

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Fashion Marketing (University of Northampton)
Module Title	Understanding Consumers
Module Syllabus no. (if any)	MKT1030
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ✓ Explain the importance of understanding customers, and how marketing information aids the better development of marketing activities to achieve customer satisfaction ✓ Explain the value and importance of internal and external relationship of the organisation and the importance of networking, collaboration and co-operation in order to develop and maintain relationships ✓ Recognise the importance of internal relationship as an aid to the marketing function establishing its cross-functional presence <p>Subject - specific Skills</p> <ul style="list-style-type: none"> ✓ Recommend different ways in which to communicate with both internal and external customers in order to develop, maintain and strengthen customer relationships ✓ Identify the requirements for developing effective and efficient customer service and customer care in order to maintain successful relationships. <p>Key Skills</p> <ul style="list-style-type: none"> ✓ Access and interact productively with a range of technologies as an integral part of the learning process ✓ Demonstrate the use of appropriate quantitative skills in the evaluation and solution of a range of marketing-related problems ✓ Explain concepts and theories clearly and cogently and apply these to new problems ✓ Work co-operatively in a small group to solve problems, make and implement decisions, prepare and deliver a presentation and a supporting report.
No. of teaching hours	<p>Lectures and seminars: 48 hours</p> <p>Preparation & Independent Study: 102 hours</p> <p>Assessment Hours (Group Portfolio and Individual Essay): 50 hours</p> <p>Total: 200 hours</p>

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Teaching Methods	<p>The module is fronted by five lectures and seminars in which the relationship between the consumer and the marketer is explored from the perspectives of; the pervasive nature of marketing, marketing and society, marketing and morality, marketing and technology.</p> <p>A key feature of this module is that it is based on a problem based learning pedagogy. Upon completion of the initial series of lectures (above) students will receive instruction and practice in the philosophy and of problem based learning and how they are to engage with it. They are then presented with a 'problem' that will form the basis of a significant element of the module's assessment; a group assignment that runs throughout the remainder of the academic year, culminating in a group report and presentation.</p> <p>The academic year progresses with key lectures on understanding customers, building customer relationships, communicating with customers, customer service interspersed with tutor-led seminars and workshops designed to support the students as they relate the lecture material to the problem based learning activity.</p>
Assessment Methods and Weighting	<p>AS1- Group Portfolio: 40%</p> <p>ES1 – Individual Essay: 60%</p>
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended Text	<ul style="list-style-type: none"> • Consumer behaviour: a European perspective - Michael R. Solomon, Gary J. Bamossy, Søren Askegaard, Margaret K. Hogg, Pearson, 9781292116723 • Consumer behavior - Leon G. Schiffman, Leslie Lazar Kanuk, Joseph Wisenblit, Pearson, 9780137006700
Additional reference texts (if any)	-
Additional Remarks (if any)	-

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Lesson No.	Syllabus / Content
1	<p>The Marketing Philosophy and its' pervasive nature</p> <p>The underlying intent to satisfy demand</p> <p>The application of marketing in the public and n.f.p. sectors</p> <p>The globalisation of demands and brands</p>
2	<p>Marketing and Psychology: The relationship between marketing and the individual; Aspects of consumer motivation and behavior; Have marketers got the ability to create demand?</p> <p>Marketing and Society: Peer pressure and the need to belong; Marketing influencing and being influenced by societal values; The McDonaldisation of society</p>
3	<p>Marketing and Morality: Stress points between legal and moral responsibilities in marketing; Responsibilities to shareholders and stakeholders; Implications of the collection and use of individual data</p> <p>Marketing and Technology: Current and emerging technologies and some of their applications in marketing; Truly useful, or an example of technological imperative driving developments? Future scenarios for our wireless world</p>
4	<p>Understanding customers: The need for organisations to understand: differences between customer and user; needs and wants; benefits of a marketing orientated approach ; How customer information can help with: identifying needs, understanding why customers purchase, developing a marketing mix, identifying factors that influence decision making;</p>
5	<p>Building and maintaining effective internal and external customers relationships The different types and characteristics of people with which an organisation develops relationships.</p> <p>Links between the marketing concept, a customer focus and the relationship marketing approach.</p>
6	<p>Communicating with internal and external customers: The importance of communication as a tool to aid the development and maintenance of long-term relationships; How customer databases can be used to support tactical marketing communications activities.</p>
7	<p>Providing customer service for internal and external customers the concept of customer care and customer service and its importance in different sectors.</p>
8	<p>The relationship between customer care, customer focus, relationship marketing.</p> <p>The importance of obtaining formal and informal customer feedback and identify a range of methods for collecting information.</p>

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