

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

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|--|---|
| Course   | Postgraduate Diploma in Business Administration (Finance)   |
| Module Title   | Entrepreneurial marketing   |
| Module Syllabus No. (if any)                             | BAM305  |
| Content  | Marketing is especially important in entrepreneurial situations, when there is often limited time, money and marketing talent to establish a presence in a crowded marketplace. 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. |
| No. of Teaching Hours                                    | 30  |
| Teaching Methods   | Lectures, tutorials, case-studies analysis, research journals and group discussion.   |
| Assessment Methods and Weightages                        | One two-hour unseen written examination (70%)<br>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<br>June, August/September, December and February/March   |
| Recommended Text   | Chaston, I. Entrepreneurial marketing: sustaining growth in all organisations 2nd edition (Palgrave Macmillan, 2016)  |
| Additional Reference Texts (if any)                      |   |
| Additional Remarks (if any)                              | -   |

| No. | Learning Outcomes/Aims  |
|-----|---|
| 1   | understand the different market needs of big firms and SMEs and describe how marketing has changed in the 21st century.<br>understand entrepreneurship and the challenges of creating a new business  |
| 2   | describe the role innovation can play in developing a market strategy, and how marketing can guide the development of new products and services.<br>discuss the processes of market identification and market creation in entrepreneurial situations.   |
| 3   | explain the importance of relationship marketing and social networks, and understand the role played by content marketing agencies.<br>critically assess and apply marketing theories and models to new ventures  |
| 4   | construct strategies to overcome challenges encountered in the planning process for new products and businesses.<br>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 |
| 5   | effective written communication skills for plans, strategies and outcomes<br>time management skills   |
| 6   | critical thinking and analytical skills in evaluating marketing theories, models and proposed plans<br>the ability to synthesise and use information and knowledge effectively to marketing in the entrepreneurial sector   |
| 7   | analytical and decision-making skills.<br>digital and information literacy skills   |
| 8   | <ul style="list-style-type: none"> <li>• problem solving skills.</li> </ul>   |

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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