

**AMITY GLOBAL INSTITUTE**

**Module Syllabus**

Course	<b>Foundation Programme For Higher Education</b>
Module Title	Fundamentals of Marketing
Module Syllabus no. (if any)	
Year offered	2018
Start date	February 2018/ May 2018/ September 2018
End date	October 2018/ January 2019/ May 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p><u>Learning Objectives</u></p> <p>The objectives of this module are as follows:</p> <ul style="list-style-type: none"> <li>• The origins and development of the concept of marketing</li> <li>• The importance and nature of marketing research</li> <li>• Impact of environmental factors affecting marketing operations</li> <li>• The marketing mix in relation to different market situations</li> </ul>
No. of teaching hours	<p>Lectures and seminars: 30 hours</p> <p>Student Managed Learning (Tutorials, Group Study, Collobarative Learning, etc) : 45 hours</p> <p>Total: 75hours</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weighting	<p>Written Assessment 1 (1500 Words) – 50%</p> <p>Written Assessment 2 (1500 Words) – 50%</p>
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:</p> <p>June 2018 &amp; October 2018 /            September 2018 &amp; January 2019/            January 2019 &amp; May 2019</p>
Recommended Text	Marketing Management - Kotler, P, Keller, KL, Brady, M, Goodman, M and Hansen, T. Publisher: Pearson Prentice Hall, 2009 ISBN-13: 978-0-273-71856-7
Additional reference texts (if any)	William J. Stanton, Kenneth & E. Miller (1985) Fundamentals of Marketing Bloisi, W (et al) (2003), Management and Organisational Behaviour, McGraw-Hill
Additional Remarks (if any)	-

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Lesson No.	Learning Outcome
1	Origins and development of the concept of marketing, Marketing Management Theories
2	Importance and nature of marketing research
3	Environmental Factors Affecting Marketing Operational (Macro-environment)
4	Environmental Factors Affecting Marketing Operational (Micro-environment)
5	Product Decision & Product mix
6	Promotion Mix
7	Environmental factors affecting marketing operations
8	Critical analysis of marketing mix in relation to different market situation