

Marketing
Associate of Arts with ladderized Diploma Programs --Africa Region
Akamai University



Entry qualifications

As an applicant, students must clearly demonstrate proficiency in written and verbal English language communication skills according to collegiate standards. All students must have completed secondary school and have a verified high school diploma. Subsequent levels of study must demonstrate satisfactory completion of prior diplomas and other semester achievements. A sample of scholarly (or professional) writing and a telephone communication with a member of the University faculty are required elements of the admission process. International students with English as a second language or if prior college study was with non-English language colleges, applicants are required to submit a record of a recent TOEFL examination with a 550 score or above.

- Must be capable of college level English communication verbal and written achievement.
- Must attend average of 3 classroom contact hours and 6 hours of homework per week
- Residential delivery via classroom instruction, discussion, projects and examinations
- The examining body is the Akamai faculty team in Ghana
- The certificate is awarded by Akamai University

Duration of course

Six semester length program ---semester duration of 16 weeks

Program Director

Prof. Dr. Peace Obeng

Program Requirements

Certificate Level (3 Months Intensive – Certificate Awarded)

MKT 101 Marketing Management (3 credits)

MKT 102 Sales Management (3 credits)

MKT 103 Advertising (3 credits)

MKT 104 Business Law and Ethics (3 credits)

Diploma Level (3 months Intensive- Diploma Awarded)

MKT 111 Marketing Promotions and Communications (3 credits)

MKT 112 Consumer and Industrial Buyer Behavior (3 credits)

MKT 113 Marketing Research Methods & Practices (3 credits)

MKT 114 Customer Care and Satisfaction Service (3 credits)

Advanced (3 Months Intensive- Advanced Diploma Awarded)

MKT 121 International Marketing (3 credits)
MKT 122 Financial Marketing (3 credits)
MKT 123 Strategic Marketing Planning (3 credits)
MKT 124 Management Information Systems (3 credits)

Associate of Arts Semester #1 (3 Months Intensive)

MKT 201 Business & Corporate Negotiation (3 credits)
MKT 202 Advertising (3 credits)
MKT 203 Public Relations (3 credits)
MKT 204 Principles of Management (3 credits)

Associate of Arts Semester #2 (3 Months Intensive)

MKT 211 Marketing Distribution Management (3 credits)
MKT 212 Supply Chain Management for Marketers (3 credits)
MKT 213 Business Management & Administration (3 credits)
MKT 214 Purchasing & Procurement for Marketers (3 credits)

Associate of Arts Semester #3 (3 Months Intensive)

MKT 215: Integrated Marketing Communications (3 credits)
MKT 216: Marketing Innovation & Leadership (3 credits)
MKT: 217 Social Psychology for Marketing Managers (3 credits)
MKT: 218 Entrepreneurship for Marketing Managers (3 credits)

CONTACT INFORMATION

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