

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Diploma in Entrepreneurship
Module Title	Entrepreneurial Marketing
Module Syllabus No. (if any)	N/A
Year Offered	2019
Start-Date	Feb / May / Sep 2019
End-Date	Feb / May / Sep 2020
Syllabus / Content / Learning Outcomes	<p>On successful completion of this module the student will be expected to be able to display the understanding of:</p> <ul style="list-style-type: none"> ✓ Introduction to Business-to-Business Marketing ✓ Business-to-Business Environment: Customers, Organizations, and Markets ✓ Organizational Buying and Buyer Behavior ✓ Legal and Regulatory Environment ✓ Concepts and Context Of Business Strategy ✓ Market Research and Competitive Analysis ✓ Segmenting, Targeting, and Positioning ✓ Developing the Product, Service, and Value of the Offering ✓ Innovation and Competitiveness ✓ Pricing in Business-to-Business Marketing ✓ Business Development and Planning ✓ Business-to-Business Selling Developing and Managing the Customer Relationship
No. of Teaching Hours	24 hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	3000 Word Assignment (100%)
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Jan / Apr / Aug 2020
Recommended Text	Marketing: An Introduction, 10/e Armstrong & Kotler, 2011, Prentice Hall Rethinking Marketing: The Entrepreneurial Imperative, 1/e Schindehutte, Morris & Pitt, 2009, Prentice Hall
Additional Reference Texts (if any)	Strategic Entrepreneurship, 4/e, Wickham 2006, Prentice Hall Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company (paperback), 1/e Lodish, Morgan & Archambeau, 2007, Pearson Prentice Hall
Additional Remarks (if any)	

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 Business-to-Business Marketing Business-to-Business Environment: Customers, Organizations, and Markets
2	Organizational Buying and Buyer Behavior Legal and Regulatory Environment Concepts and Context Of Business Strategy
3	Market Research and Competitive Analysis
4	Segmenting, Targeting, and Positioning
5	Developing the Product, Service, and Value of the Offering
6	Innovation and Competitiveness
7	Pricing in Business-to-Business Marketing
8	Business Development and Planning Business-to-Business Selling Developing and Managing the Customer Relationship

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