

| | | | | |
|--|---|--------------------------|---|---------------------------|
| Course title: Marketing Management | | | | |
| Course code: PPM 196 | | No. of credits: 3 | L-T-P: 35-08-04 | Learning hours: 45 |
| Pre-requisite course code and title (if any): None | | | | |
| Department: Policy & Management Studies | | | | |
| Course coordinator(s): Dr. Shruti Sharma Rana | | | Course instructor(s): Dr. Shruti Sharma Rana | |
| Contact details: shruti.rana@terisas.ac.in | | | | |
| Course Type: Core | | | Course offered in: Semester 1 | |
| Course Description This is a core course in Marketing meant to build a foundation for students in the MBA Program. Marketing is a critical function that determines the health of an organization. Marketing is the set of activities designed to scan and identify market opportunities and plan to design price, promotion and the distribution of products, services and ideas that satisfy the needs of chosen target market(s). The Marketing Manager uses his range of marketing tools to transform the identified opportunities in a manner that achieves the organizational objectives. | | | | |
| Course objectives This course is a fundamental course on marketing and develops the basic analytical skills, conceptual abilities, and substantive knowledge in marketing concepts like the marketing mix in a variety of real-life marketing situations. The objectives are: <ul style="list-style-type: none">To provide an in-depth understanding of the marketing processTo give students an appreciation of the global and domestic marketing environment.To develop conceptual understanding of the STP process in the Indian environment.To learn about all the elements of the marketing-mixTo sensitize the students about new developments like Multichannel and Omni channel marketingTo develop the ability to formulate a marketing plan | | | | |
| Course content | | | | |
| Module | Topic | L | T | P |
| 1 | Introduction: Marketing concepts and philosophies. Evolution of Marketing. Marketing Myopia What Business Are You In: Theodore Levitt HBR October 2006? (Marketing Myopia) Concept of Marketing Mix Marketing Plan The sixth P of Marketing The changing face of Marketing Mix. | 6 | 0 | 0 |
| 2 | Strategic Marketing; PEST analysis Porter’s Generic Strategies Michael Porter’s Big Ideas Application and Evaluation of Strategy BCG Matrix, GE 9 Cell model Nokia’s Strategy Derrick’s Ice Cream Company Understanding Customer – Customer Value What have you done for me lately? Customer loyalty and satisfaction Why satisfied customers defect. | 6 | 2 | 2 |
| 3 | Consumer Behavior: Defining Consumer Behavior - Scope of Allocation of Consumer Behavior - Why Study Consumer Behavior - Evolution of Consumer Behavior as a Field of Study and Its Relationship with Marketing: Behavior Dimension - The Interdisciplinary Nature of Consumer Behavior | 4 | 2 | 0 |

| | | | | |
|---|--|-----------|----------|----------|
| 4 | Segmenting the consumer markets Basis of segmentation Product diff and market segmentation strategies Targeting and positioning Lessons from faded Levi Strauss We try harder Dealing with competition Marketing warfare Guerilla marketing Gaining competitive advantage Kodak Vs. Fuji | 6 | 1 | 0 |
| 5 | Introduction to brands and Brand Management. customer Based Brand Equity: Brand Knowledge, Sources of Brand Equity, The Four Steps of Brand Building; Brand Positioning: Identifying and implementing brand positioning, Points of Parity, Points of Difference, Brand Audits. | 5 | 2 | 0 |
| 6 | Pricing Strategies Distribution Strategies Retailing Promotion Strategies Integrated Marketing Communications IMC. New Age Marketing concepts. Message evolution by McDonald's in India Services Marketing | 6 | 1 | 2 |
| | TOTAL | 35 | 8 | 4 |

Important Sessions to Remember – (Remember no ‘make-ups’ allowed for any component) Session 21: Mid Term Test, Session 39: Submission of the group project report, Session 44-46: Group Presentation on the project

Evaluation criteria

- **Minor 1: Class participation** 10% (Based on attentiveness and active participation during the entire course)
- **Minor 2: News presentations** 10% (To pick and critically present latest news about marketing activities done by any company)
- **Minor 3:** 20% (Written exam after completion of 16 sessions –to test the understanding of concepts of marketing, strategic planning and consumer behavior)
- **Group Project** 20% (To develop the Marketing Plan for a product / service and apply all the knowledge of marketing gained throughout the course. Report to be submitted at the end of 28 sessions and presentation in the last 2 sessions)
- **Major Exam 5: Written Test** 40% (Written examination covering the entire course)

Group Project: Marketing News Presentation and Creating a Marketing Plan

Each group should be prepared to make a presentation of news related to marketing gathered over one week prior to its turn to present in the class.

Each group needs to select one product category from the suggested list. No overlap of product category within each section is permitted. Your group may take the perspective of an organization that is either a leader in the category or a follower or a new entrant.

Prepare a detailed report on the project. The report should be submitted in soft copy on my email.

Each group should be prepared to make a presentation project in the class. Time limit is 15 minutes per group.

Case Study discussion: A case may be studied keeping in mind the following:

- a problem definition statement, which identifies the key issues facing management (not more than a few lines);
- the objectives
- alternative plan of action
- an analysis section which synthesizes and integrates the answers to the key questions for the case, but does not repeat the facts themselves, and presents logical arguments in defense of both the problem

| |
|---|
| <p>definition and the recommended solution;</p> <ul style="list-style-type: none"> ▪ a set of <u>detailed recommendations</u> and suggestions for their implementation, including how to overcome any potential issues of implementation identified by the analysis. |
| <p>Learning outcomes:</p> <p>After attending this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Develop an understanding of the role of marketing in the success of an organization (News presentation, Mid Term exam) ▪ Develop an ability to identify and assess strategic choices in marketing (Mid Term exam, End Term exam) ▪ Be able to propose innovative solutions to customer needs and continuous improvement of offerings (News presentation, Group Project) ▪ Be able to develop the Marketing Plan for any organization (Group Project, End Term exam) |
| <p>Pedagogical approach</p> <ul style="list-style-type: none"> ▪ Interactive Lectures ▪ Case discussions and presentations ▪ News crunching |
| <p>Materials:</p> <ul style="list-style-type: none"> ▪ Text Book: Marketing Management by Philip Kotler, Kevin Keller, Pearson, New Delhi, 15th edition 2016, ISBN:978-81-317-3101-7 ▪ Reference Book: Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithleshwar Jha, “Marketing Management, A South Asian Perspective”, 14th Ed (2013) by Pearson Education, New Delhi |
| <p>Additional information (If any): None</p> |
| <p>Student responsibilities: Attendance, timeline adherence for assignments, come prepared with readings / cases according to the session plan and as and when provided</p> |

Course reviewers:

1. Dr.Ruchi Khandelwal, Amity University, Noida
2. Dr.Shampy Kambhoj, NIT Hamirpur

Prepared by: Dr. Shruti Sharma Rana