

Module Syllabus

Course	Post Graduate Diploma in Management
Module Title	Marketing Management
Module Syllabus no. (if any)	
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 Management A Value-Creation Process (2007) Palgrave Macmillan Basingstoke</p>

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	<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