

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Diploma in Banking & Finance
Module Title	Marketing Management (Elective)
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ol style="list-style-type: none"> a) Understand the marketing concept and its changing role in society b) Describe key features of the modern marketing environment c) Analyse buyer behaviour as a basis for market segmentation d) Contextualise the role of the modern marketer manages their role in a multiple stakeholder environment. <p>Subject-specific Skills</p> <ol style="list-style-type: none"> e) Identify the role and importance of marketing research. f) Use PESTEL and SWOT as a basis for understanding the external environment and competitive position g) Apply the key principles of segmentation, targeting and positioning. <p>Key Skills</p> <ol style="list-style-type: none"> h) Explain concepts and theories clearly and cogently and apply these to a variety of domestic, International and Global scenario's. i) Be equipped to evaluate the skill set of a successful modern marketing professional.
No. of Teaching Hours	<p>Teacher Managed Learning Lectures, Tutorials, Seminars etc : 48 hours</p> <p>Student Managed Learning Independent Preparation, pre-reading and analysis etc : 152 hours</p> <p>TOTAL = 200 hours</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	To be advised and confirmed by respective module lecturer on detailed/specific assignment deadlines
Recommended Text	John Fahy, David Jobber - Foundations of Marketing -2000- Psychology - McGraw Hill Higher Education; 4th edition (January 1, 2012)

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.

AMITY GLOBAL INSTITUTE

Lesson No.	Learning Outcome
1	The marketing concept in the organisation
2	The marketing environment - The nature of the marketing environment, the socio-cultural environment, the technological environment
3	The economic and competitive environment, the political and regulatory environment
4	Customer behaviour: The role of behavioural sciences in marketing
5	Purchasing processes, buying situations, environmental influences, psychological influences, socio-cultural influences
6	Consumer versus organisational buying behaviour
7	Marketing information and research, Marketing Research Process and the uses of marketing research
8	Primary Research, Secondary Research, ethical considerations, marketing information systems
9	The uses of qualitative and quantitative techniques
10	Segmenting markets: The concept of segmentation
11	The benefits and dangers of segmentation, criteria for successful segmentation
12	Different approaches to segmentation
13	Marketing practice: The role and responsibilities of the marketing function
14	The role of marketing strategy and marketing plans. This will also be considered within the context of the Chartered Institute of Marketing (CIM) and other professional bodies
15	The Sustainability of Marketing The rise and evolution of 'green' marketing
16	How modern marketing has embraced and seeks to go beyond corporate social responsibility

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.