

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

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| Course | Diploma in International Logistics & Supply Chain Management |
| Module Title | Marketing Management (Elective) |
| Module Syllabus No. (if any) | NIL |
| Year Offered | 2018 |
| Start-Date | May 2018 /September 2018 |
| End-Date | May 2019 /September 2019 |
| Syllabus / Content / Learning Outcomes | <p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> a) Understand the marketing concept and its changing role in society b) Describe key features of the modern marketing environment c) Analyse buyer behaviour as a basis for market segmentation d) Contextualise the role of the modern marketer manages their role in a multiple stakeholder environment. <p>Subject-specific Skills</p> <ul style="list-style-type: none"> e) Identify the role and importance of marketing research. f) Use PESTEL and SWOT as a basis for understanding the external environment and competitive position g) Apply the key principles of segmentation, targeting and positioning. <p>Key Skills</p> <ul style="list-style-type: none"> h) Explain concepts and theories clearly and cogently and apply these to a variety of domestic, International and Global scenario's. i) Be equipped to evaluate the skill set of a successful modern marketing professional. |
| No. of Teaching Hours | <p>Teacher Managed Learning Eg : Lectures : 48 Hrs</p> <p>Student Managed Learning Eg : Tutorials, Seminars etc : 152 Hrs</p> <p>TOTAL = 200</p> |
| Teaching Methods | Lectures, tutorials, case-studies analysis, research journals and group discussion. |
| Assessment Methods and Weightages | Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50% |
| Skills for Maximising Learning Outcomes | Reading and research |
| Dates of Examinations, Major Assessments and Assignments | <p>Examination Period (not all modules have end-of-semester / year examinations)</p> <p>Indicative: December 2018 & May 2019/ January 2019 & September 2019</p> |

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| Recommended Text | Materials are planned to create synergies between lectures and seminars. Lectures will be supported by appropriate learning materials such as videos and CD ROMS wherever possible. Tutor-led seminars will be used to support lecture topics. Case studies will be used where appropriate handbook. John Fahy, David Jobber - Foundations of Marketing -2000- Psychology - McGraw Hill Higher Education; 4th edition (January 1, 2012) |
| Additional Reference Texts (if any) | Marketing Management (Elective) |
| Additional Remarks (if any) | NIL |

| Lesson No. | Learning Outcome |
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| 1 | The marketing concept in the organisation |
| 2 | The marketing environment - The nature of the marketing environment, the socio-cultural environment, the technological environment |
| 3 | The economic and competitive environment, the political and regulatory environment |
| 4 | Customer behaviour: The role of behavioural sciences in marketing |
| 5 | Purchasing processes, buying situations, environmental influences, psychological influences, socio-cultural influences |
| 6 | Consumer versus organisational buying behaviour |
| 7 | Marketing information and research, Marketing Research Process and the uses of marketing research |
| 8 | Primary Research, Secondary Research, ethical considerations, marketing information systems |
| 9 | The uses of qualitative and quantitative techniques |
| 10 | Segmenting markets: The concept of segmentation |
| 11 | The benefits and dangers of segmentation, criteria for successful segmentation |
| 12 | Different approaches to segmentation |
| 13 | Marketing practice: The role and responsibilities of the marketing function |
| 14 | The role of marketing strategy and marketing plans. This will also be considered within the context of the Chartered Institute of Marketing (CIM) and other professional bodies |
| 15 | The Sustainability of Marketing The rise and evolution of 'green' marketing |
| 16 | How modern marketing has embraced and seeks to go beyond corporate social responsibility |

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