

# International Management Institute, Bhubaneswar

PGDM (Full Time)

Marketing Management- I (MK 501)

CREDIT: FULL; SESSION DURATION: 90Mts

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Consulting Hours: Saturday 2.30- 4.30PM.

TERM- I

YEAR: 2015-17

BATCH: I- PGDM

## Course Outline

### Course Introduction:

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.

### Course Pedagogy

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 Books

- Marketing Management, Philip Kotler, Kevin Keller, Abraham Koshy and Mithileswar Jha Pearson Education.14<sup>th</sup> 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.

### Journal

- Journal of Marketing
- HBR
- Journal of Consumer Research

### The Evaluation Scheme

The weight-ages attached to the different components of evaluation are as follows:

<b>Case discussion &amp; Contribution in the Class</b>	-	<b>10%</b>
<b>* Project</b>	-	<b>30%</b>
<b>(Write up - 20% and Presentation 10%)</b>		
<b>Quiz (best of two)</b>	-	<b>10%</b>
<b>Midterm</b>	-	<b>20%</b>
<b>End term</b>	-	<b>30%</b>
=====		
<b>Total</b>	<b>=</b>	<b>100%</b>
=====		

### **Course Outline & Session Plan**

<b>Session</b>	<b>Topic</b>	<b>Readings &amp; Assignments</b>
1	Introduction to the Course, Course Objective, light on evaluation component, Briefing on market assignments. Briefing about Case discussions, justification of the course design. World of Marketing.	Teaching Mode : Lecture & Discussion
2	Fundamental Marketing Concepts <ul style="list-style-type: none"><li>• Different Concepts in marketing, marketing mix.</li></ul>	R: Marketing Myopia, Harvard Business Review. R: The Concept of the Marketing Mix, Neil .H. Borden, Harvard Business Review.

		<p><b>Case Let: BP Connect (Video Case)</b></p> <p>Teaching Mode : Lecture &amp; Discussion</p>
3	<p>Managing Value for the Customers</p> <ul style="list-style-type: none"> <li>Managing customer value, Customer satisfaction, customer defection. Customer loyalty.</li> </ul>	<p>R : Why Satisfied Customers Defect- Harvard Business Review</p> <p><b>Case Let : Yours is a Bad Hotel</b></p> <p>Teaching Mode: Lecture, Case let Discussion.</p>
4	<p>Understanding Consumer Behaviour- B2C- Part-I</p> <ul style="list-style-type: none"> <li>Factors Influences consumer behavior, Marketing Implications of CB, Process of making decisions, FCB Grid.</li> </ul>	<p>R: Marketing Reading: Consumer Behavior and the Buying Process; John T. Gourville; Michael I. Norton, HBR.</p> <p><b>Case Let: Consumer Dilemma to Buy an Indian or MNC Brand- A specific focus on Automobile</b></p> <p>Teaching Mode : Lecture &amp; Case Let Discussion</p>
5	<p><b>Understanding Consumer Behaviour- B2C- Part-II</b></p> <ul style="list-style-type: none"> <li>Consumer Culture, Social Class, Psychographics, Impact of social media on CDM.</li> </ul>	<p>R : How Social Cause Marketing Affects Consumer Perceptions? MIT Sloan</p> <p><b>Case let : JAGORE of TATA Tea</b></p> <p><b>Teaching Mode : Lecture, Case let Discussion</b></p>
6	<p><b>Term Project Discussion &amp; status report submission</b></p>	
7	<p><b>Dealing with Competition</b></p> <ul style="list-style-type: none"> <li>Building competitive advantage, competing over time, analyzing the micro &amp; macro environment, implications of the environment on marketing decision making</li> </ul>	<p>R: The Five Competitive Forces that Shape Strategy. <i>Harvard Business Review</i>.</p> <p><b>Case : Southwest Airlines in a Different World , HBR</b></p> <p><b>Teaching Mode : Case Discussion</b></p>
8	<p><b>Marketing Research</b></p> <ul style="list-style-type: none"> <li>Basics, how to conduct a survey and questionnaire design.</li> </ul>	<p>R : Chapter-4, Part-2 of the Text Book.</p> <p><b>Case Let: Multiple</b></p> <p><b>Teaching Mode : Case Let Discussion</b></p>

9	<b>Understanding Consumer Behaviour- B2B</b> <ul style="list-style-type: none"> <li>Organizational buying, buying center, procurement, stages in buying process.</li> </ul>	<b>R :</b> Chapter-7; Page 172-197 <b>Case let : Pantaloons</b> <b>Teaching Mode :</b> Guest Talk
10	<b>QUIZ-1; Course Revision and Project Discussion.</b>	<b>Q &amp; A</b>
	<b>MIDTERM</b>	
11	<b>Product Management</b> <ul style="list-style-type: none"> <li>Developing and Managing Products, Birds eye view on NPD, Product Life Cycle &amp; Innovation and diffusion</li> </ul>	<b>R:</b> Innovation in Turbulent Times, HBR. <b>Case : Scorpio</b> <b>Teaching Mode:</b> Lecture, Case Discussion
12	<b>Journey from Product to Brand</b> <ul style="list-style-type: none"> <li>How Brands are Build</li> <li>CBBE Model</li> </ul>	<b>R:</b> If Brands are built over years, why are they managed over quarters? Harvard Business Review <b>Video Case:</b> Johnnie Walker: Keep Walking <b>Teaching Mode :</b> Case Let Discussion
13	<b>Segmentation, Targeting and Positioning - I</b> <ul style="list-style-type: none"> <li>Importance and bases of market segmentation</li> </ul>	<b>R :</b> Rediscovering Market Segmentation, Harvard Business Review. <b>Case : TITAN's Consumer Segmentation Strategy</b> <b>Teaching Mode :</b> Case Let Discussion
14	<b>Segmentation, Targeting and Positioning- II</b> <ul style="list-style-type: none"> <li>Strategies for selecting target markets</li> </ul>	<b>R :</b> Rediscovering Market Segmentation, Harvard Business Review. <b>Video Case : Harley Davidson</b> <b>Teaching Mode :</b> Video Case Discussion
15	<b>Segmentation, Targeting and Positioning- II</b> <ul style="list-style-type: none"> <li>Strategies for Segment marketing</li> </ul>	<b>R :</b> Rediscovering Market Segmentation, Harvard Business Review. <b>Case : NIMBOOZ- Waging the Lemon Wars</b>

		<b>Teaching Mode :</b> Case Let Discussion
16	<b>Positioning</b> <ul style="list-style-type: none"> <li>Positioning Astra &amp; Mantra</li> </ul>	<b>R:</b> See your Brands through your Customers eyes, <i>Harvard Business Review</i> <b>Case :</b> The Saffola Journey <b>Teaching Mode:</b> Case Discussion
17	<b>Luxury Retailing in Emerging Market</b> <ul style="list-style-type: none"> <li>organized retail scenario, Luxury retail global &amp; Indian scenario, Mall &amp; Clusters</li> </ul> <b>Final Project Submission deadline</b>	<b>R :</b> GRDI Index <b>Case Let : Louis Vuitton in India (HBR)</b> <b>Teaching Mode :</b> Discussion
18	<b>Positioning Dilemma</b> <ul style="list-style-type: none"> <li>Techniques of Positioning</li> </ul>	<b>R:</b> See your Brands through your Customers eyes, <i>Harvard Business Review</i> <b>Case :</b> EVOE SPRING SPA (IVEY) <b>Quiz. II</b> <b>Teaching Mode :</b> Case Discussion
19	<b>Seminar on Paradigm Shifts in Marketing</b>	<b>2 Guest Speakers</b>
20	Project Presentation and Concluding remarks.	Teaching Mode: Presentation and Discussion

### Most Urgent

1. Cell phones are needed to be switched off. Laptop is mandatory in all the sessions.
2. Most part of the course will be offered in case mode with class discussions. Class activities will be taken up wherever required.
3. It is expected that whatever reading material is supplied to the class the students have to read them before they come to the class. The student can expect further reading material for the sessions.
4. Faculty reserves the right to include few more cases if he feels the need.
5. Deadlines should be met at any cost.
6. Prior Case Preparation is mandatory.
7. Students need to visit the market and work on the project.
8. The term project write- up (**Guidelines will be given in the class**) 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](mailto:ddswain@imibh.edu.in)

**All the Best**