



## **INTERNATIONAL MANAGEMENT INSTITUTE**

*Bhubaneswar*

**PGDM [2015-2017]**

**MARKETING MANAGEMENT – II (MK502) Full Credit (3)**

**Session Duration: 90 minutes**

**TERM II**

### **Course Outline and Session Plan**

Faculty: Mr. Rituraaj Juneja  
Telephone: 0674-3042166 / 78944 25777  
E-Mail: [juneja@imibh.edu.in](mailto:juneja@imibh.edu.in)

### **Introduction**

Marketing Management-II course builds on the basics learnt in Marketing Management-I and moves on to the application of the acquired knowledge and concepts. It commences from the macro view of the market strategy and delves into Product Strategy, New Product Development, Brand Management, Pricing Strategies, Designing and Managing Marketing Channels, Retail Management, Integrated Marketing Communication, Mass Communication through Advertising and Sales Promotions along with Personal Communication, Managing Services, Rural and Global Marketing. This shall attempt to understand key concepts and strategies critical to managing customer profitably in today's dynamic and connected environment. 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 programme 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 helps to enhance students' 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 enable students understand dealing with real-life marketing challenges and using the marketing concepts in handling such challenging situations. In addition, the sessions shall be a blend of interactive lectures, classroom exercises, audio-visual inputs, 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, 14<sup>th</sup> 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 shall be provided during the course.

## **The Evaluation Criteria**

<b>Component</b>	<b>Weightage</b>
Quiz (Q1 + Q2 + Q3)	20 (5+5+10)
Case Analysis (Amazon.com)	5
Project	15
Mid-term	20
End-term	40
<b>Total</b>	<b>100</b>

*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 in time. They should maintain the decorum inside the class and respect the fellow participants. Mere presence in the class doesn't guarantee full Class Participation marks. Students should actively be involved in solving the problems and offering their inputs constructively to drive class further in a positive direction.



## Session Plan

SESSION	TOPIC	Readings
1-2	<p><b>Revisiting basics of MM-I</b></p> <p><b>Developing Market Strategy</b> Objectives:</p> <ol style="list-style-type: none"> <li>1. Strategic Planning Process</li> <li>2. Marketing Planning</li> <li>3. Elements of Strategy</li> <li>4. Marketing Plan</li> <li>5. Concept of Marketing Mix</li> </ol>	<p>R: Ch 2 Marketing Mix (KKKJ) <b>C: <i>The Concept of the Marketing Mix</i></b></p>
3	<p><b>Product Related Strategies</b> Objectives: To learn</p> <ol style="list-style-type: none"> <li>1. Product levels and classification</li> <li>2. Creating product differentiation</li> <li>3. Product and Brand relationship</li> <li>4. Packaging, Labeling, Warranties and Guarantees</li> </ol>	<p>R: Ch 11 Setting Product Strategy</p>
4-5	<p><b>New Product Development (NPD)</b> Objectives:</p> <ol style="list-style-type: none"> <li>1. Challenges in NPD</li> <li>2. Budgeting and Developing New Product Offerings</li> <li>3. Concept Development and Market Testing</li> <li>4. Consumer-Adoption Process</li> <li>5. Product life cycle and marketing strategies</li> </ol>	<p>R: Ch 20 Introducing New Market Offerings (KKKJ) R: Why most product launches fail <b>C: <i>Precise Software Solutions</i></b></p>
6-7	<p><b>Brand Management</b> Objectives:</p> <ol style="list-style-type: none"> <li>1. Brand Management: building Brand Equity, measuring and managing Brand Equity</li> <li>2. CBBE Model and other Brand Equity Models</li> <li>3. Formation of Branding Strategy</li> <li>4. Brand as a Differentiator</li> </ol>	<p>R: Ch 10 Creating Brand Equity (KKKJ) R: Kill a brand, keep a customer R: Building customer-based brand equity <b>C: <i>Building Brand Infosys</i></b></p>
8-9	<p><b>Pricing Strategies</b> Objectives:</p> <ol style="list-style-type: none"> <li>1. Setting and Deciding the Price</li> <li>2. Calculating the price</li> <li>3. Responding to Price Changes</li> </ol>	<p>R: Ch 14 Developing Pricing Strategies and Programs (KKKJ)</p>
10-11	<p><b>Designing and Managing Marketing Channels</b> Objectives:</p> <ol style="list-style-type: none"> <li>1. Channel Development</li> <li>2. Functions and Levels of Channels</li> <li>3. Motivating Channel Members</li> <li>4. E-commerce and M-commerce</li> </ol>	<p>R: Ch 15 Designing and Managing Integrated Marketing Channels (KKKJ) R: Rethinking Distribution-Adaptive Channels <b>C: <i>Natureview Farm</i></b></p>



12	<b>Retail Management</b> 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 <b>C:Big Bazaar</b>
13	<b>Integrated Marketing Communication</b> 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	<b>Managing Mass Communication: Advertising &amp; Sales Promotion</b> 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 <b>C: Reliance baking soda</b>
15	<b>Managing Personal Communication:</b> 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 <b>C: Social Strategy at Nike</b>
16	<b>Managing Service</b> 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 <b>C: Singapore Airlines</b>
17-18	<b>Rural Marketing</b> 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? <b>C:Unilever in India: Hindustan Levers' Project Shakti</b>
19	<b>Global Marketing</b> Objectives: 1.Globalization in India 2.Evaluating Potential Markets 3.Direct export, Licensing, JV 4.COO effects 5.Decision on Global Marketing Progam-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 <b>C:The Universalization of L'Oreal</b>
20	<b>Student Presentation: Group Projects</b> Course Wrap-up	

Note: R = reading, C =case (new case studies may be introduced to explain the concepts better)



### **Case Write-up Submission and Presentation**

Students have to form different groups with three students in each and inform the instructor in the session-1. Each group shall then be assigned a case. They will be required to submit the case write-up and present the same on a particular session. Allocation of different cases to different groups shall 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: This should not 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: The time duration shall be 30 minutes. 20 minutes to be devoted for student presentation and 10 minutes for questions and answers (Q & A). The instructor shall choose who shall present based on his 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 shall be required to be undertaken by the 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 shall be granted on the deadline. The written document should not exceed 20 A-4 typed pages, 12pt font size and 1.5 spacing excluding title page, references and annexures.

#### 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 shall 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) Participants 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: This would be of total 15 minutes. 10 minutes is devoted to student presentation and 5 minutes is for Q & A. The instructor shall choose who shall present based on his 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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