

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Postgraduate Certificate in Business Administration
Module Title	Marketing for managers
Module Syllabus No. (if any)	BAM030
Content	The marketing function is of utmost importance for the survival and long-term viability of the contemporary business organisation. Marketing concentrates on concepts such as shaping consumer behaviour, conducting primary and secondary research, developing and implementing efficient marketing strategies, and serving and satisfying customers, in both domestic and international contexts. Participants who study this module familiarise themselves with the core marketing functions that assist them in decision-making and enhanced outcomes in the marketplace.
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	One two-hour unseen written examination (70%) One 2,000 words assignment (30%).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Please refer to <a href="http://www.london.ac.uk">www.london.ac.uk</a> exam tables June, August/September, December and February/March
Recommended Text	Kotler, P.T. and Armstrong, G., Principles of Marketing, 16th edition, Pearson, 2016
Additional Reference Texts (if any)	
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Demonstrate understanding of the key concepts, theories and processes of marketing, product/service branding and marketing strategies Developing a marketing plan
2	Explain and assess the trends and forces that effect the marketing landscape (including the environment) Explain and evaluate decisions that firms make on individual products and services, and product mixes (including pricing strategies, promotional campaigns, distribution channels and creating customer value)
3	Critically assess the concept and sources of competitive advantage Explain, analyse and appraise the various approaches/strategies companies use to enter and penetrate foreign markets
4	Critical evaluation skills of marketing in business Analytical and writing skills in a time constrained setting
5	Research skills (including the ability to plan work and study independently, to design research methodologies and collect data) Ability to apply reason and justification within discussion
6	Complex problem-solving skills
7	Synthesis skills and the ability to use information and knowledge efficiently and effectively
8	Information technology skills

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.