

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business and Marketing Awarded by Teesside University
Module Title	Marketing Planning Application
Module Syllabus No. (if any)	MAR3017-N
Content	This module aims to give final year students the scope to consolidate their understanding of marketing as a managerial activity of corporate relevance. A live project is a crucial component of this module and will be used by students to carry out the process of modelling a Strategic Marketing Plan. The project is connected to a real-time situation, giving valuable experience without concern of a negative outcome. The live project method encourages the student to be an active decision-maker in marketing strategy, to analyse relevant data and apply the theories, concepts and analytical techniques discussed in class and readings. The module will also require students to draw on knowledge and techniques previously gained throughout their degree course, including finance and accounting, economics, management science and organisational behaviour.
No. of Teaching Hours	30
Teaching Methods	Lectures, presentations, workshop
Assessment Methods and Weightages	30% Group Presentations 70% written work
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Strategic marketing planning 1856176177, 9781856176170 Gilligan, Colin; Wilson, R. M. S. 2009 - 2nd ed
Additional Reference Texts (if any)	Marketing plans: how to prepare them, how to use them 9781119217138 McDonald, Malcolm; Wilson, Hugh 2016 - 8th ed. Fundamentals of strategy 9781292209067 Johnson, Gerry; Whittington, Richard; Scholes, Kevan; Angwin, Duncan; Regnér, Patrick 2018 - Fourth edition
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Demonstrate a comprehensive and detailed knowledge of analytical and strategic decision-making frameworks relative to a range of marketing problems.
2	Critically appraise the marketing activities of an organisation.
3	Synthesise, appraise and evaluate marketing issues and conditions provided via the live project.
4	Demonstrate intellectual flexibility and openness to new ideas in the process of strategic marketing planning and decision-making.
5	Question the orthodoxy of the strategic marketing planning process in the development of marketing strategy.
6	Undertake and evaluate strategic marketing planning as a dynamic process and be able to prepare and use marketing plans.
7	Demonstrate employment potential in analysing, evaluating and problem-solving real-time issues.
8	Communicate fluently, both orally and in writing. Work effectively in a group situation inclusive of negotiation, listening and interpersonal 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.