

AMITY GLOBAL BUSINESS SCHOOL

Module Syllabus

Course	Master of Business Administration Master of Sciences Management
Module Title	Marketing Management
Module Syllabus no. (if any)	BD415031S
Year offered	2012
Start date	Feb 2012 / Sep 2012
End date	Feb 2013/ Sep 2013
Syllabus / Content / Learning Outcomes	<ol style="list-style-type: none"> 1. Identify the value proposition of an organisation and demonstrate how it provides a competitive advantage for the organisation 2. Critically evaluate the value propositions of a range of companies competing in a market sector 3. From the analysis of the value propositions in 1 and 2, synthesise a value proposition for a company identifying how it will gain a competitive advantage 4. Manage information from a range of sources in the formulation of a viable value proposition.
No of teaching hours	24 Hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	4000 Word Assignment (100%)
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	May, 2012 / Dec, 2012 / May, 2013
Recommended text	Piercy, N. F., (2009) Market-Led Strategic Change. 4 th ed. Oxford: Butterworth Heinemann
Additional reference texts (if any)	<p>Ahmed, K. P. & Rafiq, M. (2002) Internal Marketing tools and concepts for customer-focused management Oxford: Butterworth Heinemann Elsevier</p> <p>Baker, M. J., and Hart, S., (2008) The Marketing Book. 6th ed Oxford: Butterworth Heinemann Elsevier</p> <p>Barnes, C., Blake, H., and Pinder, D., (2009) Creating & Delivering your Value Proposition London: Kogan Page,</p> <p>Best R. J., (2009) Market-Based Management Strategies for Growing Customer value and Profitability (5th ed) Pearson New Jersey</p> <p>Capon, N., Capon, R., and Mac Hulbert, J., (2009) Managing marketing in the 21st Century – European Edition New York: Wessex Inc.</p> <p>Doyle, P., (2008) Value-based marketing 2nd ed. Chichester: John Wiley and Sons, Ltd</p> <p>Dubois,, P., Jolibert, A., Muhlbacher, H., (2007) Marketing</p>

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	<p>Management A Value-Creation Process (2007) Palgrave Macmillan Basingstoke</p> <p>Fifield. P., (2007) Marketing Strategy: The Difference Between Marketing and Markets. 3rd ed. Oxford: Elsevier Butterworth Heinemann</p> <p>Kotler, P., and Keller, K. L., (2009) Marketing Management. 13th ed. Harlow: Prentice Hall</p> <p>Markides, C. C., (2008) Game-changing strategies Jossey-Bass, San Francisco</p> <p>Slywotzky, A. J., (1996) Value Migration Harvard Business School Press, Boston, Mass.</p>
Additional Remarks (if any)	

Lesson No.	Learning Outcome
1	Introduction Customer value New marketing: marketing is dead, long live marketing!
2	How marketers are failing to provide customer focus.
3	Value-based market strategy Developing a value-based marketing strategy
4	Market strategy and the strategic pathway
5	Strategic Pathway – market sensing and learning strategy Strategic Pathway – strategic market choices and targets
6	Strategic Pathway – value proposition Strategic Pathway – key relationships Processes for Managing Strategic transformation
7	Tutorial on assignment and feedback on formative assessment
8	Identifying strategic gaps, Implementation and change – managing key processes, the goal of totally integrated marketing Implementation process and developing internal marketing strategy