

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

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| Course | Postgraduate Diploma in Business Administration (Entrepreneurship and Innovation) |
| 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 www.london.ac.uk 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 |
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| 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.