Marketing Management – II (MM-502)
Full Credit (2 credits) course for PGDM Term II (2018-20)
Session Duration: 60 Minutes per session

TERM: II
YEAR: 2019-2020
BATCH: PGDM 2019-21

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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. 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.

Learning Objectives:

The specific objectives of the course are to enable the budding marketer by:
LO1) Adding substantive knowledge in marketing mix variable
LO2) Develop ability to integrate the marketing mix variable
LO3) To integrate the marketing function in a firm

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. 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 ad 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:

Project/Assignment (LO1); Class Presentation (LO2);
Mid/End Trimester (LO3).

1. Project/Assignment   20%
2. Class Presentation   20%
3. Mid Trimester   20%
4. End Trimester   40%

Session Plan:

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

Session	Topic to be covered	Outcomes	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	LO1 & LO2	Textbook Chapter 12
2.	**Designing and Managing Service** The nature of service, Marketing strategies for a service firm, Managing Service Quality, Managing Service	LO1 & LO3	Textbook Chapter 13

3.	Case 1: Unilever in India	LO3	**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	LO1	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,	LO1	Textbook Chapter 15
6.	**Managing Retailing Wholesaling and Logistics** Types of Retailers, Private Labels,	LO2	Textbook Chapter 16
7.	Case 2: Scorpio	LO3	**Presentation by designated Groups**
8.	**Marketing Communications** Designing and Managing Integrated Marketing Communication, Developing Effective Communication, Deciding on the Marketing Communication Mix,	LO1	Textbook Chapter 17
9.	**Managing Mass Communications** Developing and Managing Marketing Programs, Deciding on media and measuring effectiveness, Sales	LO1 & LO2	Textbook Chapter 18
10.	**Managing Personal Communications** Direct Marketing, Interactive Marketing, Designing the Sales force, Managing the Sales Force, Principles of Personal Selling	LO2 & LO3	Textbook Chapter 19
11.	Case 3: Scissors	LO3	**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	LO1 & LO2	Textbook Chapter 20

13.	**Estimating Market Size and Demand Analysis** Measuring Marketing Productivity, Market Metrics, Measuring Marketing Plan, Profitability Analysis, Marketing Mix	LO1	Textbook Chapter 04
14.	Case 4: Virgin Mobile, USA	LO3	**Presentation by designated Groups**
15.	**Understanding Brand Equity - I** What is Brand Equity, Defining Brand Equity, Brand Equity Models, Choosing Brand Elements, Leveraging Secondary	LO1	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	LO1 & LO2	Textbook Chapter 10
17.	Case 5: Narayana Hrudayalaya	LO3	**Presentation by designated Groups**
18.	**Managing a Holistic Marketing Organisation** Internal Marketing, Socially Responsible Marketing, Cause Related Marketing, Social Marketing, Marketing	LO1, LO2, & LO3	Textbook Chapter 22
19.	Case 6: T I Cycles	LO3	**Presentation by designated Groups**
20.	Case 7: Starbucks	LO3	**Presentation by designated Group**

Plagiarism

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