

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Foundation Diploma
Module Title	Fundamentals of Marketing
Module Syllabus No. (if any)	FDP1003
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p><u>Learning Objectives</u></p> <p>The objectives of this module are as follows:</p> <ul style="list-style-type: none"> ✓ The origins and development of the concept of marketing ✓ The importance and nature of marketing research ✓ Impact of environmental factors affecting marketing operations ✓ The marketing mix in relation to different market situations
No. of Teaching Hours	<p>Lectures and seminars: 30 hours Student Managed Learning (Tutorials, Group Study, Collaborative Learning, etc) : 45 hours</p> <p>Total: 75hours</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weightages	<p>Written Assessment 1 (1000 Words) – 50%</p> <p>Written Assessment 2 (1000 Words) – 50%</p>
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	TBC
Recommended Text	Armstrong & Kotler (2015) Marketing: An Introduction, Global Edition, 12 th ed. Pearson Higher Education
Additional Reference Texts (if any)	Lamb, Hair & McDaniel (2018) Principles of Marketing, 12 th ed. Cengage Learning
Additional Remarks (if any)	-

Lesson No.	Learning Outcome
1	Origins and development of the concept of marketing, Marketing Management Theories
2	Importance and nature of marketing research
3	Environmental Factors Affecting Marketing Operational (Macro-environment)
4	Environmental Factors Affecting Marketing Operational (Micro-environment)
5	Product Decision & Product mix
6	Promotion Mix
7	Environmental factors affecting marketing operations
8	Critical analysis of marketing mix in relation to different market situation

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.