

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Master of Business Administration (University of London)
Module Title	Entrepreneurial marketing
Module Syllabus No. (if any)	BAM305
Syllabus / Content / Learning Outcomes	<p>Marketing is especially important in entrepreneurial situations, when there is often limited time, money and marketing talent to establish a presence in a crowded market place. This module views marketing from an entrepreneurial perspective, focusing on the different approaches required when compared to marketing for established firms and new ventures looking to act globally from the outset.</p> <p>Learning outcomes: Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the different market needs of big firms and SMEs and describe how marketing has changed in the 21st century</li> <li>• understand entrepreneurship and the challenges of creating a new business</li> <li>• describe the role innovation can play in developing a market strategy, and how marketing can guide the development of new products and services</li> <li>• discuss the processes of market identification and market creation in entrepreneurial situations.</li> <li>• explain the importance of relationship marketing and social networks, and understand the role played by content marketing agencies</li> <li>• critically assess and apply marketing theories and models to new ventures</li> <li>• construct strategies to overcome challenges encountered in the planning process for new products and businesses</li> <li>• design and build an operational marketing strategy for a start-up business or new product, making best use of limited resources to ensure that the firm can establish a viable presence in the market</li> <li>• effective written communication skills for plans, strategies and outcomes</li> <li>• time management skills</li> <li>• critical thinking and analytical skills in evaluating marketing theories, models and proposed plans</li> <li>• the ability to synthesise and use information and knowledge effectively to marketing in the entrepreneurial sector</li> <li>• analytical and decision making skills</li> <li>• digital and information literacy skills</li> <li>• problem solving skills.</li> </ul>
No. of Teaching Hours	Contact Hours – Lectures, Seminars & online activity (22 x 3) = 66 Independent Preparation, pre-reading and analysis = 84 TOTAL = 150
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	One two-hour unseen written examination (70%) One 2,000 words assignment (30%).
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Please refer to <a href="http://www.london.ac.uk">www.london.ac.uk</a> exam tables June, August/September, December and February/March
Recommended Text	Chaston, I. Entrepreneurial marketing: sustaining growth in all organisations 2nd edition (Palgrave Macmillan, 2016)  Crane, F.G. Marketing for entrepreneurs: concepts and application for new ventures 2nd edition (Sage, 2013)

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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Lesson No.	Learning Outcome
1	Introduction to entrepreneurial marketing
2	Customer and competitor analysis
3	Entrepreneurial market opportunity analysis
4	Entrepreneurial marketing strategies
5	The entrepreneurial marketing plan
6	Entrepreneurial pricing and distribution
7	Entrepreneurial promotion
8	Entrepreneurial products and services development
9	Entrepreneurial branding
10	Entrepreneurial social marketing

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