



## INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management (PGDM)

### **MARKETING MANAGEMENT I (MK501)**

Credit: Two credits

Session Duration: 60 Minutes

Term – I

ACADEMIC YEAR: 2020-2021

PGDM-2020-2022

Course Instructor	Dr. Pravesh Kumar Padamwar
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Consulting hours	2:30 pm to 4:30 pm (subject to availability)

### **Course Introduction:**

Marketing is arguably the prime business function as all business organizations survive upon a foundation of sales, without which there can be no production or any other managerial activity. A marketing perspective is built on an adequate understanding of customer desires and decision processes. The notion of market orientation also requires an integrated understanding of the marketing environment. We will look at how market knowledge is gained through research and the application of analytical frameworks. This leads to informed decision making in marketing. The course has been designed to familiarize students with various concepts of marketing management such as segmentation, target and positioning (STP), branding.

**Learning Outcomes:**

#	Learning Outcomes
LO1	To understand marketing concept and marketing strategies
LO2	To understand customer value, customer relationship, and market research.
LO3	To understand consumer behavior and Segmentation, target, and positioning.
LO4	To understand branding and brand equity.

**Pedagogy:**

The course will help students develop an appreciation of Marketing Management through lectures, discussions, case analysis and videos.

**Course Reading:**

Kotler, Philip, and Keller, Kelvin L. (2017), Marketing Management (15th Edition), Pearson.

Etzel, Michael J., Walker, Bruce J., Stanton, William J., and Pandit, Ajay (2010), Marketing (14th Edition), McGraw Hill.

**Evaluation criteria:**

Evaluation Component	Learning Outcomes	Weightage
Class participation	LO1- LO4	10 %
Quizzes	LO1- LO4	20 %
Term project	At least one of LO1- LO4	20 %
Mid-term exam	LO1-LO2	20 %
End-term exam	LO1- LO4	30 %

***Quizzes***

There will be three or more quizzes. It could be announced or surprise quizzes. The question types of quizzes will be MCQ, fill in the blank, and/or true/false.

### ***Term project***

Form a group of three students. Each group need to identify an organization that has some interesting and unique marketing approach. Study one or at most two concepts (e.g. branding, Segmentation, target, and positioning etc.) of the course in your selected organization.

Each group would develop and write term project report. The report shall be of maximum 3000 words, neatly typed. Relevant appendices may be attached (you may include pictures).

At the end of the course each group needs to present their project work. Presentations would be evaluated on the basis of content, structure, communication, and creativity in presenting the subject matter.

### **Session plan:**

#	Topic	Learning outcomes	Readings
1-2	Introduction to marketing management	LO1	Book – Kotler, Philip Ch. 1. <i>Article-</i> , Theodore Levitt, (2004) “Marketing Myopia”, Harvard Business Review.
3-6	Marketing concepts and marketing strategies	LO1	Book – Kotler, Philip Ch. 1 and 2. <b><i>Case analysis #1-</i></b> Wingreens Farms: Sustainable Growth <i>Article-</i> , W. Chan Kim and Renee A. Mauborgne, (2004) “Value Innovation: The Strategic Logic of High Growth”, Harvard Business Review.
7-8	Customer relationship management and Marketing research	LO1	Book – Kotler, Philip Ch. 3, 4, and 5.

9-12	Consumer behavior and Business to business market	LO2	<p>Book – Kotler, Philip Ch. 6, 7, and 8.</p> <p><b>Case analysis #2-</b> Mahindra &amp; Mahindra: Marketing a Low-Priced Mini-Tractor</p> <p><i>Article-</i>, Clayton M. Christensen, Taddy Hall, Karen Dillon, and David Duncan (2016), "Know Your Customers' "Jobs to Be Done"", Harvard Business Review</p>
13-16	Segmentation, target, and positioning	LO3	<p>Book – Kotler, Philip Ch. 9 and 10.</p> <p><b>Case analysis #3-</b> Metabical: Positioning and Communications Strategy for a New Weight Loss Drug</p> <p><i>Article-</i>, Daniel Yankelovich and David Meer (2006), " Rediscovering Market Segmentation", Harvard Business Review</p>
17-20	Brand Management	LO4	<p>Book – Kotler, Philip Ch. 10, 11, and 12.</p> <p><b>Case analysis #4-</b> Coca-Cola India's Frozen Dessert Plan Heats Up Competition</p> <p><i>Article-</i>, Patrick Barwise, Sean Meehan (2010), "The One Thing You Must Get Right When Building a Brand ", Harvard Business Review</p> <p><i>Article-</i>, Douglas B. Holt (2016), " Branding in the Age of Social Media ", Harvard Business Review</p>
21-22	Term project presentations		

### **Academic integrity:**

**Plagiarism-** 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 20% 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.