



Covenant University Newsflash

A weekly update of News and Events in Covenant University February 23-27, 2015

Vice-Chancellor Visits Colleges, Promises more Conference Sponsorship

The Vice-Chancellor, Professor Charles Ayo, has promised that the University would sponsor faculty to conferences organised by their professional associations in furtherance of the internationalisation aspect of the University's goals for the academic session.

Professor Ayo revealed this on Wednesday, February 18, 2015, while addressing the faculty and staff of the College of Business and Social Sciences during his annual visit to the College.

The visit was in furtherance of the goal of "Innovation, Impact and Internationalisation," as well as the need for the Management to be acquainted with pertinent issues in each College of the University. It was also meant to assess students' academic progress and ascertain the extent to which each College is



Vice-Chancellor, Prof C. K. Ayo (3rd left) and his Management Team with some senior faculty of the College during the visit

implementing the goal for the session.

The Vice-Chancellor also encouraged a close tie with the industry in order to stand out from the crowd, even as he appreciated everyone for the collective effort to achieve the current

Webometrics ranking of the University.

He also promised that the Management would do everything possible to ensure that the University continue to lead.

Earlier in his welcome address, the Dean of

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"Let your Education Count" - Psychologist tells Students

Clinical Psychologist, Dr. Afolabi Aroyewun, has charged students of Psychology in Covenant University to make their education count in their approach to vital human issues in the society.

Dr. Aroyewun, who is a Clinical Psychologist at the Federal Neuropsychiatric Hospital, Uselu, Benin City, Edo State, was the Guest Lecturer at the Town and Gown Interaction titled

"Clinical Psychology in Nigeria: Practice, Challenges and Prospects", on February 13, 2015, at the College of Development Studies Conference Room.

According to him, a Clinical Psychologist is concerned with the assessment, diagnosis, treatment and prevention of mental disorder. Adding that, Clinical Psychologists are not medical doctors and do not prescribe medication, however, in some countries, they are allowed to do so.

"With the new curriculum on Psychology - Pharmacology, Nigerian Psychologists might soon be allowed to prescribe drugs", he said.

He explained that the focus of

the profession is divided into two: dealing with normal human beings and the abnormal people who pose danger to the society.

A psychologist can work in any organization such as: remand homes, Nigerian Prison Service, Federal Medical Centers, Nigerian Police Force, teaching hospitals, and specialized agencies, among others.

He highlighted the areas of specialty in which Clinical Psychologists function: child mental health, adult mental health, learning disabilities, emotional disturbances, substance abuse, geriatrics and health psychology.

Dr Aroyewun noted that between 1976 and 2012, about 1,647 people have been trained in the field of clinical psychology in Nigeria and about 316 are currently at various stages of completion of Masters degree.

He noted further that the problems of Psychologists, however, started with the first generation of practitioners who were unable to defend their practice, thereby making Medical Doctors underrate the Psychology profession.

The Clinical Psychologist also stated some of the challenges facing the profession, which

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The Guest Lecturer, Dr. Afolabi Aroyewun, making his presentation at the event

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the College, Professor Isaiah Olurinola, noted that for the Vice-Chancellor to commence his visit with the College of Business depicts, in no small terms, his respect for a business approach to the issue of university management.

While appreciating the Vice-Chancellor and his team for 'the right hand of fellowship' received in terms of research and conference participation support, he assured them that the research efforts of the College are geared towards the provision of solutions to the myriad of problems faced in the community in particular and Africa in general.

Each of the Deputy Deans of the two Schools under the College used the opportunity to present their score cards on their areas of strength and gaps, quality of

service delivery, extent to which the goals for the session are being implemented, academic progress of both undergraduate and postgraduate students, and strategies for internally generated revenue.

The Deputy Dean, School of Business, Dr. Francis Iyoah, stated that programmes in the three departments in the School are highly subscribed. He added that International Finance



Vice-Chancellor, Prof C. K. Ayo,

Reporting Standards (IFRS) was introduced into the Accounting curriculum, which according to him, was adopted by the National Universities Commission (NUC).

His counterpart in the School of Social Sciences, Dr. Daniel Gberevbie, also noted that towards the attainment of the goal of innovation, some outstanding researches were being carried out by some of the faculty members. He expressed belief that the expected findings would have great impact on the community and project the University in good light for proper recognition.

They also enumerated various challenges facing them, to which the Vice-Chancellor and other members of Management adequately responded.

On the Vice-Chancellor's entourage were the Deputy Vice-Chancellor, Professor Taiwo Abioye; Registrar, Dr. Olumuyiwa Oludayo; Director, Financial Services, Pastor Deji Okubanjo; Director, Physical Planning and Development, Arc Gbenga Alalade; Director, Centre for Systems and Information Services, Pastor Abolade Afolabi; Director, Academic Planning Unit, Dr. Akan Williams; Director, VC's Office, Dr. Omotayo Osibanjo.

Digital Marketing: The Way to Go

Digital Marketing has been described as a powerful tool that enables businesses leverage internet technologies to deliver promotional advertisements to consumers.

This was the summation of the Managing Director, Playhouse Communication Limited, Mr. Tolu Onile-Ere, in his presentation, titled "Digital and Online Advertising", at the Department of Mass Communication Town and Gown Interaction.

According to him, customers are less attentive to messages, but more attentive to the media that give them room to learn and make the best decisions in advertising.

Mr. Onile-Ere observed that in the past, the media chased customers, but now customers are the ones chasing the media.

He noted that Nigeria is 11th among the countries with the highest internet users, through the use of mobile phones

and other devices. This, according to him, is a pointer to the fact that the future is digital and that youths are the indicators of digital demands. He, therefore, enjoined the students to embrace Digital and Online Marketing as the world advances technologically.

In his remarks, the Head, Department of Mass Communication, Dr. Dokun Omojola, stated that Digital Advertising is an area of interest to the students, adding that the aim of the programme was to enhance the students' knowledge of the subject.

Also speaking at the event, a senior faculty in the department, Professor Cecil Blake, said that the programme was a perfect indication of the direction to take in this world. He, therefore, urged the students to optimize the resources they have at their disposal.

In attendance at the programme were faculty, staff and students of the Department of Mass Communication.



The Guest Lecturer, Mr Tolu Onile-Ere, Managing Director, Playhouse Communication, with faculty and students of the Department of Mass Communication after his presentation

"Let your Education Count"

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include: registration, enabling law, scheme of service, discipline/unethical conducts among practitioners, and documenting clinical psychologist activities in Nigeria for the benefits of humanity.

Speaking on the prospect, Dr Aroyewun stated that plans are underway, which will subject anybody holding a vital position in the country to be assessed every four years.

Also present at the seminar were the Deputy Dean, College of Leadership Development Studies, Professor Amos Alao, Head of Department, Psychology, Dr Olujide Adekeye, as well as other Faculty, Staff and Students of the department.