

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business with Marketing Awarded by Teesside University
Module Title	Principles and Practices of Marketing
Module Syllabus No. (if any)	MAR2019-N
Content	<p>This module aims to extend existing knowledge and comprehension of marketing concepts and tools into the marketing management area with a view to the creation of a marketing appraisal / strategic marketing plan which is appropriate to an identified target audience, and which acknowledges and accommodates the opportunities and threats presented by the marketing environment (including an analysis of social, cultural, technological, economic, and political trends). It is intended that this coverage will equip students for undertaking a deeper exploration of marketing strategy in level 6 of their studies.</p> <p>Successful marketing managers must have a sound understanding of the strategic choices available to them if they are to meet the demands of a rapidly changing marketing environment. This module examines the degree of organizational change required for an organization to become market driven in the face of opportunities and threats presented by external forces. Consumer behavior and the selection of markets are also considered before placing the focus on managing the marketing mix. Students will be introduced to a range of important strategic planning concepts and will consider a range of marketing strategies available to managers with a view to the creation of a marketing plan.</p>
No. of Teaching Hours	30
Teaching Methods	Lectures, workshops, discussions
Assessment Methods and Weightages	<p>The ICA (70%): students will produce a 2,500-word case based individual assignment in report format (marketing analysis / appraisal).</p> <p>The ECA (30%): students will deliver a twenty-five-minute group presentation, including a question-and-answer opportunity (marketing plan).</p>
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Marketing: an introduction 9781292294865 Armstrong, Gary; Kotler, Philip; Opresnik, Marc O. 2020 - Fourteenth edition
Additional Reference Texts (if any)	
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Apply the skills of research and enquiry to investigate the marketing strategies of an organisation. Demonstrate a detailed knowledge and understanding of key organisational marketing activities / strategies
2	Demonstrate a detailed knowledge of the influential factors in the marketing environment, including ethical considerations and an understanding of their influence on marketing management

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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3	Identify and demonstrate a detailed understanding of a strategic market opportunity for a business organisation
4	Demonstrate a detailed knowledge and understanding of a variety of marketing concepts, theories and planning models utilised in the area of marketing management and strategic marketing planning.
5	Analyse, apply and explore data / information on case based companies obtained from a variety of credible sources. Employ a balanced, logical and supported argument when considering a range of marketing contexts and situations.
6	Demonstrate the ability to identify marketing deficits and, through the application of appropriate marketing concepts, suggest a viable means of resolution in a considered manner.
7	Work within defined guidelines on marketing related activities with increasing autonomy and reduced need for supervision and direction.
8	Use effective written communications appropriate to the given marketing context / scenario. Work effectively as a member of a team and contribute towards the preparation and delivery of a presentation.

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