



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR
PGDM-I [2014-2016]
MARKETING MANAGEMENT (MK502)
Full Credit (3), Session Duration: 90 minutes
TERM II

Course Outline and Session Plan

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Introduction

Marketing management II introduces you to the essentials of marketing, key concepts, and strategies critical to managing customer profitably in today's dynamic and connected environment. This course provides an introduction to some trivial aspects of marketing, including branding, marketing research, promotion planning, marketing channels, new product development, global marketing, rural marketing, service marketing and retailing. It provides an understanding of the marketing theories and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control. The course also examines the marketing context of relevant sectors in the Indian economy.

Objectives

The course has been structured to help students in developing marketing decision-making skills as the main objective. It assists students in gaining a well-developed ability to analyze marketing problems and opportunities, identify reasonable alternatives to deal with those, select the best alternative and develop an approach to implement that alternative. The course facilitates students to acquire a few basic analytical skills in managing marketing mix variables in the marketing program and integrating the marketing function in a firm. It helps students understand basic marketing concepts and apply the same in real life situations. The goal is to provide students the tools and background necessary to think through marketing problems in depth.

The course help to enhance student's problem solving and decision- making abilities by emphasizing on how to leverage strategic marketing analysis by taking tactical marketing mix decisions while providing students with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives.

Pedagogy

This course predominantly uses case method of instruction to make students understand how to deal with real-life marketing problems and how to use the marketing concepts to handle a difficult situation. In addition, the sessions will be a blend of interactive lectures, classroom exercises, role-plays and marketing games.

Course Reading Material

Text book

- Kotler, P, Keller, K.L., Koshy, A. and Jha, M. (2009), *Marketing Management: A South Asian Perspective*, New Delhi: PHI, 13th Edn. (KKKJ)

Reference books

- Lam, C.W., Hair, J. F. Jr., Sharma, D. and McDaniel, C. (2012), *MKTG: A South-Asian Perspective*, Delhi, Cengage Learning.
- Churchill, G. A., Iacobucci, D. and Israel, D. (2009), *Marketing Research: A South-Asian Perspective*, Delhi, Cengage Learning.
- Sirgy, J.M. and Rahtz, D.R. (2012), *Integrated Marketing Communication*, Delhi, Cengage Learning.
- Additional handouts/case studies will be provided during the course.

The Evaluation Criteria

Components	Weightage (in %)
Class Participation** and Case Discussion	10
Case Write-up submission and Presentation	15
Quizzes* (Best Two of Three Quizzes)	10
Group Project Submission and Presentation	15
Mid-Term Exam	20
End-Term Exam	30
Total	100

*No make-up for missed quiz. Best two out of three quizzes will be considered.

**Class Participation: Students are expected to be sincere in the class in terms of reaching the class on time, solving the class-room cases and exercises properly and submitting assignments on time. They should maintain the decorum inside the class and respect the fellow participants. Mere presence in the class doesn't guarantee full CP marks. Students should actively involve in solving the problems and give their inputs constructively to drive class further in a positive direction.

Session Plan

SESSION	TOPIC	Readings
1-2	<p>Introduction Market Research and Demand Forecasting Objectives:</p> <ol style="list-style-type: none"> 1. Introduction to the course, discussing the outline and briefing the evaluation process 2. MR Process 3. Data Collection and Analysis 4. Measuring Marketing Productivity 5. Measures of Market Demand 	<p>R: Ch 4 Conducting Market Research and Forecasting Demand (KKKJ) C: TruEarth healthy foods (session 2)</p>
3	<p>Product Related Strategies Objectives: To learn</p> <ol style="list-style-type: none"> 1. Product levels and classification 2. Creating product differentiation 3. Product and Brand relationship 4. Packaging, Labeling, Warranties and Guarantees 	<p>R: Ch 11 Setting Product Strategy</p>
4-5	<p>New Product Development Objectives:</p> <ol style="list-style-type: none"> 1. Challenges in NPD 2. Budgeting and Developing New Product Offerings 3. Concept Development and Market Testing 4. Consumer-Adoption Process 5. Product life cycle and marketing strategies 	<p>R: Ch 20 Introducing New Market Offerings (KKKJ) R: Why most product launches fail C: Precise Software Solutions</p>
6-7	<p>Brand Management Objectives:</p> <ol style="list-style-type: none"> 1. Brand Management: building Brand Equity, measuring and managing Brand Equity 2. CBBE Model and other Brand Equity Models 3. Formation of Branding Strategy 4. Brand as a Differentiator 	<p>R: Ch 10 Creating Brand Equity (KKKJ) R: Kill a brand, keep a customer R: Building customer-based brand equity C: Building Brand Infosys</p>
8-9	<p>Pricing Strategies Objectives:</p> <ol style="list-style-type: none"> 1. Setting and Deciding the Price 2. Calculating the price 3. Responding to Price Changes 	<p>R: Ch 14 Developing Pricing Strategies and Programs (KKKJ)</p>
10-11	<p>Designing and Managing Marketing Channels Objectives:</p> <ol style="list-style-type: none"> 1. Channel Development 2. Functions and Levels of Channels 3. Motivating Channel Members 4. E-commerce and M-commerce 	<p>R: Ch 15 Designing and Managing Integrated Marketing Channels (KKKJ) R: Rethinking Distribution-Adaptive Channels C: Natureview Farm</p>

12	Retail Management Objectives: 1.Retailing in India 2.Types of Retail 3.Private Labels, Wholesaling, Market Logistics	R: Ch 16 Managing Retailing, Wholesaling and Logistics (KKKJ) R:The old pillars of new retailing C:Big Bazaar
13	Integrated Marketing Communication Objectives: 1.Communication Process Model 2.Marketing Communication Mix 3.Traditional Media and Alternative Media	R: Ch 17 Designing and Managing Integrated Marketing Communications (KKKJ) R: The perfect message at the perfect moment
14	Managing Mass Communication: Advertising & Sales Promotion Objectives: 1.Advertising Campaigns 2.Reach, Frequency and Impact 3.Evaluating Ad Effectiveness 4.Ad Vs. Promotion 5.Types, Design and Execution of sales promotion	R: Ch 18 Managing Mass Communication (KKKJ) R: Creative that cracks the code R: The Three Faces of consumer promotion C: Reliance baking soda
15	Managing Personal Communication: Objectives: 1.Direct marketing 2.Personal selling 3. Designing and Managing Sales Force	R: Ch 19 Managing Personal Communications (KKKJ) R: What's Your Personal social media strategy C: Social Strategy at Nike
16	Managing Service Objectives: 1.Service Vs. Product 2.Managing Service Quality 3. Service Brands 4.Product-support Services	R: Ch 13 Designing and Managing Services (KKKJ) R: My employees are my service guarantee C: Singapore Airlines
17-18	Rural Marketing Objectives: 1.BoP effect 2.Indian Rural Market 3. Consumer Buying Process in Rural India 4. Innovations and Communication Strategies	R: Reality Check at the Bottom of the Pyramid R: Is the Bottom of the pyramid really for you? C:Unilever in India: Hindustan Lever's Project Shakti
19	Global Marketing Objectives: 1.Globalization in India 2.Evaluating Potential Markets 3.Direct export, Licensing, JV 4.COO effects 5.Decision on Global Marketing Program-4P's	R: Ch 21 Tapping into Global Markets (KKKJ) R: The New Rules of Globalization R: KFC's radical approach to China R: L'Oréal Masters Multiculturalism C:The Universalization of L'Oreal
20	Student Presentation: Group Projects Course Warp-up	

Note: R = reading, C =case

Case Write-up submission and Presentation

Students have to form different groups with three students in each and inform the instructor on session 1. Then each group will be assigned one case and they have to submit the case write-up and present the same on a particular session. Allocation of different cases to different groups will be the sole decision of the instructor. The case write-up should include summary of the case, the main problem, important facts and figures, alternative solutions, any required calculation and the final recommendation of the group.

Case Write-up: It shouldn't be more than 3000 words excluding title page, appendices and references. Title page includes name of the case, the group number and name of all the group members. The main document has to be written in Calibri/Times New Roman font, 12 pt. font-size and 1.5 line spacing in MS-Word format. Students have to submit the Write-up along with the presentation file (.ppt/.pptx) before 8.30 AM in morning of day in which their presentation is scheduled via email to the instructor.

Presentation: It is of total 30 minutes. 20 minutes is devoted to student presentation and 10 minutes is for question and answer. The instructor will choose who will present based on her sole decision and that student has to present and explain the whole presentation. Q & A can be handled by all the group members.

Group Project Submission and Presentation

To get a first hand feel of the discipline of Marketing, a group project work will be required to be done by participants. Participants need to submit soft copy of the project work on the day of session 20, before 8.30 AM along with the presentation file. Names of participants and group number need to be mentioned over the document title page. No extension will be granted on the deadline. The written document should not exceed 20 A-4 typed pages, 12 pt font size and 1.5 spacing excluding title page, references and annexure.

Project: Part 1-Develop an understanding of the marketing activities for any one FMCG/Semi durable/durable product category or service category and understand how these brands are functioning in the market. It will include an introducing to the firm, its brands, current promotion strategies, channel policies, global presence and its important/different/unique marketing strategies.

Part 2- (i) Participants also need to develop a proposed marketing planning, promotion and distribution strategy for a new product or service to be introduced by the firm (hypothetical) in urban market. (NPD)

OR, (ii) Participant can develop plan of action for the firm assuming that it wants to enter into the rural market using a particular (current) brand. Then they have to present what should be the pricing and promotion strategy, which place they should enter first, and competitor analysis etc. (RM)

OR. (iii) Participants need to take a marketing research objective/problem w.r.t. the firm (the instructor can provide the same). Then they have to plan their course of action, data collection method and go to the field to collect the data, and have to analyze the same and interpret it. Based on your objective, data can be collected from consumers, or retailers, or wholesalers etc. (MR)

Presentation: It is of total 15 minutes. 10 minutes is devoted to student presentation and 5 minutes is for question and answer. The instructor will choose who will present based on her sole decision and that student has to present and explain the whole presentation. Q & A can be handled by all the group members.

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