

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Post Graduate Diploma in Management
Module Title	Marketing Management
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	February 2018 / September 2018
End-Date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module, participants will be able to:</p> <p><b>Knowledge and Understanding</b></p> <ol style="list-style-type: none"> <li>a) Justify, using robust practical and theoretical evidence, the application of marketing across a variety of organisational contexts.</li> <li>b) Apply a range of analytical models and conceptual tools and techniques in the marketing decision process, in particular with respect to environmental analysis, marketing planning and control to produce superior marketplace performance.</li> <li>c) Critically select and apply relevant marketing theories, conceptual models and frameworks in the development of marketing strategies within a dynamic business environment.</li> <li>d) Demonstrate knowledge applied to evaluate marketing practice in relation to the cross-functional aspects of business &amp; management with the goal of enhancing long-term shareholder value or other measures of success.</li> </ol> <p><b>Subject Specific skills</b></p> <ol style="list-style-type: none"> <li>e) Synthesise complex organisational based information, together with dynamic external data into effective marketing lead planning strategies.</li> <li>f) Create an implementation plan, by which the marketplace strategy may be made effective.</li> </ol> <p><b>Key Skills</b></p> <ol style="list-style-type: none"> <li>g) Demonstrate an ability to work effectively in a leadership role in order to carry out marketing tasks linking theory to practice.</li> <li>h) Make discriminating use of a range of learning resources in order to solve organisational marketing related problems.</li> <li>i) Communicate the solutions arrived at, and the thinking underlying them, in verbal and written form.</li> </ol>
No. of Teaching Hours	Contact Hours – Lectures, Seminars & online activity(13 x 3) = 39 Independent Preparation, pre-reading and analysis (13 x 7) = 91 Workshop activity (2 x 7) = 14 Workshop Preparation = 6 Assignment Work = 50 TOTAL = 200
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written assignment 1: 2,000 words - 40% Written assignment 2: 3,000 words - 60%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	TBA
Recommended Text	Tony Proctor - Strategic Marketing: An Introduction -2000- Psychology press
Additional Reference Texts (if any)	NIL.
Additional Remarks (if any)	NIL

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Lesson No.	Learning Outcome
1	Introduction to Marketing Management
2	Customer Perceived Models
3	Asian Millennial
4	4P Marketing Mix
5	7P Marketing Mix
6	Benchmarking
7	Creating a Buyer Avatar
8	Value Proposition Canvas
9	Customer Journeys
10	SMART Goals

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