

RELEVANCE OF MARKETING EDUCATION AND ECONOMIC GROWTH IN NIGERIA**ELUOZO COLLINS****Department of curriculum and Instructional Technology (Science Education Option)****Faculty of Education****Ignatius Ajuru University of Education, Port Harcourt, Nigeria****&****HARRYBA BRAIDE****Department of Marketing****Rivers State University, Port Harcourt****Abstract**

The relevance of marketing education and its inputs on the socioeconomic growth of Nigeria was examined. The paper considered the various meanings of education, people's perception about education, what constitutes an educational system was also examined. The relationship between educational setting, school system and education was synthesized and analyzed. The basis of business education cum marketing, its role in human capacity building was addressed. The paper x-rayed the marketing strategies in Nigeria comparatively with that of other countries, issues hampering business growth in Nigeria was equally discussed. Possible ways of improving marketing structure in the agricultural sector, education, and economic sectors in Nigeria was fully addressed. The paper concluded with relevance of business education to the Nigerian citizens and recommendations on the areas of shortcomings were highlighted

Keywords Business, Education, Nigeria, Igbo, Business Education, Trade, Manufacture, Technology, School, Skills, Production, Curriculum, Tourism, Marketing, Bloc, Export, Industry, Standards, Amplify.

Introduction

Education is the basic foundation and instrument of economic growth and technological advancement of any nation. Due to the significant roles of education, governments at various level commit huge amount of money and others resources to ensure the provision of education for her citizenry and also modified their policies towards ensuring that education is made accessible to the generality of the citizens. According to Oyebade (2008), education is a business venture for both the individual and the government, and therefore, the thigh between business and education is an essential element of educational goal. The design of business into educational curriculum is a development in the right direction considering the offer of business in increasing knowledge for personal and national development.

It is the conception of business in mass productions that gave birth to marketing, hence

without the exposure of one's goods and services the aims and objectives of business is defeated. Therefore, marketing education is mainly the teaching of fundamentals, concepts, theories and processes of business development. In Okoli (2010), marketing education is a vital component of the general education which enables the growth and expansion of personnel skills, knowledge, competencies, comprehension and analysis in all aspects of business ventures.

In a similar vein Nwanewezi (2010), explained that business education is an eclectic education that provides avenue of excellence to office workers, academicians, administrators, private sectors and in government economic policies making and that above all, marketing is the salability of any business. The assertions of Nwanewezi was in congruence with reports of Abdulkadir (2011), who stated that business education enables for

independent self-employment as well an avenue for employing others.

The relationship between business, marketing and education and national economic development in Nigeria is the target of this study to x-ray the inputs of marketing education in the growth of the Nigerian economy.

What is marketing?

Ismriti Chan defined markets as the context of, both physical and conceptual, where exchange of goods and services takes place while marketing is all activities that involve the producer to the final user including processing and distribution of goods and services.

From the definition above, one can conclude that marketing is a third-party intervention between the producer of goods and services and the consumer of goods and services. Marketing is the spokes agent of producers, adviser of goods improvement, the circulator of goods, supplier and deliverer of goods and services to the doors of the consumers.

Bloc of Marketing

The producers comprises of farmers of all categories, pastoralists and the manufacturers of material goods. The term production input, is referred to when producers produces a commodity that can be marketed. Ismriti Chan maintained that consumer is anyone who is the final consumer of a product or the final user of a production input (e.g. pastoralists may consume butter and veterinary inputs), While retailer is the final link in the chain from producer to consumer which is the main stream of marketing. There exist so many names of marketing operators, must famous among them is market actors and market agents which represent any persons participating at any level of the marketing activity.

Objectives of Marketing

Reasons for marketing abound, few essential ones shall be discussed in course of the individual producer or consumer, some of the objectives is to maximize benefits from the resources available and to expand marketing operations in order to increase wealth of both the producer and the marketer. Ismriti

postulated that from a societal point of view, the objective is mainly to encourage efficient allocation of resources, to create wealth and promote economic growth in order to improve the general welfare of the society. However, some other important considerations could be to improve distribution of income between sectors of the economy and to maintain some stability of supply and demand for marketing of goods and services.

For the growth and development of any society, its economic sector must be linked with the educational sector which is the driving force and business education is the genuine medium for the socioeconomic growth and development that can actualize the dreams of the economic industry. According to Ekpenyong (1992), business education found its head way in Nigeria's educational curriculum through individual initiative by few Nigerian entrepreneurs before the Nigerian government saw the need of incorporating it into the curriculum as a discipline and field of study, He stated that the pioneers of this venture were quick to realize the importance of business education to their personal development, and that of the national economic growth and development. The introduction of marketing into educational system was some years before Nigeria's independence and years after, business education, marketing education, teacher education, vocational and technical education, were not given due consideration in Nigeria's education curricula. This is not to say that the Colonial educational administrators did not recognize the importance of this form of education. However, the colonial administrators equally saw need on this kind of education but their interest was more of those that satisfies their missionary quest as reading for interpretation, arithmetic for counting, and religion for worship. The missionaries undermined the pursuit for business development with the bid to under-develop the Africans.

Characteristics of Product marketing

Product marketing all over the world normally begins with individual smallholder in business. Producers usually carry out some or all of the marketing steps by their self. Often, because producers are also consumers, little of what is produced is marketed. This is more related in

Agriculture where the producers only market remnants especially subsistent farmers. Due to traditional attitudes towards wealth in agricultural produce, owners mainly choose to preserve their goods rather than market them.

Producers are always in distance with the consumers, some are in isolated environs and most are very doubtful if the cost of the goods equates the value of the goods. These conditions critically affect the nature of marketing and distribution process of goods and the development of business settings. Another factor that equally affects the process of marketing is the very nature of the commodities, which are rarely in consumable form when first entering the marketing system, and suffer from perish-ability or otherwise susceptible to losses during storage process and transportation. Some of the products are seasonal products that may not be found in the market as at when the consumers' needs them, before they return back into the market arena other products has over taken their place.

Requirements for market development

In-order to develop a good market, rural communities must be effectively linked with good road infrastructures and information technology, to enable the third party (middlemen) in the marketing system interface with urban center of consumers.

A.B.M. S Zahur stated that "with the shift in resources away from production to marketing services, small-scale processing can expand markets by increasing demand through diversification of the end products." Based on the experiences it is important and crucial that the marketing industry be reformed to accommodate the requirements which will strengthen the institutional and policy environments and that which will in no condition discourage or unnecessarily impede the actions of the marketers. There should be state extant laws that provides for the property rights and contracts protection.

Some other important conditions that requires development in the marketing ventures is the

disequilibrium between demand and supply. There should be synergy between producers and consumers on regular sustenance of products. The state of disequilibrium, where technical and institutional changes, should be advocated for, in order to meet the conditions needed to attain a comparative advantage and efficacy limit.

There is a close relationship to scarcity of resources (poverty trap) in marketing that is likely to cause subsistence activities to dictate the pace of business, thereby subverting the superfluous manpower and other resources necessary for investing in new prowess and technologies required in developing comparative advantage. The role of property rights legislation is quite essential as marketing intrinsically adopts exchange of property rights. The environmental and political characteristics of a nation may hamper the degree on which such exchanges are practiced.

Practical relationship between Marketing and Economic Development

Emily (2018) stated that marketing drives the economic sector of a nation in many ways, according to her, marketing creates job creation opportunities; it equally influences the purchase of products and services. She maintained that the process of marketing is the development of goods or services from conception to consumption. She asserted that marketing coordinates four basic elements in business which is: development of a product, determination of price, selection of distribution plan and implementation of promotional strategies hence, the major concepts of economic development and business base.

The process of introducing a fresh product into the market arena involves multiple factors, including market investigation and product blueprint. The consideration of customers' perception and needs, the nature of the product's advertising location, product packaging and product brand name also increases job creation and an influx of demands from the producing firm.

Tacit relationship between Marketing and Economic Development

Marketing procedure requires creating some fragile associations between marketing diplomacy and the states of economic development. Marketing demands advertising to update consumers on their products innovation as well compelling customers to patronize their products and updating customers on their new products and availability.

A meaningful advertisement has the probability of improving company's selling capacity, thus increasing the tendency of business spread. When business sales increase, workers' wages also increase, and when wages increase spending increases the result is increase in tax and revenue that can be used to improve governmental agencies and other entities that depend on government projects and development such as roads, schools, boards, hospitals and other projects that impact on the people.

Economic Development

In the articles of ILRI, economic development is seen as the process in which a country improves the social well-being of its citizens through political distribution of resources influenced by a variety of factors, including marketing.

The controversies of what actually constitute economic growth, remains a contending issue among economists, but the truth remains that economic growth is an increase in the ability of an economy to produce goods or services over time. However, economic growth is an important factor among others factors of economic development of a nation.

Other factors that play prominent role in enhancing the economic development of a nation include production mentality of the people as economic base. This economic base determines monetary (income/expenditure) flow created by a nation's production of goods or services overriding the local needs of the society.

In order to achieve increase in productivity, the society is required to employ a lot of strategy, such as creating avenues for new jobs and inspiring new business developers within the

society. If much effort as discussed is put in place to improve on business, the society is bound to witness economic development rather than growth, which will drastically impact on the governmental performance through increase in tax and revenue generation.

The role of marketing and trade education in national development

Marketing education plays fundamental roles in the economic growth and overhauling development in every nation. Some of the major roles attracted by marketing and trade education in the national economy include:

- producing experts and specialization in activities of comparative advantage to the society
- developing high skill personnel that enhances resource-use efficiency and trading
- producing business experts that expands and advances the market with economic growth of the nation linking it to foreign trading.

Relevance of Marketing to the Economic Development of Nigeria

Marketing has acquired an important place for the economic development of Nigeria. Therefore, it has become a necessity for attaining the object of socioeconomic welfare of the nation.

Based on this assertion, marketing is considered to be the most important activity in a business enterprise while been considered the last activity at the early stage. For dexterity, the under-listed importance of marketing will be discussed:

- i) Ensures quality standard of living to the society: Every society comprises diverse people with diverse tastes, interest, opinions and preferences. Contemporary marketing regularly aimed at customers' satisfaction. Therefore, the foremost responsibility of marketing is to deliver goods and services to the society according to their needs, tastes and preferences at affordable price limit. Marketing also plays the role of examining societal needs and wants, ensuring the production of the required goods and services according to their desires, also creating the avenue for the quest of more goods and services. Marketing promotes the goods quality, making people aware about them

and creating a demand for the goods, encouraging customers to use them and improving the quality of life in the society.

ii) Reduction in distribution cost:

Another important role of marketing is the control of cost in distribution. With efficient marketers producing companies can reduce their distribution costs to an appreciable limit. Reduction in price of goods directly affects the cost of products hence the cost of distribution is crucial to the total price of the product.

iii) Marketing employment opportunities:

Marketing involves advertising, sales, retailing, whole sales, distribution, branding, agency, representative, jingling and door-door activities etc. Therefore, establishing a marketing firm automatically gives rise to engaging people to work in several areas of marketing demand. The employment avenues in marketing are vast in the areas of transportation, storage, financing and communication etc. this employment reduces crime in the society and enhances the economy.

iv) Guide against business sprawl:

Business sprawl leads to unemployment, frustration of once success of business fellows and great loss to the economy. Marketing helps in saving the society against all these challenges.

v) Amplifies national income:

Flourishing market activities generates, maintains and creates the demand for more goods and services in a given society. To meet this enlarged order the producing firms need to amplify their echelon in production to achieve more customers that will boost her income. This will equally amplify the national income through tax and other revenues. Good marketing leads to additional exports of goods and services that add to the national income.

Igboke (2005), also enumerated the followings as the contributions of marketing education to the individual and the nation:

- Helps to develop basic skills for personal use in the future
- To acquire the basic knowledge and skills of business education

- To relate the knowledge and skills acquired to national development
- To develop basic skills in office occupation
- To provide the needed background for teaching in business subjects
- To prepare students for further training in business studies
- To provide orientation and basic skills with which to start a life of work for those who may not undergo further training

Creating a business friendly environment in the developing country Nigeria

ILRI postulated that before taking on major future oriented reorganization of the educational system in Nigeria, the leaders should sort for means of resolving the problem of employing the currently unemployed and improving the productivity of the currently employed. The techniques of marketing research and product development can contribute in many ways to the needed educational revolution in Nigeria.

Peter Drucker in his articles enumerated some important contributions of marketing in developing countries, due to its potentials in answering the critical need of the society. He noted that marketing is the common knowledge required in most developing countries, by the governments and its allied public enterprises to own a major portion of the production sector of the economy. He further criticized government policies which prove counterproductive to the marketing efforts of individual firms. Peter advocated that every government personnel require basic knowledge and understanding of marketing and its implications to further their aim at national development.

The relevance of marketing is curtailed without giving ample credence to the generality of management field hence the accomplishment of good marketing thoughts demands a good management strategy.

Peter highlighted two basic conditions that should be met before any government embarks on a marketing approach: (a) Recognizing that marketing and management are professional

disciplines; and (b) Recognizing that in organizing different governmental operations, deliberate screening of candidates for their competence in the field of management is essential.

Possible areas that Marketing Education can help Nigeria as a Developing Nation

Population Control: Despite several publications, population control policies and programs put in place to hasten the adjustment of reproductive rates with the intention to positively effect changes in survival patterns of Nigerians, the high birth rate still raises its ugly head. This disappointment could have been prevented only if the management of family planning programs used practically all the machinery of marketing. There is high tendency relationship between population growth and information lacuna. There exist some believes that communication problem is somewhat corresponding to the need for intensive distribution of contraceptive campaign in order to reach the different groups of the teeming Nigerian population. The machinery of marketing is centered on the administration of population control agents in setting up audience targets, in strategizing an appropriate distribution methods, motivating the birth limit age females and males on the need of adopting family planning measures, enumerating its benefits to the society, mentoring to achieve the desired public attitudes to the use of contraceptives, disabusing the mindsets on the contradictions of contraceptive drugs and developing a proper marketing strategies that will meet this demand.

Agricultural Development and Farm Productivity

Productivity: Low farm productivity and apathy in farming habits witnessed allover Nigeria is highly linked to several factors such as inept methods of irrigation, unavailability of mechanizing farm tools, little or no inadequate provisions of fertilizers, lack of government sponsors, finance and natural disasters etc. But marketing scheme is regularly displaced. In a real sense agricultural challenges and development is more of human errors than a technical and other resources. Even though all farmers are being provided with all production

inputs and financial without marketing education, is more or less a waste because most farmers lacks marketing knowledge and access to the market structure.

In order to achieve the desire for industrial agricultural revolution in Nigeria, it is important to develop the market system. Proffer incentives methods that will attract subsistence farmers to produce more, critical among the incentives is road network to the city markets.

Central markets and marketing control institutions need to be established as part of the socioeconomic development accomplishments. To develop a strong and efficient socioeconomic structure requires interdisciplinary skills, and marketing is the only driving force that accomplishes it as a contributing mechanism. Marketing machinery helps in defining the socioeconomic and political structures of every society.

Education and Human Capacity Building

Building: Marketing ideas and methods have contributed immensely in producing the needed economic manpower in Nigeria. Nigeria needs several human skills to function competitively in economic and social development. Most of our educational curriculum is restricted geographically to the cities with little or no emphasis placed on non-formal training skills which would have helped to increase the productivity of rural laborers, farmers and other interested parties. It is an illusion to believe that the uneducated are always unwise, because the illiterate are not always ignorant of their environment.

It is quite unfortunate in Nigeria that our educational institutions have narrowed the marketing sector into a particular discipline instead of including it in all discipline. There is equally the need of distance programs that alt to train people through non-academic instruction in marketing in the rural areas.

Only in Nigeria that discrepancy exist between students' educational aspirations and job aspirations. Lack of employment opportunities and

employers' practices could be linked to this discrepancy. In the Western world emphasis has drifted from employers insisting on hiring personnel with designated educational skill to productivity skill. In Nigeria the pace of which certificate do you have? Still impacts negatively in our economic sector thereby making our graduates so docile to certificate skill. Job productivity can be augmented by developing pragmatic training necessities for diverse educational classes.

Industries and Entrepreneurial Growth in Nigeria: Nigeria since independence in 1960, several efforts by successive governments with the quest for industrial growth has imported chic intensive expertise and equipment's from the West. This act has added extra burden on the nation's scarce foreign exchange. Due to this perception and trend, the technological and capital base of small industries have been highly neglected. It is important that Nigeria adopts the methods of Malaysia, Japan and the United States where small businesses constitute a large part of their own industries.

Malaysia has mandated its industrial partners to build factories in the rural areas more especially palm produce which was exported from Nigeria, is now a booming business in Malaysia. This strategy may seem unattractive to the operators, since the job skills required to operate these factories are quite celestial to the technical skills the rural laborers can offer or can be trained for, thereby adding much capital burden to the operators but the truth remains that industry development has to be attached to the local population for the sake of civility. In Nigeria, since the investments on highly technological industries became famous, the operation of these ventures has suffered a lot of marketing and managerial tribulations. Management growth can only be visible if the industries equally grow, hence the Nigerian governments imports machines and technologies without adequate manpower trainings to man these technologies the resultant effects is seen in industry collapse.

It is high time marketing professionals play an active role in entrepreneurial development programs in Nigeria. It is moderately simple to provide technical assistance to an entrepreneur than marketing assistance. Marketing skills are solely limited for successful entrepreneurship. Schools in Nigeria should intensify efforts in entrepreneurial training.

Export Promotion: As part of governmental activities in Nigeria, marketing plays an invaluable role in the repositioning of the socioeconomic structures. Nigerian government should market her marketing professionals abroad to seek export opportunities as well as to conduct necessary research on the scenery of the competition that Nigeria is likely to facade abroad. In Nigerian environment, information on market opportunities must be extensively dispersed for all potential entrepreneurs in the producing industry. Nigerian government should create an enabling environment where new export ideas by individual manufacturers can operate vehemently. In order for Nigeria to achieve this task effectively, the government should centralize all the export policies (Institute for Export Promotion) with considerable operating authority with local business considerations.

Tourism: Tourist is the center hub of every nation's relationship with other nations. Marketing of tourism is a complex task because it requires (a) an extreme amount of job specialization in its organization and engagement of skilled personnel, (b) improvement of physical amenities, (c) modern pricing mechanisms in coordinating the fundamentals of the clandestine segment, (d) an intelligence of thoughtful of the challenges tourists face in foreign countries, and (c) constructing an incorporated organizational configuration to synchronize all aspects of tourist activities.

In order to achieve a tourism promotion scheme in reality, precision in information, cultural behaviors, consideration of the local population, and challenges of crude journey should be emphasized. Travelling packages, security-outfits, mobility and serene should be considered.

Educational Implications

Business Education being a type of training that plays its part in the achievement of the general aims of education on any given level, has its primary objective on the preparation of the people to enter into a career, to render efficient service and to advance from their present level of employment to higher levels which always have significance effect on the socioeconomic development of any nation. (Osuala 2003), enumerated that Business Education affords to individuals an opportunity to develop their skills, abilities and understanding that will enable such individuals to handle competently personal business affairs; develop an understanding of the vocational opportunity available in the broad field of business and to assume his citizenship responsibilities through enlightened participation in socio-political environment of the society, and develop the understanding and appreciation of the business organization.

Marketing Education is a broad area of comprehension that deals with the economy directly. Business and education is enclosed in that business is the watch dog of education and education is the driving force of business. The development of every nation is dependent on the business growth of the nation and the business growth of the nation is also dependent on the educational outputs.

Conclusion

Marketing is a developmental instrument that produces profit, and the profit is relied basically on human resource development. To Raffaele "economic development is a social process in which interaction between rising human capacities and their employment and the environment and institutions favorable to them takes place." Therefore, for effective socioeconomic development to succeed marketing must deal with the issues concerning socio-economic activities of the Nigerian environment. Marketing education is the mechanism that exposes students to different

ways of being innovative, competitive on Job Competence, also creates avenue for vocational opportunities available in the field of business. Entrepreneurship without marketing education knowledge and skills is as good as being dead on arrival. (Lawal 2005) accounted that the rate of unemployment among school graduates is more than those with skills and he advocated that skills should be part of the educational curriculum. Some of the opportunities offered by marketing education includes building a strong foundation to new business entrepreneurs, provision of practical ground for skills acquisition, it also help new school leavers to gain knowledge of business and concepts through the study of different business subjects, financial, economical, digital literacy, technological skills, and general enhancement in productivity in the industrial sector.

Countries with good educated workforce create competitive advantages for companies in the business environment, encourages creative and innovative ideas, thereby improving productivity and finding new ways to increase the availability of goods and services. Individuals with business education are helpful to companies in the areas of managerial selections.

Marketing education generates innovative ideas that connect the entire audience, inculcate in the people fundamental qualities needed for the proper management of a business and the rapid growth and development of the country.

Recommendations

Based on the issues raised and the valuable contributions of marketing education to the economic growth of Nigeria, the following recommendations are made;

1. The Nigerian Government should create an enabling ground for business interaction in the country
2. The schools management should advocate for the type of curriculum that includes skills
3. Business education should be part of all educational courses hence every business requires marketing

4. Stakeholders should patronize local products to encourage local production
5. Interest free loans should be offered to small and medium scale business entrepreneurs by our respective governments.

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