in Marketing Management

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1. Introduction

In this severe competition era, where consumers' test and preferences are dramatically changing and wide variety of alternative products are available in the market, doing business and survival is difficult. This situation forcing business organization to give due emphasis towards consumer centered business and building intimate relationship with customers and relevant stakeholders, having exposure to relevant information through information technology and internet, fast decision making, and capabilities to reach wider areas and with new challenges such as cutthroat competition. As such, it is critically important to create such business capabilities like efficient and strategic marketing in order to succeed in the business world of the 21st century.

Growth in the volume of output and change in the structure of production, as essential features of economic development, make specialization and exchange (marketing) important part of the overall socioeconomic activity across societies. Whereas production of goods and services remains one of the basic economic activities of individuals, it is dysfunctional without the distribution of such products from their place of production to the place of consumption where income is generated so that production could be continued. As such, whether products are distributed to consumers through their producers or middlemen, the success of individuals or business organizations involved in production activities depends not only on their production performance but also on their marketing performance.

Successful marketing performance, in turn, needs its own philosophy of handling the marketing process starting from analyzing the marketing environments to making strategic plans and their implementation. Given the mix of threats and unprecedented opportunities unveiled by globalization and technological advancement experienced in recent times, the role of marketing to the success and survival of organizations is getting even more crucial for businesses both in the developed and developing countries. And, more than any time else, it seems that it is a high time for respective marketing departments of business to get afresh in their reaction to such new national and global business environments.

Ethiopia, a country in the process of economic transformation, with growing private sector economic participation, offers the best example of situations where knowledge of scientific

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marketing management to marketing managers of various business entities is extremely necessary for the respective business to cope up with the emerging challenges, by tapering the otherwise opportunities. As the practice of marketing management has entered into the era in which it is both a science and art, developing inspired and skillful marketing managers should be better approached through formal education systems where they can be well versed with the theoretical and empirical experiences of the day.

To achieve the desired national objectives and produce a graduate that fit for the current market, competency based evaluation of a student become crucial. It is important to check and ensure whether the students have captured the required knowledge, skill and attitude set for the program in their learning process. As per the directives of the government, the Ministry of Education has been working on a strategy to implement national exit examination for undergraduate programs beginning from the 2015 E.C (2022/23 G.C).

Implementing national exit examination for marketing management program graduates will have a great implication in producing competent citizens in knowledge, skill, and attitude which make a better understanding of how the market generally works and more importantly how to affect the market through different marketing principles, concepts and strategies in a way that the society desires. Hence, this exit exam documentation is prepared to guide the nationally organized exit exam for marketing management program graduates starting from the academic year of 2015.

2. The Main Objectives of Exit Examination

This national exit exam is designed to achieve the following objectives:

- To Ensure that marketing first-degree graduates meet the graduate profile of the curriculum;
- To produce skilled and competent manpower to local, national and international market;
- To create conducive environment for stakeholders for their proper engagement in graduates' competency assessment;
- To assess marketing students' educational achievement in the courses in their major area of program study

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3. Significance of the national exit exam document

It is believed that the national exit exam documentation have the following significance

- To introduce the importance of providing national exit examination for marketing management students as a graduation criteria
- To set competencies that helps to assess the basic skills, knowledge and attitude of graduating students,
- Based on identified competencies to systematically identify the core courses which will be included the exit exam, and
- To realize standardization of higher education programs and to be able to meet minimum quality standards across all programs.

4. Graduate profile

Graduates of B.A. degree in Marketing Management have the opportunity to go to a wide range of marketing and business careers in the commercial, public and voluntary sectors. As a marketing Management, each graduate will be able to:

- Provide an understanding of the context, nature, role and significance of marketing activities as undertaken by marketing managers in a range of organizations by analyze basic marketing and management issues
- Apply basic economic and accounting principles in marketing related decision making.
- Identify key issues, write up, and present resultant marketing plan
- Formulate marketing strategies, prepare budgets, and develop implementation plans
- Analyze and interpret statistical data by using relevant quantitative models for marketing decision making
- Identify and analyze the nature of customers' behavior and develop marketing program that are relevant to the needs and wants of customers
- Design appropriate marketing mix strategies for successful marketing of agricultural products
- Know the nature of the global marketing environment and its influences on foreign marketing operations
- Identify and evaluate global marketing opportunities and feasible target markets for domestically produced products in global market places.
- Analyze the channel system and design appropriate channels for the product distribution
- Conduct marketing research to generate information that is useful for marketing problem solving.

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- Apply the marketing concepts, theories and tools in different social organizations.
- Apply marketing concepts and tools in online marketing program
- Recruit, train and manage sales forces of an organization
- Apply the marketing concepts, theories and tools in different service organizations
- Analyze and manage sales activities
- Develop and manage product and brand program, promotional plan, and Formulate, implement and evaluate marketing strategies
- Identify tourism potentials of Ethiopia and apply marketing mix strategies to the tourism industry
- Organize and manage events
- Manage effective business negotiations

5. Competences and Learning Outcomes

5.1. Competences

As described above, the competency of students will be measured by national exit examination as of 2012 E.C academic year at the end of completion of marketing management courses with a great emphasis on students' knowledge, skill, and attitude to ensure whether the students are well equipped with relevant competencies that demanded by the market. The details of the competency are presented here below by categorizing knowledge, skills, and attitudes.

Table 5.1 Expected Competencies

Areas of Competency	Expected Competencies to be achieved
Knowledge	**Graduates will be able to** • Understand marketing principles, concept and tools • Understanding of marketing concepts, marketing environment marketing mix applies to real world situations • Understand techniques of designing product, price, distribution channel and promotion. • Understand marketing relationship between marketing and the marketing environment • Know about market segmentation, targeting and positioning strategies • Understand the nature of marketing communication tools to develop an

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Areas of Competency	Expected Competencies to be achieved
	effective promotional program • Realize the major attributes of a product as per the needs and wants of customers • Know about effective brand strategies for consumer and business goods • Understand the essential abilities required to manage sales activities and sales force • Understand how to Design and manage marketing channel systems that enhance efficient flow of products • Realize how to Manage sales function • Understand the international marketing environment and develop appropriate strategies to satisfy customers and win international competition • Realize the international marketing environment and international marketing activities • Understand import and export practices • Recognize about the marketing environment and develop appropriate strategies
Skills	• Identifying customers need and wants (customer orientation) • Apply marketing mix's strategies • Apply communication skill to create awareness about the product • Building good relationship with the customers and other stakeholders (CRM and PRM) • Develop business plan and business proposals. • Analyzing or examining the marketing environment of the firm • Instruct in universities and higher training institutions. • Apply creativity skill (skill required to develop new product, service or improvement in existing product or service. • Apply Listening skills (paying attention to the feedback or comments of customers • Appling analytical and critical thinking (reviewing marketing campaign and identify what could be improved in the future) • Appling Technical marketing skills (writing and sending mass email and communications • Apply Transferable marketing skill • Appling marketing strategies, • Apply basic economic and accounting principles in marketing related decision making. • Analyse and interpret statistical data by using relevant quantitative

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Areas of Competency	Expected Competencies to be achieved
	models for marketing decision making • Design appropriate marketing mix strategies for successful marketing of agricultural products
Attitudes	• Make ethical decisions with respect to marketing activities. • Promote social well-being through developing and implementing appropriate marketing principles • Good customer handling and treatment (support service) • Criticize private and/or public matters and being rational attitude toward them; • Appreciate working with others (marketing and other professionals); and • Suggest other marketing professionals and ready to support the state and communities.

5.2 Learning Outcomes

After completing those courses presented on the mentioned themes, graduating students will be able to:

- To develop the themes of marketing management as a process function and people management activity with respect to the four strategic elements of marketing its product, pricing strategy, distribution system and promotional activities.
- To develop the students' abilities to apply their marketing knowledge and skills in their special field.
- To familiarize students with the concepts and principles of marketing and the significance of different forces that influence the marketing effort.
- Identify the basic features of human development
- Gain insight in to the behaviors and mental processes.
- Get familiar with various disciplines in psychology
- Grasp the factors that shape the buying behavior of consumers
- Examine the nature of marketing communication tools to develop an effective promotional program
- Determine the major attributes of a product as per the needs and wants of customers
- Formulate effective brand strategies for consumer and business goods

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- Examine the unique characteristics of service to develop an effective marketing program
- Determine appropriate marketing mix elements for tourism industry
- Design strategies to tackle problems in the service sector
- Solve social problems by applying marketing principles and techniques
- Apply marketing mix elements at business marketing, E-marketing and international marketing
- Acquire the essential abilities required to manage sales activities and sales force
- Design and manage marketing channel systems that enhance efficient flow of products
- Manage sales function
- Examine international marketing environment
- Execute international marketing activities
- Handle import and export practices
- Analyze the marketing environment and develop appropriate strategies
- To gain an understanding of the theories and concepts underlying E-commerce
- To apply E-commerce theory and concepts to what E-marketers are doing in "the real world"
- To improve familiarity with current challenges and issues in E-commerce
- Analyze business issues, problems and opportunities in E-commerce.
- Explain the key terms, definitions, and concepts used in the study of business markets
- Understand industrial buyers, evaluate product quality and system selling
- Complete a project that demonstrates both your working knowledge and analytical skills in assessing the industrial buying decision-making process
- Appreciate how the buying center operates in the business markets and how different members are composed to it
- Analyze the trends in businesses/industries buying behavior and their impacts to the marketing of an actual product or service

6. Categorizing Courses of the Program into Themes

National Exit Examination for marketing management program for undergraduate students' competency has five themes. These are **Fundamentals of Marketing, Promotion & Brand Management, Services and E-Marketing Management, Sales and Channel Management, and Strategic and International Marketing.** Accordingly, for national exit examination documentation the themes in marketing management program summarized in the table here below.

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Table 6.1 List of Themes that considered in the exit exam

S.No.	List of Themes that considered in the exit exam	Cr.hrs
1	Fundamentals of marketing	7
2	Promotion and brand management	9
3	Service and E-marketing	6
4	Sales and channel management	7
5	Strategic and international marketing	10

7. Courses to be Included in the Exit Examination

This document has been compiled with **five themes** and **twelve (12) courses** for exit examination to achieve the competencies level which expected from each graduate of the program. According to the direction suggested by the head of quality and competency improvement desk (at MoE), during the preparation of this document, there was a general consensus that a specific program should consider a total of **10-15 lists of courses.** In marketing management BA degree program, there are number of core courses that are provided to the students however the most important courses are clearly selected in this document. Hence, this exit examination document identified **twelve (12) core marketing courses** which delivered at different semesters and academic calendars.

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Table 7.1 List of Themes and courses to be Included in the Exit Examination

S. No	List of Themes	List of courses	Course Code	Cr.hr
1	Fundamentals of Marketing	Principles of Marketing	MKTM2011	4
		Consumer Behaviour	MKTM2012	3
		Total		**7**
2	Promotion & Brand Management	Integrated Marketing Communication	MKTM2031	3
		Product & Brand Management	MKTM4031	3
		Event Management	MKTM3032	3
		Total		**9**
3	Services and E-Marketing	Services Marketing	MKTM3041	3
		E-Marketing	MKTM3023	3
		Total		**6**
4	Sales & Channel Management	Marketing Channel &Logistics Management	MKTM4051	3
		Sales Management	MKTM2052	4
		Total		**7**
5	Strategic & International Marketing	Strategic Marketing Management	MKTM4073	4
		International Marketing	MKTM4071	3
		Business Marketing	MKTM4061	3
		Total		**10**

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8. Conclusion

The main purpose of the program is equipping students with Knowledge, skill of marketing concepts and good business attitudes. Students on this program should get an exciting opportunity to combine business knowledge with professional expertise and develop the confidence to look forward to a career to understand, create, communicate, and deliver value and satisfaction to customers. It provides a broad overview of all the marketing activities involved and familiarizing students to the processes and practices of management more specifically, the module of the program provides students with an understanding of marketing concepts, marketing environment marketing mix applies to real world situations, realize service marketing, event management, import export policy and procedure, and international marketing.

The national exit exam is going to deliver for the graduate students to ensure that the graduates met the graduate profile set in the curriculum, produce skilled and competent manpower to local, national and international market, create conducive environment for stakeholders for their proper engagement in graduates' competency assessment and assess students' educational achievement in the courses in their core marketing areas of program study. Hence, the thematic area (five themes) and core marketing courses (**twelve courses**) are selected in consideration of achieving the main purpose of national exit exam. The chosen courses are core courses of the program and good enough to represent the overall courses provided under the program and properly measure whether graduates can fit for the market.

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Appendix

Module Name, Course Names and course Codes

No.	*Major Module Name*	*Module Code*	*Courses clustered under the modules*	**COURSE CODE**	*CR.hr*	*ECTS*
1	Fundamentals of Marketing	Mktm-M01	1. Principles of Marketing	MKTM2011	4	6
			2. Consumer Behavior	MKTM2012	3	5
2	Marketing Research & Information System	Mktm-M02	1. Marketing Research	MKTM3021	3	5
			2. Marketing Information System	MKTM3022	3	5
			3. E-Marketing	MKTM3023	3	5
3	Promotion & Brand Management	Mktm-M03	1. Integrated Marketing Communication	MKTM2031	3	5
			2. Product & Brand Management	MKTM4031	3	5
			3. Event Management	MKTM3032	3	5
			4. Business Communication	MKTM2033	3	5
4	Services and Social Marketing	Mktm-M04	1. Services Marketing	MKTM3041	3	5
			2. Tourism & Hospitality Marketing	MKTM3042	3	5
			3. Social Marketing	MKTM3043	3	5
5	Sales & Channel Management	Mktm-M05	1. Marketing Channel &Logistics Management	MKTM4051	3	5
			2. Sales Management	MKTM2052	4	6
			3. Negotiation Management	MKTM4052	3	5
			4. Retails Management	MKTM2055	3	5
6	Agricultural & Business Marketing	Mktm-M06	1. Agricultural & commodity Marketing	MKTM4062	3	5
			2. Business Marketing	MKTM4061	3	5
7	Strategic & International Marketing	Mktm-M07	1. Strategic Marketing Management	MKTM4073	4	6
			2. International Marketing	MKTM4071	3	5
			3. Import Export Policy and Procedure	MKTM4072	3	5

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8	Apprenticeship and Senior Essay in Marketing	Mktm-M08	1. Apprenticeship in Marketing	MKTM4081	3	5
			2. Senior Essay in Marketing	MKTM4082	3	5
No.	***Supportive Module Name***	*Module Code*	*Courses clustered under the modules*	CORSE CODE	*CR.hr*	*ECTS*
9	Fundamentals of Management	Mgmt-M09	1. Introduction to Management	MGMT 1061	3	5
			2. Organizational Behavior	MGMT 2082	3	5
10	Advanced Business Management	Mgmt –M10	1. Project Management	MGMT 3102	3	5
			2.Risk Management & Insurance	MGMT 2024	3	5
			3. Operations Management	MGMT4122	4	6
11	Quantitative Methods and Statistics	Mgmt 11	1. Business Mathematics	MGMT 3112	3	5
			2. Managerial Statistics	Stat 3113	3	5
12	Business law	Blaw 12	1. Business Law	BLAW2123	3	5
13	Economics	Econ-13	1. Micro Economics	ECON2132	3	5
14	Accounting	AcFn-14	1. Fundamentals of Accounting I	ACFN3142	3	5
			2. Fundamentals of Accounting II	ACFN3143	3	5
			3. Financial Management	AcFn3041	3	5
15	Basic Computer Skill	*Bais 16*	2. Introduction to ICT	CoSc 2162	3	5
No.	***Common Module Name***	*Module Code*	*Courses clustered under the modules*	CORSE CODE	*CR.hr*	*ECTS*
16	Mathematics for Science	Math1012	Mathematics for social Science	Math 1012	3	5
17	Critical Thinking	LoCT1011	Critical Thinking	LoCT1012	3	5
18	Physical Fitness	SpSc1011	Physical Fitness	SpSc1011		
19	General Psychology	Psyc1011	General Psychology	Psyc1011	3	5
20	Inclusiveness	SNIE1012	Inclusiveness	SNIE 1012	2	4
21	Geography of Ethiopian and the Horn	GeES1011	Geography of Ethiopian and the Horn	GeES1011	3	5
22	Communicative English Language Skills I	FLen 1011	Communicative English Language Skills I	FLen 1011	3	5
23	Communicative English Language	FLen 1012	Communicative English Language	FLen 1012	3	5

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	Skills II		Skills II			
24	Economics	Econ1011	Economics	Econ 1011	3	5
25	Introduction to Emerging Technologies	EmTe1012	Introduction to Emerging Technologies	EmTe1012	3	5
26	Entrepreneurship	MGMT1012	Entrepreneurship	MGMT1012	3	5
27	Social Anthropology	Anth1012	Social Anthropology	Anth1012	2	4
28	Moral and Civic Education	MCiE1012	Moral and Civic Education	MCiE1012	2	4
29	Global Trends	GlTr1012	Global Trends	GlTr1012	2	4
Total Core Courses (Cr.Hr./ ECTS)					**72**	**118**
Total Supportive Courses (Cr.Hr./ ECTS)					**40**	**66**
Total Common Courses (Cr.Hr./ ECTS)					**35**	**61**
Grand Total for the Program (Cr.Hr./ECTS)					**147**	**247**

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