

Marketing Management-1 Course Outline

Course Objective

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The course will provide with a systematic framework for understanding marketing management and strategy.

The course is intended for:

- Marketing concentration students who wish to deepen their understanding of marketing management in a strategy-planning context.
- Non-marketing concentration students who desire a course in marketing strategy, with a management and planning orientation.

Components of Evaluation

1.	Class Tests	10%
2.	Presentations	20%
3.	Mid Term Exam	20%
4.	End Term Exam	40%
5.	Assignments	10%

Course Content

1. Basics of Marketing
2. Marketing Environment
3. Consumer Markets
4. Business Markets
5. Competition Analysis
6. Segmenting Targeting & Positioning
7. Products & Services
8. Brand
9. Value Chain Analysis and CRM
10. Modern Marketing

Suggested Readings

Core Book:

Kotler, P. et al. (2009) Marketing Management, A south Asian Perspective, 13th Edition.
New Delhi Pearson Prentice Hall

Reference Books:

- Shajahan, S. (2011) Applied Case Studies in Marketing. New Delhi: Primus Books
- Ramaswamy, S. (2009) Marketing Management, Global Perspective Indian Context, 4th Edition. New Delhi: Macmillan
- The Marketing Whitebook 2012-2013, One Stop Guide for Marketers by Business World.

Session: 1

Understanding Marketing Management

Pre-session Reading	Core Book - Marketing Management, A South Asian Perspective, 13 th Edition	Philip Kotler pp. 2-23
Classroom Session	<ul style="list-style-type: none">• Definition of Marketing• Selling and Marketing• Understanding of Need, Demand and Value• Scope of Marketing• Difference Between Marketing & Selling	pp. 2-23
Group Work (In Classroom)		
Assignments		
Conceptual Exercises/Application Exercises/Case Study		
Learning Outcome	<ul style="list-style-type: none">• Marketing, fundamentals of marketing & its Scope• Tasks necessary for the successful marketing management.• Strategic Planning carried out at different level of the organization.• What does marketing plan include?	

Session: 2

Understanding Marketing Management

Pre-session Reading	Core Book – Developing Marketing Strategies and Plans	Pp 24-30
Classroom Session	Marketing Mix: 4 Ps of Marketing, SBUs Segmenting, Targeting and Positioning Nature and Content of Market Plan,	Pp 39-40
Group Work (In Classroom)	Case study discussion on “Air Deccan”	Case would be given in the last class
Assignments		
Conceptual Exercises/Application Exercises/Case Study		
Learning Outcome	<ul style="list-style-type: none">• Marketing, fundamentals of marketing & its Scope• Tasks necessary for the successful marketing management.• What does marketing plan include?	

Sessions 3 & 4

Company Orientation toward the Marketplace

Pre-session Reading	<ul style="list-style-type: none">• Production Concept• Product Concept• Marketing Concept• Selling Concept•	Kotler, Philip; Pgs 17-30
Classroom Session	<ul style="list-style-type: none">• Case study discussion of 'Sat & Co.: Market Orientation'	
Learning Outcome	<ul style="list-style-type: none">• Philosophies of Transactions over the years and their relevance	

Session 5

Marketing Environment

Pre-session Reading	Core Book- Micro and Macro Environments, Case study on Xerox	Philip Kotler Pp 60-84
Classroom Session	Analyzing Macro factors like, Demographic, Economic, Technological etc. and Micro environment like, Suppliers, Competitors	
Group Work (In Classroom)	Case Study on Xerox – Failure to adapt to its changing environment	Case will be given in the last class
Assignments		
Conceptual Exercises/		
Learning Outcome	<ul style="list-style-type: none">• Environmental Forces that affects company's ability to serve its customers.• How organizations react to the changing environment	

Session 6

Segmenting Targeting and Positioning

Pre-session Reading	Core Book- Market Segmentation, Market Targeting and Positioning, case study- Shopper stop	Philip Kotler 198-223
Classroom Session	Levels of Market Segmentation, basis for segmenting Consumer & Business markets, Market Targeting.	Chapter 8
Group Work (In Classroom)	Case Study: Shopper Stop	Case will be given in the last class
Assignments		
Conceptual Exercises/		
Learning Outcome	How company divides markets into segments and how they chose the most attractive target markets for value proposition.	

Session 7

Products & Services

Pre-session Reading	, Product mix, Product line, services, Packaging labeling and Warranties & Guarantees.	Philip Kotler Pp 307-362
Classroom Session	Product line & Product mix, Product Classification & Differentiation, service Differentiation, Packaging, Labelling, warranties & Guarantees.	Pp 307-362
Group Work (In Classroom)		
Assignments		
Conceptual Exercises/	Class Test	
Learning Outcome	<ul style="list-style-type: none">• Product Line and Product Mix decision• Branding Strategy for building strong brands	

Session 8

Brands

Pre-session Reading	Brand Equity, Brand Positioning, Devising a branding strategy	Philip Kotler Pp 269-279
Classroom Session	Building brand equity, Brand Valuation, Co-branding & ingredient branding.	Pp 269-279
Group Work (In Classroom)		
Assignments		
Conceptual Exercises/	Class Test	
Learning Outcome	<ul style="list-style-type: none">• Product Line and Product Mix decision• Branding Strategy for building strong brands	

Session 9

Value Chain Analysis and CRM

Pre-session Reading	<ul style="list-style-type: none">• Value Chain• Customer Perceived Value• Customer Lifetime Value• Customer Equity	Philip Kotler Pp 32-39
Classroom Session		
Group Work (In Classroom)		
Learning Outcome		

Session 10

Marketing Strategy I

Pre-session Reading	<ul style="list-style-type: none">• Corporate and Division Strategic Planning	
Classroom Session	<ul style="list-style-type: none">• Definition and examples of Mission• Definition and examples of Vision• Strategic Business Units• BCG Matrix• GE Matrix	
Assignments	<ul style="list-style-type: none">• BCG Matrix for various Companies	
Learning Outcome	<ul style="list-style-type: none">• Ability to create and conceptualize a Mission and Vision Statement for an organization• The importance of placement of SBUs in a BCG Matrix	

Session 11

Marketing Strategy II

Pre-session Reading	<ul style="list-style-type: none">• Appraising the importance of existing businesses and need of new businesses• Business Unit Strategic Planning	Kotler, Philip; Pp 49-56
Classroom Session	<ul style="list-style-type: none">• Ansoff Matrix• Integration and Diversification• SWOT Analysis• Goal Formulation• Porter's Generic Strategy• McKinsey 7-S Framework	
Learning Outcome	<ul style="list-style-type: none">• How to do a Strategic Company Analysis?	

Session 12

Marketing Information System and Marketing Research

Pre-session Reading	<ul style="list-style-type: none">• Marketing Intelligence• Marketing Information System• Marketing Research	Philip Kotler Pp 86-104
Classroom Session	<ul style="list-style-type: none">• Marketing Research Process• Differences between Marketing Intelligence and Marketing Research• Marketing Decision Support System	
Assignments	<ul style="list-style-type: none">• Prepare a Questionnaire for a given problem statement	
Learning Outcome	<ul style="list-style-type: none">• The purpose and idea behind a Research Analysis• Understanding the concepts of and differences between Qualitative and Quantitative Research	

Session 13

Forecasting and Demand Measurement

Pre-session Reading	<ul style="list-style-type: none">• Why is Forecasting important?• Methods of Forecasting• Measurement of Demand	Philip Kotler Pp 105-113
Group Work (In Classroom)	<ul style="list-style-type: none">• A Presentation on Methods of Forecasting and Demand Measurement	
	<ul style="list-style-type: none">•	
Learning Outcome	<ul style="list-style-type: none">• Necessity of Demand Measurement in a Dynamic Business Environment	

Session 14

Analyzing Consumer Markets

Pre-session Reading	Factors Influencing Consumer Behavior	Philip Kotler Pp 142 - 171
Classroom Session	<ul style="list-style-type: none">• Key Psychological Processes,• Buying decision process.	
Group Work (In Classroom)		
Assignments		
Conceptual Exercises/	Class Test	
Learning Outcome	<ul style="list-style-type: none">• How do consumers make their purchasing decisions?• Major psychological processes influence consumer response to the marketing program.• how do marketers analyze consumer decision making.	

Session 15

Analyzing Business Markets

Pre-session Reading	Organizational buying vs Consumer Buying	Philip Kotler Pp 172-197
Classroom Session	Purchasing Process, Stages in Buying, Institutional & Government Markets.	
Group Work (In Classroom)		
Assignments		
Conceptual Exercises/	Class Test	
Learning Outcome	<ul style="list-style-type: none">• How do business buyers make their purchasing decisions?• Buying decisions organizational buyers face.• How do they make their decisions	

Session 16

Competition Analysis and Industry Analysis

Pre-session Reading	Identifying and analyzing competitors	Pp 224-247
Classroom Session	Why Competition, Competitor Analysis, Porter's Competitive Forces, Competitive Strategies for market Leaders.	
Group Work (In Classroom)	Case discussion on Reliance Infocomm	Case would be given in the last class
Assignments	Group assignment: Customer Value Analysis for Five local Restaurants. Who are the strong and Weak Competitors?	
Conceptual Exercises/		
Learning Outcome	Identifying Primary Competitors, analyzing competitors Strategies, objectives, strengths and weaknesses.	

Sessions 17 & 18

Modern Marketing

Pre-session Reading	<ul style="list-style-type: none">• E-Marketing• Green Marketing• Guerrilla Marketing• Social Marketing	
Group Work (In Classroom)	<ul style="list-style-type: none">• Presentation on the Marketing ways in the new Economy	
Classroom Session	<ul style="list-style-type: none">• A case study discussion on 'Cyworld: Creating and capturing value in a social network'	
Learning Outcome	<ul style="list-style-type: none">• Use of novel concepts of Buzz Marketing and Viral Marketing• Application of these concepts in modern day organizations	

Session 19&20

Pre-session Reading	Class Presentations	
Classroom Session	Class Presentations	
Group Work (In Classroom)		
Conceptual Exercises/		
Learning Outcome	Group Presentation on topics pre-decided and allotted	