

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
Course Outline- MARKETING MANAGEMENT-I (MK501)
CREDIT: FULL (3 CREDITS) SESSION DURATION: 90 MINUTES

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Consulting hours: Every Friday, 3 PM- 5PM.
TERM: I BATCH: 2014-16

Preamble

Marketing involves an exciting social, economic and psychological process. Decisions concerning goods and services to be offered, their prices and how they are to be promoted and distributed have a profound impact on the thinking and behavior of individuals, organizations and societies. Marketing activity is at the core of managing a business; it provides the focus for interfacing with customers and is the source of intelligence about customers, competitors and the business environment in general. Marketing activities also shape the health of those who provide goods and services.

Course Objectives

In this course, students develop a critical appreciation of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. The course develops concepts and skills necessary for marketing decision-making and illustrates how various decision-making tools apply to actual business situations. The goal of this course is to develop a disciplined process for addressing marketing issues and problems in a variety of settings, and to give students the tools and background necessary to think through marketing problems.

Teaching Method and Class Preparation

Cases in this course are not used as examples, but rather as a method of learning where you assume the role of the manager / decision maker in the case. The majority of our class time will focus on answering "What will you do as the decision maker in this situation and why your plan is the best course of action?" My role as the Professor is to guide the class through the decision making process based on the analysis and recommendations presented by you and your classmates. I will present concepts and alternative approaches useful in solving the problem, but the analysis and decision are ultimately your responsibility. As a result, those who attend class without fully digesting the information presented in the case apply relevant concepts and think about the assigned questions. You are encouraged to work with your fellow classmates in preparing the cases for class.

Text Book

- Marketing Management, Philip Kotler, Kevin Keller, Abraham Koshy and Mithileswar Jha Pearson Education.14th Edition, ISBN No.978-81-317-1683-0

Reference Books

- Consumer Behaviour, Hoyer, Pinaki, MacInnis Biztantra, ISBN No.81-7722-754-8.
- Services Marketing, Zeithaml, Bitner, Gremler, Pandit. Mc Graw Hill.. ISBN No.978-0-07-070099-4.

Note: The session wise access to the content of the reference books will be specified by the faculty in advance to the class.

Course Evaluation criteria:

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| Case discussion & Contribution in the Class | 10% |
| Case Write & Presentation (Write up - 20% and Presentation 10%) | 30% |
| Quiz (best of two) | 10% |
| Midterm | 20% |
| End term | 30% |
| Total | 100% |

Session Plan:

| Session | Topic | Reading |
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| 1. | Introduction to the Course , World of Marketing, Course Objective & requirement, light on evaluation component, Briefing on market assignments. Briefing about Case discussions, justification of the course design. Case writing focus. | Teaching Mode : Lecture & Discussion |
| 2. | How to Write a Case? | Teaching Mode : Lecture & Discussion |
| 3. | Fundamental Marketing Concepts: Concepts in marketing, marketing mix. | Marketing Myopia, HBR Case Let : BP Connect Teaching Mode : Lecture & Discussion |
| 4. | Managing Value for the Customers: Managing customer value, Customer satisfaction, customer defection. Customer loyalty. | Why Satisfied Customers Defect- HBR Case Let: Yours is a Bad Hotel Teaching Mode : Lecture, Case let & Discussion |
| 5. | Understanding Consumer Behaviour- B2C- Part-I: Factors Influences consumer behavior, Marketing Implications of CB, Process of making decisions. | The Future of Shopping by Darrell Rigby, HBR Video Case : Harley Davidson Teaching Mode : Lecture, Case Discussion |

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| 6. | Understanding Consumer Behaviour- B2C- Part-II: Consumer Culture, Social Class, and Psychographics. | How Social Cause Marketing Affects Consumer Perceptions? MIT Sloan Case let : JAGORE of TATA Tea Teaching Mode: Lecture, Case let Discussion |
| 7. | Case Progress enquiry and discussion | Teaching Mode: Lecture, Case let Discussion <i>Student Defense</i> |
| 8. | Dealing with Competition: Building competitive advantage, competing over time. | The Five Competitive Forces that Shape Strategy. HBR Case : Southwest Airlines, HARVARD Teaching Mode: Lecture, Case let Discussion |
| 9. | Scanning Environment: Analyzing the micro & macro environment, scanning the implications of the environment on marketing decision making. | Chapter-3, Part-2 of the Text Book. Case let : British Petroleum Teaching Mode : Guest Talk |
| 10. | Case Write up Final discussion & Initial Draft QUIZ-1 | Session 1-9 |
| 11. | Product Management : Developing and Managing Products, Birds eye view on NPD, Product Life Cycle & Innovation and diffusion | Innovation in Turbulent Times, HBR. Case : Scorpio Teaching Mode : Lecture, Case Discussion |
| 12. | Segmentation, Targeting and Positioning - I : Importance and bases of market segmentation | Rediscovering Market Segmentation, HBR Case Let : Automobile Industry Teaching Mode : Case Let Discussion |
| 13. | Segmentation, Targeting and Positioning- II : Strategies for selecting target markets | Rediscovering Market Segmentation, HBR Video Case : Harley Davidson Teaching Mode : Case Let Discussion |
| 14. | Segmentation, Targeting and Positioning- II : Strategies for Segment marketing | Rediscovering Market Segmentation, HBR Case Let : Horlicks Teaching Mode : Case Let Discussion |
| 15. | Positioning : Positioning Astra & Mantra Final Case Draft Submission Deadline | See your Brands through your Customers eyes, HBR Case Let : Saffola Teaching Mode : Case Let Discussion |
| 16. | Luxury Retailing in Emerging Market: organized retail scenario, Luxury retail global & Indian scenario, Mall & Clusters | GRDI Index Case Let : Louis Vuitton; Watch Market Teaching Mode : Discussion |
| 17. | Marketing in 21st Century | Guest Talk |

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| 18. | Brand Positioning: Techniques of Positioning | See your Brands through your Customers eyes, <i>HBR</i> Case Let : NAMO “Brand Modi”... Quiz. II Teaching Mode : Lecture & Discussion |
| 19. | Case Presentation & Concluding Remarks | Discussion |
| 20. | Case Presentation & Concluding Remarks | Presentation |

Most Urgent

1. Most part of the course will be offered in case mode with class discussions. Class activities will be taken up wherever required.
2. It is expected that whatever reading material is supplied to the class the students have to read them before they come to the class.
3. The student can expect further reading material for the sessions.
4. Cell phones are needed to be switched off.
5. Faculty reserves the right to include few more cases if he feels the need.
6. Deadlines should be met at any cost.
7. Laptop is mandatory in all the sessions.
8. Prior Case Preparation is mandatory.
9. Students may be asked for market visit and work.
10. The case write- up need to be submitted in both soft and hard copy to the faculty on the specified date. Any failure to meet the deadlines will have zero marks. ddswain@imibh.edu.in

All the Best