

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Advanced Diploma in Hospitality and Operations Management Awarded by Amity Global Institute
Module Title	Marketing for Events, Hospitality and Tourism Management
Module Syllabus No. (if any)	-
Content	<p>This module introduces and examines in some depth, the tactical tools available to marketing managers for the management of the controlled variables as typified by the marketing mix. As such the course introduces key marketing concepts and will give students the grounding necessary to apply marketing management principles in their first managerial position.</p> <p>Special events are growing in importance in all areas of leisure, covering everything from artistic performances to country shows. This module will draw on theory that you have studied and skills you have developed in your course of study, allowing you to apply these to managing a real event.</p>
No. of Teaching Hours	36
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Refer Academic Calendar
Recommended Text	Event Management For Tourism, Cultural, Business and Sporting Events, 2005 Marilyn Van Der Wagon, Pearson.
Additional Reference Texts (if any)	
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	To give students an insight into the principles of marketing management functions/roles in a context specific organization/industry. To provide students with an appreciation of the importance of Operations in the production and service industries by introducing them to the operation's function.
2	To familiarise students with key operational methods and provide the opportunity to apply these techniques to relevant operational situations
3	Apply a marketing skill learned and with the clear enterprising mind set and elements of entrepreneurial 'best practice' to the task of creating a marketing strategy.  Provide a comprehensively researched and detailed analysis of how to market the events within a specific tourism and hospitality sector.
4	Analyse the different marketing methods and how to use them in real time scenario.
5	Evaluate the management efficacy of alternative approaches and tools to identifying, selecting, and managing emerging opportunities
6	Demonstrate a critical understanding of the marketing concepts and how to organise

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	events and manage their expectations of the customers.
7	Collate, organise, critically evaluate and synthesise evidence and information from a variety of sources including academic articles, business reports and case studies to enhance further knowledge in the hospitality and tourism sector.
8	Solve problems using creative ideas and approaches and get the business deals done. Engage confidently in academic and professional communication

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