

Marketing Management – II (MM-502)
Full Credit (3 credits) course for PGDM Term II (2016-18)
Session Duration: 90 Minutes per session

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Consulting hours : 2:30 pm to 5:30 pm [subject to availability]

Course Introduction:

Having built up the foundation of Marketing in the previous trimester, in this trimester we will explore the pillars of marketing in greater details. This would lead us to discussions on product / service development, offer pricing, communicating value to the target segment and other sales activities. We will look at how all this converges to the evolution and design of marketing strategies aimed at creating competitive advantage for the marketer. We will also look at Rural Marketing (in brief) as we cannot ignore the emerging markets represented by Bottom-of-the-pyramid and Rural markets, hence a basic understanding of what these markets manifest is in order. Taken together with the previous trimester, this course would build a strong foundation of marketing which would be needed by the student for the course and for perusing the profession of marketing

Course Objectives:

The specific objectives of the course are to enable the budding marketer by:

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

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, 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 on a regular basis to augment the classroom learning.

Text Book:

1. Kotler, P., Keller, K.L., Koshy, A. and Jha, M. (2009) Marketing Management: A South Asian Perspective. 13th ed. Delhi: Pearson.

Reference Books:

1. Kotler, P., Armstrong, G., Saunders, J. & Wong, V. (1999). Principles Of Marketing, Cambridge, Prentice Hall Europe
2. Kotler, P. (1994). Marketing Management - Analysis, Planning, Implementation, and Control, Delhi, Prentice Hall
3. Lamb, C.W., Hair, J.F., Sharma, D. and McDaniel, C. (2012) Marketing: A South Asian Perspective. Delhi: Cengage.

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
Class Presentation	20%	15 mins / group	L02 L03 L04
OLT Based Quiz	10%	15 minutes	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 10 questions drawn randomly from a question pool of questions based on the chapters covered till the date of the examination.

For the **class presentation**, the students would be divided into groups of 6 students each i.e. a total of 11 groups in the class. Each group would be assigned a topic by the faculty. They should register their groups with the course facilitator within a week of the start of the course. The grading for the class presentation would be in two parts – 50% based on the quality of presentation and 50% based on the ability to handle questions from the instructor(s) and students. All students in the group must present and the presentation should be made using MS PowerPoint.

Session Plan:

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

Session	Topic to be covered	Learning Objectives	Additional Resources
1.	Setting Product Strategy Product characteristics and classification, Differentiation, Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, Product Mix Pricing, Co-branding and Ingredient Branding	L01	Textbook Chapter 12
2.	Designing and Managing Service The nature of service, Marketing strategies for a service firm, Managing Service Quality, Managing Service Brands, Managing Product Support Services	L01 L02	Textbook Chapter 13
3.	Case & Article Presentation <ul style="list-style-type: none"> Stick to the Strategy or Make the Sale? The Tata Nano: The People's Car 	L01 L02 L03 L04 L05 L06	Presentation by designated Groups
4.	Developing Pricing Strategies and Programs How companies price, Consumer Psychology and Price, Steps in setting the price, Adapting the price, Geographic Pricing Strategies, Price Discounts and Allowances, Promotion Pricing, Differentiated Pricing, Responding to Price Changes	L01 L02	Textbook Chapter 14
5.	Designing and Managing Networks Marketing Channels and Value Network, Role of Marketing Channels, Channel Levels, Channel Design Decisions, Channel Management Decisions, Channel Integration, Vertical Marketing Systems, Channel Conflict, Cooperation and Competition, E-commerce	L01 L02	Textbook Chapter 15
6.	Managing Retailing Wholesaling and Logistics Types of Retailers, Private Labels, Wholesaling, Marketing Logistics	L01 L02	Textbook Chapter 16
7.	Presentation <ul style="list-style-type: none"> Procter & Gamble Italy: The Pringles Launch (A) An evolutionary outlook of Walmart's Supply chain Management strategy in India 	L01 L02 L03 L04 L05 L06	Presentation by designated Groups
8.	Marketing Communications Designing and Managing Integrated Marketing Communication, Developing	L01 L02 L03 L05	Textbook Chapter 17

	Effective Communication, Deciding on the Marketing Communication Mix, Managing the Integrated Marketing Communication		
9.	Managing Mass Communications Developing and Managing Marketing Programs, Deciding on media and measuring effectiveness, Sales Promotion, Events and Experiences, Public Relations	L01 L02 L03 L05	Textbook Chapter 18
10.	Managing Personal Communications Direct Marketing, Interactive Marketing, Designing the Sales force, Managing the Sales Force, Principles of Personal Selling	L01 L02 L03	Textbook Chapter 19
11.	Presentation <ul style="list-style-type: none"> Maersk Line: B2B Social Media-"It's Communication, Not Marketing" Rethinking marketing communication: From integrated marketing communication to relationship communication 	L01 L02 L03 L04 L05 L06	Presentation by designated Groups
12.	New Product Development Introducing new marketing offering, Challenges in New Product Development, Managing the Development Process, Ideas, Concept, Strategy, Development and Commercialization, The consumer adaption process	L01 L02 L03 L06	Textbook Chapter 20
13.	Estimating Market Size and Demand Analysis Measuring Marketing Productivity, Market Metrics, Measuring Marketing Plan, Profitability Analysis, Marketing Mix Models, Estimating Current Demand, Forecasting Demand,	L01 L02	Textbook Chapter 04
14.	Presentation <ul style="list-style-type: none"> An Entrepreneur's New Product Development Journey Why It Pays to Be a Category Creator + How do you explain a new product category 	L01 L02 L03 L04 L05 L06	Presentation by designated Groups
15.	Understanding Brand Equity - I What is Brand Equity, Defining Brand Equity, Brand Equity Models, Choosing Brand Elements, Leveraging Secondary Associations	L01	Textbook Chapter 10
16.	Understanding Brand Equity – II Measuring Brand Equity, Managing Brand Equity, Brand Audits, Brand Tracking and Brand Valuation, Devising a Branding Strategy, Managing Brand Equity, Devising Branding Strategy		Textbook Chapter 10

17.	Presentation <ul style="list-style-type: none"> Barilla SpA (A) Burger King: Developing a Marketing Mix for Growth 	L01 L02 L03 L04 L05 L06	Presentation by designated Groups
18.	Managing a Holistic Marketing Organisation Internal Marketing, Socially Responsible Marketing, Cause Related Marketing, Social Marketing, Marketing Implementation, Evaluation and Control, Future of Marketing	L01 L03 L05	Textbook Chapter 22
19.	Rural Marketing in India Understanding the Rural Market, Characteristics, Marketing infrastructure, Segmenting Rural Markets, Example of Rural Marketing	L01	Textbook Appendix A
20.	Presentation <ul style="list-style-type: none"> ITC EChoupal: Corporate Social Responsibility in Rural India Luxury Buying Behaviour and the Role of Culture: An Indian Context 	L01 L02 L03 L04 L05 L06	Presentation by designated Groups

Additional reading material would be provided from time to time by the faculty in charge.