

**Post Graduate Diploma in Management**  
**MK-501: Marketing Management I**  
**Session 2019-21**  
**2 Credits Compulsory Course**  
**Session Duration: 60 Minutes per session**

**Term: 1**  
**Year: 2019-21**  
**Batch: I**

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**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 – Marketing Management 1 (MM-1) and Marketing Management 2 (MM-2).

**COURSE OBJECTIVES:**

<b>Learning Objectives</b>	<b>Learning Outcomes</b>
<b>L01</b> Subject Knowledge	<ul style="list-style-type: none"><li>To make the students familiar with the “knowledge of theory and practices” in Marketing so that they can understand and solve business problems related to marketing</li></ul>
<b>L02</b> Knowledge Application	<ul style="list-style-type: none"><li>To be able to use the knowledge of marketing theory and practices to business problems for providing solutions for creating and enhancing customer value</li></ul>
<b>L03</b> Critical Thinking	<ul style="list-style-type: none"><li>To be able to develop and use Analytical and critical thinking to process available information for providing practical business solutions in the domain of 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 and discussions which should encourage active student participation in all aspects of learning. Case discussions (by the entire class), and debates will form an integral part of the course. 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:

Component	Weightage	Duration	Key Objectives Tested
Case Discussion	20%	15 mins / group	L02 L03 L04
Class Quiz	10%	15 minutes	L01 L03 L03 L06
Mid Trimester	30%	2 Hours	L01 L02 L03
End Trimester	40%	2½ Hours	L01 L02 L03

**Case Discussion:** would be on the cases and topics assigned to the students. 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 in the class participation. The course instructor throughout the class would regularly evaluate students.

**Class Quiz:** 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. This may or may not be announced in the class.

**Mid & End Term Examinations:** Will be communicated by the program office

### PLAGIARISM & ACADEMIC INTEGRITY:

We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 10% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.

Cheating means using written, verbal or electronic sources of aid during an examination/ quiz/ assignment or providing such assistance to other students (except in cases where it is expressly permitted by the faculty). It also includes providing false data or references/list of sources which either do not exist or have not been used, having another individual write your paper or assignment or purchasing a paper for one's own submission. Cheating is strictly prohibited at IMI and will invite penalty as per policies of the Institute.

**SESSION PLAN:**

Session	Topic to be covered	Key Learning Objectives	Readings
1.	<b>Introduction to Marketing (1/2)</b> <i>What is marketing? The philosophies of Marketing, Marketing Challenges in the new millennium</i>	L01	Ch-1 KKKJ
2.	<b>Introduction to Marketing (2/2)</b> <i>What is marketing? The philosophies of Marketing, Marketing Challenges in the new millennium</i>	L01	Ch-1 KKKJ
3.	<b>Marketing &amp; Society</b> <i>Criticism of Marketing (Social Standpoint), The Principles of Public Policy towards Marketing</i>	L01 L05	Ch-1 EWS Ch-3 LHSM
4.	<b>Strategic Marketing Planning (1/2)</b> <i>Overview, Planning Process, Mission, Strategic Audit, Business Portfolio, Marketing with Strategic Planning, The Marketing Plan, Marketing Organizations</i>	L01 L03	Ch-2 LHSM Ch-2 KKKJ
5.	<b>Strategic Marketing Planning (2/2)</b> <i>Overview, Planning Process, Mission, Strategic Audit, Business Portfolio, Marketing with Strategic Planning, The Marketing Plan, Marketing Organizations</i>	L01 L03	Ch-2 LHSM Ch-2 KKKJ
6.	<b>The Marketing Environment:</b> <i>Macro Environment, Micro Environment</i>	L01 L05 L06	Ch-4 LHSM Ch-2 EWS
7.	<b>Case Discussion</b> • Jamba Juice (A)	L02 L03 L04	
8.	<b>Consumer Behavior</b> <i>Models of Consumer Behavior, Characteristics affecting Consumer Behavior, CBD Process</i>	L01	Ch-6 KKKJ Ch-4 EWS
9.	<b>Business Markets &amp; Behaviors</b> <i>Characteristics of Business Markets, Business Buyer Behavior, Main Influences in Business Buy, Government &amp; Institutional Buying Behavior</i>	L01	Ch-7 KKKJ Ch-5 EWS
10.	<b>Market Segmentation &amp; Targeting (1/2)</b> <i>Introducing Segmentation, Segmenting Markets, Segmenting Business Markets, Segmenting International Markets, Market Targeting</i>	L01 L02	Ch-8 KKKJ Ch-8 LHSM
11.	<b>Market Segmentation &amp; Targeting (2/2)</b> <i>Introducing Segmentation, Segmenting Markets, Segmenting Business Markets, Segmenting International Markets, Market Targeting</i>	L01 L02	Ch-8 KKKJ Ch-8 LHSM
12.	<b>Market Positioning</b> <i>Introducing Positioning, Perceptual Mapping (explanation only), Strategies of Positioning, Choosing and implementing a positioning strategy, Communicating &amp; delivering the strategy</i>	L01 L02 L06	Ch-6 EWS
13.	<b>Case Discussion &amp; Presentation</b> • Eastman Kodak Co.: Funtime Film	L02 L03 L06	
14.	<b>Identifying Competition</b>	L01 L02	Ch-9 KKKJ

	<i>Introduction, identifying competitors, Identifying competitors objectives &amp; strategies, Assessing Strength and Weakness, Estimating Reaction patterns, selecting competitors to attack and avoid</i>		
15.	<b>Competitive Strategies</b> <i>Market Leader, Market Challenger, Market Followers, Market Nichers, Competitive Positions &amp; Moves</i>	L01 L03	Ch-9 KKKJ
16.	<b>Case Discussion &amp; Presentation</b> • <i>DesiFirangi.com: Building a E-commerce Portal</i>	L02 L03 L06	
17.	<b>Customer Satisfaction, Value and Loyalty</b> <i>The Customer Value Pyramid, Customer Perceived Value and Customer delivered Value, Total Customer Satisfaction, Measuring Satisfaction, Customer Profitability, CLV, Customer Equity</i>		
18.	<b>Customer Retention &amp; Relationship Marketing</b> <i>The need for retention, The cost of acquiring customer, retaining customer and lost customer, Relationship Marketing</i>	L01	Ch-8 EWS Ch-21 LHSM
19.	<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	Ch-21 KKKJ
20.	<b>Case Discussion</b> • <i>Sai Marine Exports at a Crossroads</i>	L02 L03 L06	