



**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: 2021-2022
PGDM-2021-2023

Course Instructor	Dr. Amit Shrivastava
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Consulting hours	2:30 pm to 4:30 pm

Course Introduction:

Over the years there has been a shift in the way firms have realigned their businesses from merely providing products/services to creating value by satisfying the current/latent need of the customer who is carefully chosen and targeted. In an era of brand clutter, shifting consumer preferences, integration of world markets, sharp changes in psychographic and demographic profile of customers, Marketing have emerged as the single most important function in business. Marketing has evolved as an applied discipline and has drawn from economics, psychology, sociology and anthropology and hence enabled businesses to develop a multi-disciplinary approach towards identifying and understanding the core of their businesses, i.e. the Customer. Effective marketing strategy of a company involves grappling with questions such as the following:

1. What are our customer's needs?
2. What special competence/skills do we possess to meet those needs?
3. Who does compete with us in meeting up those customer needs?
4. How does context impact on what we seek to do?

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 familiarize students with concepts of Marketing in real life business environment
LO2	To be able to understand the application of concepts in business in context
LO3	To be able to develop analytical thinking to use available information for solving business issues
LO4	To be able to understand the environmental, socio cultural and its impact on marketing

Pedagogy:

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

Course Reading:

- A. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2014). *Marketing Management - A South Asian Perspective* (14th ed.). New Delhi: Pearson Education.
- B. 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 %
Presentation	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 five 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: The Marketing Paradigm; Core Concepts—Needs, Wants, Demand, Product, Market, Exchange, Transactions	LO1 LO2	Book – A Ch. 1. <i>Article-</i> , What the Hell is Marketing Oriented? Harvard Business Review.
3-4	Defining Markets: Customer Value Proposition; The Marketing Decision Variables; Customer Value Mapping;	LO1 LO2	Book – A Ch. 2 & 4 Article: Value Innovation The Startegic Logic of High Growth
5-6	Marketing Planning and Performance Analysis: Elements of a Marketing Plan; The Plan Document; Sources of Data	LO1 LO3 LO4	Book – Kotler, Philip Ch. 2

7-8	Marketing Environment Analysis-1: Elements of the Marketing Environment; Porter's five forces; Value Chain Analysis; GE Models	LO2 LO4	Book – A Ch. 3 Book – B Ch 2
9-11	Market Research: Understanding and Interpreting Market Research Data Sales Forecasting: Levels of Sales Forecast; Difference between Judgmental and Numerical Forecasting; Use of Regression and Time Series Analysis	LO1 LO3	Book – A Ch 3.
12-13	Consumer Behavior: Model of Consumer Behavior; Process of Consumer Behavior; Process of Consumer Behavior in B2B setting	LO1 LO2LO4	Book – A Ch. 5 & 6 Book – B CH 4 & 5 Himalaya Face Wash: Brand Associations and Lifestyle
14-15	Segmentation and Targeting: Purpose and Methods of Market Segmentation; The needs method of Market Segmentation, Chasing the long tail	LO3 LO4	Book A- Ch 7
16	Positioning: The classical positioning paradigm; The advantages and disadvantages of positioning	LO3	Book A – Ch 9 Book – B Ch 5
17-18	Creating Brand Equity	LO 2 LO4	Book A Ch 10
19 - 20	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.