

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Marketing Strategy (MK504)

CREDIT: FULL (2 Credits)
SESSION DURATION: 60 Minutes

TERM: III
YEAR: 2018-19
BATCH: I

Course Description:

The race to be the world's most valuable companies is being led by GAF A (Google, Apple, Facebook, and Amazon) from the west and their huge Chinese rivals like BHAT (Baidu, Huawei, Alibaba, and Tencent). What is common is that all of them are successful first generation entrepreneurial enterprises leveraging business opportunity built on the platform business model- aggregating the consumers, engaging the consumers and monetizing the consumers. Uberisation of everything is seeing much-unrelated diversification, like Google and Apple investing in the autonomous vehicle, General Motors investing in setting up a car sharing business, and so on. The traditional way of looking at a firm's generic competitive strategy, defining the market and competition, the value delivery process of marketing is undergoing a major shift. Value innovation and value co-creation to enhance long term customer value takes the center-stage today.

In MM1 and MM2 students are taught various tools, methods, and processes to optimize marketing functions in today's business. In this Marketing Strategy course, they will be taught to manage the marketing functions in tomorrow's businesses. Borrowing from W Chan Kim's 'Blue ocean strategy', today's marketers need to create blue oceans of uncontested market space, as opposed to 'red oceans' (i.e., an ocean full of vicious competition turning red where competitors fight for dominance) and this course precisely attempts to make the participants curious to explore the blue oceans in their respective areas-enabling a leap in value they create for the company, its customers, its employees and other stakeholders, making the competition irrelevant or creating a new market. The participants will be taught analytical frameworks and tools to enhance their skills to engage well with their respective business eco-system and respond to today's business challenges and opportunities.

Learning objectives:

Intended learning objectives of this course are:

- a. To provide participants an understanding of how new technologies and business rules impact the marketing mix
- b. To provide a deep insight into the interplay of product-services-platforms-solutions
- c. Moving the participants from a linear to a non-linear thinking plane, understand the big picture and respond to it by operationalizing a framework linking marketing activities within it
- d. To enable participants to understand the linkages between changes in market conditions and a firm changing strategy

- e. To provide an understanding of the nature and dynamics of strategy formulation processes that a CMO needs to navigate
- f. To understand the strategic tools available to make strategic marketing decisions
- g. To help participants develop an ability to analyze, interpret and infer for the logical conclusion and decision implications

Pedagogy:

- 1. Classroom lectures
- 2. The entire course will be taught using 'Mark Strat' simulation package.
- 3. Team projects

Evaluation:

The evaluation will be based on the working in the simulation process and an end-term examination.

Recommended Text Books:

Marketing Strategy by O. C. Ferrell and Michael D. Hartline

Sessions Plan

1ST Session: The market eco-system, Market drivers, and Evolution of market place.

2nd Session: Marketing Mix

3rd Session: Systems thinking, Competition matrix, and Competition taxonomy

4th Session: Market Planning and control

5th Session: Market position and Strategies

6th Session: Strategy Implementation

7th Session to 20th Session: Simulation Project