

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>Diploma in International Hospitality and Tourism Management</b>
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><b>Knowledge and Understanding</b></p> <ol style="list-style-type: none"> <li>a) Understand the marketing concept and its changing role in society</li> <li>b) Describe key features of the modern marketing environment</li> <li>c) Analyse buyer behaviour as a basis for market segmentation</li> <li>d) Contextualise the role of the modern marketer manages their role in a multiple stakeholder environment.</li> </ol> <p><b>Subject-specific Skills</b></p> <ol style="list-style-type: none"> <li>e) Identify the role and importance of marketing research.</li> <li>f) Use PESTEL and SWOT as a basis for understanding the external environment and competitive position</li> <li>g) Apply the key principles of segmentation, targeting and positioning.</li> </ol> <p><b>Key Skills</b></p> <ol style="list-style-type: none"> <li>h) Explain concepts and theories clearly and cogently and apply these to a variety of domestic, International and Global scenario's.</li> <li>i) Be equipped to evaluate the skill set of a successful modern marketing professional.</li> </ol>
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 &amp; May 2019/ January 2019 &amp; September 2019</p>

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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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
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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