

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business Innovation & Management (Top-Up) Awarded by University for the Creative Arts (UK)
Module Title	Marketing Strategy and Planning
Module Syllabus No. (if any)	EBIM6003
Content	Strategic thinking and strategic planning Industry Life Cycles, Firm Size and Situation, competitive Strategies Internal analysis: The Value Chain, Resources and Capabilities, 7Ps, 5Ms, BCG, SWOT Business planning models Strategy formulation Stakeholders and implementing marketing strategy: politics, internal marketing communications, budgeting. Customer-focused approaches to marketing strategy Management and implementation of marketing
No. of Teaching Hours	36 hours (12X3hr)
Teaching Methods	Lectures, tutorials, case-studies, and group discussion
Assessment Methods and Weightages	100% coursework
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Blythe, J. and Megicks, P. (2010). Marketing Planning: Strategy, Environment and Context. Harlow Prentice Hall, Financial Times.
Additional Reference Texts (if any)	Lee, K. and Carter, S. (2012) Global Marketing Management: Changes, New Challenges, and Strategies (3rd Ed.) Oxford: Oxford University Press. Hooley, G., Nicoulaud, B. and Piercy, N. (2016) Marketing Strategy and Competitive positioning. (6th Ed.) Harlow: Pearson.
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Apply strategic models to analyse an organisations current strategic position and performance.
2	Critically evaluate strategic alternatives for a given situation to support corporate and marketing strategic objectives.
3	Distinguish marketing management techniques.
4	Implement your own strategic marketing plan.
5	Develop a strategic marketing plan for a given situation to support corporate and marketing strategic objectives.
6	To enable you to appreciate the complexities of preparing, implementing and managing customer-focused marketing plans
7	To allow you to gain insights and understanding of the significant role marketing has in contributing the strategic vision of an organisation.
8	To enable you to develop a strategic marketing plan applying marketing concepts and principles incorporates critical analysis of an organisations' profile and its strategic position, and to implement the plan.

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.