

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Business Administration (University of London)
Module Title	Marketing for managers
Module Syllabus No. (if any)	BAM030
Syllabus / Content / Learning Outcomes	<p>The marketing function is of utmost importance for the survival and long-term viability of the contemporary business organisation. Marketing concentrates on concepts such as shaping consumer behaviour, conducting primary and secondary research, developing and implementing efficient marketing strategies, and serving and satisfying customers, in both domestic and international contexts. Participants who study this module familiarise themselves with the core marketing functions that assist them in decision-making and enhanced outcomes in the marketplace.</p> <p>Learning outcomes: Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate understanding of the key concepts, theories and processes of marketing, product/service branding and marketing strategies • Developing a marketing plan • Explain and assess the trends and forces that effect the marketing landscape (including the environment) • Explain and evaluate decisions that firms make on individual products and services, and product mixes (including pricing strategies, promotional campaigns, distribution channels and creating customer value) • Critically assess the concept and sources of competitive advantage • Explain, analyse and appraise the various approaches/strategies companies use to enter and penetrate foreign markets • Critical evaluation skills of marketing in business • Analytical and writing skills in a time constrained setting • Research skills (including the ability to plan work and study independently, to design research methodologies and collect data) • Ability to apply reason and justification within discussion • Complex problem-solving skills • Synthesis skills and the ability to use information and knowledge efficiently and effectively • Information technology skills
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	<p>Coursework (50% weighting):</p> <ul style="list-style-type: none"> • There is one item of coursework for this module which contributes to the final assessment mark for this module: • Coursework: a written essay of a maximum of 2,000 or 2,500 words (deadline – weeks 9-12) The coursework is designed to check student progress, extend and reinforce concepts covered and also test individual performance. <p>Examination (50% weighting):</p> <ul style="list-style-type: none"> • The final piece of assessment will be an unseen written examination of 2 hours' duration.
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Please refer to www.london.ac.uk exam tables June, August/September, December and February/March
Recommended Text	Kotler, P.T. and Armstrong, G., Principles of Marketing, 16th edition, Pearson, 2016

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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Additional Reference Texts (if any)	-
Additional Remarks (if any)	-

Lesson No.	Learning Outcome
1	Capturing customer value
2	Analysing the marketing environment
3	Managing marketing information
4	Customer driven marketing strategy
5	Products, services and brands: building customer value
6	Pricing strategies
7	Marketing channels
8	Communicating customer value
9	Creating competitive advantage
10	The global marketplace

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