

Post Graduate Diploma in Management (PGDM)
Marketing Management I (MK501)
PGDM 2017-19, Term I
Full Credit (3 credits)
Session Duration: 90 Minutes per session

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Consulting hours : After 2:30 pm weekdays (subject to availability)

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
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, as this is compulsory course, students are expected to augment their foundation of marketing by reading other material and actively clearing their doubt in the classroom. **Students are advised to read newspapers and business magazines of their choice on a regular basis** to augment the classroom learning.

1. Etzel, Michael J; Walker, Bruce J; Stanton, William J; Pandit, Ajay (2010): *Marketing*. 14th ed. New Delhi: Tata McGraw Hill.
2. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham; Jha, Mithileshwar (2007): *Marketing Management. A South Asian Perspective*. Delhi: Pearson Education.
3. Lamb, Charles W; Hair, Joseph F, Jr.; Sharma, Dheeraj; McDaniel, Carl (2016): *MKTG. Principles of Marketing: A South Asian Perspective*. Delhi: Cengage Learning

Course Evaluation Criteria:

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

Component	Weightage	Duration	Key Objectives Tested
Case Discussion	20%	15 mins / group	L02 L03 L04
Class Quiz	10%	15 minutes	L01 L03 L06
Mid Trimester	30%	2 Hours	L01 L02 L03
End Trimester	40%	2½ 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. The cases would be supplied in the reading material given to you. On the indicated date (as per the schedule), each one of you is expected to come prepared with the case individually. Any one of you (or a group of you) might be called to discuss / present / lead the case discussion. Students are expected to actively participate in the case discussion and also in the class participation. The course instructor throughout the class would regularly evaluate students.

Session Plan:

Session	Topic to be covered	Learning Outcomes	Additional Resources
1.	Introduction to Marketing <i>What is marketing? The philosophies of Marketing, Marketing Challenges in the new millennium</i>	L01	MM-READ-1: Scholarly Research in Marketing: Exploring the "4 Eras"
2.	Marketing & Society <i>Criticism of Marketing (Social Standpoint), The Principles of Public Policy towards Marketing</i>	L01 L05	
3.	Strategic Marketing Planning <i>Overview, Planning Process, Mission, Strategic Audit, Business Portfolio, Marketing with Strategic Planning, The Marketing Plan, Marketing Organizations</i>	L01 L03	
4.	The Marketing Environment:	L01 L05 L06	MM-READ-2:

	<i>Macro Environment, Micro Environment</i>		A case study of IKEA Shanghai
5.	Case Presentation & Discussion <ul style="list-style-type: none"> • <i>BYJU's The Learning App</i> • <i>Shiseido: Rethinking the Future</i> 	L01 L02 L03 L04 L05 L06	[2 Groups]
6.	Consumer Behavior - I <i>Models of Consumer Behavior, Characteristics affecting Consumer Behavior, CBD Process</i>	L01	
7.	Consumer Behavior – II <i>Focus on Indian Consumer</i>	L01 L02 L04	<i>A group of students to present Demographic factors of India and Discuss the Indian Consumer [1 Group]</i>
8.	Business Markets & Behaviors <i>Characteristics of Business Markets, Business Buyer Behavior, Main Influences in Business Buyers, Government and Institutional Buying Behavior</i>	L01 L02	
9.	Market Segmentation & Targeting <i>Introducing Segmentation, Segmenting Consumer Markets, Segmenting Business Markets, Segmenting International Markets, Market Targeting</i>	L01 L02	
10.	Market Positioning <i>Introducing Positioning, Perceptual Mapping (explanation only), Strategies of Positioning, Choosing and implementing a positioning strategy, Communicating & delivering the positioning strategy</i>	L01 L02 L06	
11.	Case Discussion & Presentation <ul style="list-style-type: none"> • <i>Tata Nano – The People’s Car</i> • <i>Troll-AEG</i> 	L01 L02 L03 L04 L05 L06	[2 Groups]
12.	Identifying Competition <i>Introduction, Identifying competitors, Identifying competitors objectives & strategies, Assessing Strength and Weakness, Estimating Reaction patterns, selecting competitors to attack and avoid</i>	L01 L02	
13.	Competitive Strategies <i>Market Leader, Market Challenger, Market Followers, Market Nichers, Competitive Positions & Moves</i>	L01 L02 L03	
14.	Case Discussion & Presentation <ul style="list-style-type: none"> • <i>OnePlus: Crossing the Chasm</i> 		[2 Groups]

	<ul style="list-style-type: none"> • <i>BMW: Putting the 'Brrrrunr Back in Brum</i> 		
15.	Customer Relationship <i>Defining Customer Value and Satisfaction, Customer Value and Value Chain, Value Delivery System, Difference between Value chain and Customer Lifetime Value</i>	L01 L02 L03	
16.	Customer Retention & Relationship Marketing <i>The need for retention, The cost of acquiring customer, retaining customer and lost customer, Relationship Marketing, Customer Profitability</i>	L01	MM-READ-3: Demonstrating-the Value of Marketing
17.	Marketing in a Digital Environment Net Based – Facebook, Twitter, YouTube; Mobile Based marketing	L01 L03 L04	<i>A group of students to present on the various modes of Social Media and discuss [1 Group]</i>
18.	Marketing in a Global Environment <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 L02 L03 L06	
19.	Case Discussion and Presentation <ul style="list-style-type: none"> • Sainsbury in Egypt • Dunia Finance LLC (B) 	L01 L02 L03 L04 L05 L06	[2 groups]
20.	The Marketing Mix An Introduction, brief explanation and doubt clearing	L01	Borden (1984): The concept of marketing mix