

## POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

### Marketing Management 1 (MK501)

Term I (PGDM 2016-18)

Full Credit (3 credits)

Session Duration: 90 Minutes per session

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**Consulting hours :** Will be announced later

#### Course Introduction:

Marketing is the core of any business activity and it manifests itself in different forms – for example sales, purchase, consulting, etc. However the fact remains that until and unless the offering of the organization (product, service) is consumed in the marketplace the organizations fails to generate revenue and hence profits. As such, marketing is the key-point on which the survival of any organization depends. Therefore it becomes absolutely necessary for a student of management to understand the various aspects that make up marketing. To do justice to the subject, the course is divided into two parts – MM1 and MM2.

#### Course Objectives:

The specific objectives of the Marketing Management 1 course are as follows:

Learning Outcome	Description
<b>L01</b> Subject Knowledge	<ul style="list-style-type: none"> <li>To make the students familiar with the concept of Marketing</li> </ul>
<b>L02</b> Concept Application	<ul style="list-style-type: none"> <li>To explain the concept of Marketing and its role in creating customer value</li> </ul>
<b>L03</b> Strategic Application	<ul style="list-style-type: none"> <li>To explain the marketing strategic framework and to enable the students to take strategic decisions in marketing</li> </ul>
<b>L04</b> Teamwork & Communication	<ul style="list-style-type: none"> <li>To be able to convey marketing ideas &amp; strategy in verbal and written communications &amp; work as a team to attain goals</li> </ul>
<b>L05</b> Responsible Business	<ul style="list-style-type: none"> <li>To be able to understand the <i>ethical, environmental, sustainability and socio-cultural dimensions</i> in marketing</li> </ul>
<b>L06</b> International Perspective	<ul style="list-style-type: none"> <li>To be able to understand and extrapolate the learnings in Marketing in a global context.</li> </ul>

#### Course Pedagogy:

The teaching methodology will be a combination of classroom lectures which should encourage active student participation, case discussions (by the entire class), and debates discussed by the entire class. The topic for the debates and related readings are mentioned in the session plan. Learning will further be reinforced by quizzes, assignment questions on cases, and a final examination.

#### Course Readings

The following books are being referred for the course. However, as this is an elective course, it is expected that the students will make use of other materials which will be prescribed from time to

time. Students are advised to read newspapers and business magazines of their choice on a regular basis to augment the classroom learning.

**Text Book:**

1. KOTLER, P., ARMSTRONG, G., SAUNDERS, J. & WONG, V. 1999. *Principles of Marketing*, Cambridge, Prentice Hall Europe

The book “Principles of Marketing” (or any of its newer editions) would be the textbook for the course. Besides the above, I will also be consulting the following

**Reference Books:**

1. KOTLER, P. 1994. *Marketing Management - Analysis, Planning, Implementation, and Control*, Delhi, Prentice Hall
2. KOTLER, P., KELLER, K. L., KOSHY, A. & JHA, M. 2009. *Marketing Management - A South Asian Perspective*, Delhi, Dorling Kindersley (India) Pvt. Ltd

The above books would constitute essential reading for the course. However, the classroom lecture would be augmented by examples and discussions. Students are advised to explore various marketing news, books and cases available to them in the library and other places to build up their knowledge of Marketing. Magazines like Business India, Business World, Business Today, Pitch and Commercial Newspapers like Mint, Business Standard, Financial Express, Economic Times and Business Line particularly supplement on marketing like Brand Equity (ET), Brand Wagon (FE), Strategist (BS), Brand Line (BL) should also be consulted on a regular basis.

**Course Evaluation Criteria:**

The evaluation process for the course would constitute of the following:

Component	Weightage	Duration	Key Objectives Tested
Quiz	10%	15 mins	L02 L03 L04
Case Presentation	20%	15 mins / group	L01 L03 L06
Mid Trimester	30%	2 Hours	L01 L02 L03
End Trimester	40%	3 Hours	L01 L02 L03

The **quiz** would be online consisting of 20 questions drawn randomly from a question pool of about 100 questions based on the chapters covered till the date of the examination.

For case presentation, students are to form 12 groups of 5 students each. Each group would be assigned a case study which they would analyse, present and discuss in the class. Cases for the presentation should be chosen from the following:

1. Air Asia: Using Social Media
2. BCH Telecommunications
3. BMW: Putting the Burn back in Brum
4. Brand: The new co-stars of Bollywood
5. Fcinschmecker Sauce: Pricey 'n' Spicy
6. Jay Travels Trailer Parks
7. Kitkat: Have a Break
8. Marketing of Services: The McDonald Way
9. Mongoose Lager Beer eyes India
10. Nestle: Singled out Again & Again
11. P&G: Going Global in Cosmetics
12. Troll AEG

Case material would be circulated to the class at least 2 days before the due presentation. The above cases would be used for evaluation. However the class discussion would constitute of other case snippets from the textbooks for illustration purposes

**Session Plan:**

The following session plan would be adhered to by the faculty:

Session	Topic to be covered	Learning Objectives	Additional Resources
1.	<b>Introduction to Marketing</b> <i>What is marketing? The philosophies of Marketing, Marketing Challenges in the new millennium</i>	L01	E: Chapter 1 of textbook
2.	<b>Marketing &amp; Society</b> <i>Criticism of Marketing (Social Standpoint), The Principles of Public Policy towards Marketing</i>	L01 L05	E: Chapter 2 of textbook
3.	<b>Strategic Marketing Planning</b> <i>Overview, Planning Process, Mission, Strategic Audit, Business Portfolio, Marketing with Strategic Planning, The Marketing Plan, Marketing Organizations</i>	L01 L03	E: Chapter 3 of Textbook
4.	<b>The Marketing Environment:</b> Macro Environment, Micro Environment	L01 L05 L04 L06	E: Chapter 4 of textbook <i>Class Discussion (Students to Collect material about impact of environment on Marketing)</i>
5.	<b>Case Presentation &amp; Discussion</b> <i>(a) Nestle: Singled out Again &amp; Again<sup>s</sup> (b) Mongoose Lager Beer eyes India<sup>#</sup></i>	L01 L02 L03 L04 L05 L06	<i>Two Groups to Present</i>
6.	<b>Consumer Behavior</b> <i>Models of Consumer Behavior, Characteristics affecting Consumer Behavior, Buying Decision Process,</i>	L01	E: Chapter 4 of Textbook
7.	<b>Business Markets &amp; Behaviors</b> <i>Characteristics of Business Markets, Business Buyer Behavior, Main Influences in Business Buyers, Government and Institutional Buying Behavior</i>	L01	E: Chapter 7 of Textbook
8.	<b>Market Segmentation &amp; Targeting</b> <i>Introducing Segmentation, Segmenting Consumer Markets, Segmenting Business Markets, Segmenting International Markets, Market Targeting</i>	L01 L02	E: Chapter 9 of Textbook
9.	<b>Market Positioning</b> <i>Introducing Positioning, Perceptual Mapping (explanation only), Strategies of Positioning, Choosing and implementing a positioning strategy, Communicating &amp; delivering the positioning strategy</i>	L01 L02 L06	E: Chapter 10 of Textbook
10.	<b>Case Discussion &amp; Presentation</b>	L01 L02 L03 L04	<i>Two Groups to Present</i>

	(a) Troll AEG \$ (b) Brand: The new co-stars of Bollywood #	L05 L06	
11.	<b>Customer Relationship</b> <i>Defining Customer Value and Satisfaction, Customer Value and Value Chain, Value Delivery System, Difference between Value chain and Customer Lifetime Value</i>	L01	E: Chapter 11 of Textbook
12.	<b>Customer Retention &amp; Relationship Marketing</b> <i>The need for retention, The cost of acquiring customer, retaining customer and lost customer, Relationship Marketing, Customer Profitability</i>	L01 L03	E: Chapter 11 of Textbook
13.	<b>Identifying Competition</b> <i>Introduction, Identifying competitors, Identifying competitors objectives &amp; strategies, Assessing Strength and Weakness, Estimating Reaction patterns, selecting competitors to attack and avoid</i>	L01 L02	E: Chapter 12 of textbook
14.	<b>Competitive Strategies</b> <i>Market Leader, Market Challenger, Market Followers, Market Nichers, Competitive Positions &amp; Moves</i>	L01 L03	E: Chapter 12 of Textbook
15.	<b>Case Discussion &amp; Presentation</b> (a) BMW: Putting the Burn back in Brum \$ (b) Fcinschmecker Sauce: Pricey 'n' Spicy \$	L01 L02 L03 L04 L05 L06	Two Groups to Present
16.	<b>Marketing in a Global Environment</b> <i>Risks in International Markets, Analyzing International Marketing Opportunities, Defining Markets to enter, Establishing Market Entry Modes, Standardization or Adaptation for international markets</i>	L01 L06	E: Chapter 5 of Textbook
17.	<b>Marketing in a Digital Environment</b> Net Based – Facebook, Twitter, YouTube; Mobile Based marketing	L01 L03	Class Discussion. Students to gather cases illustrations and examples
18.	<b>Case Discussion and Presentation</b> (a) Air Asia: Using Social Media to reach customers # (b) P&G: Going Global in Cosmetics \$	L01 L02 L03 L04 L05 L06	Two Groups to Present
19.	<b>Case Discussion and Presentation</b> (a) Kitkat: Have a Break (b) Marketing of Services: The McDonald Way	L01 L02 L03 L04 L05 L06	Two Groups to Present
20.	<b>Case Discussion and Presentation</b> (a) Jay Travels Trailer Parks (b) BCH Telecommunications	L01 L02 L03 L04 L05 L06	Two Groups to Present

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