

Course title: Marketing Management II				
Course code: PPM 192	No. of credits: 2	L-T-P distribution: 28-0-0	Learning hours: 28	
Pre-requisite course code and title (if any):				
Department: Department of Business & Sustainability				
Course coordinator(s): Dr. Debdeep De			Course instructor(s): Dr. Debdeep De	
Contact details: debdeepde@gmail.com				
Course type: Core			Course offered in:	
Course description Marketing is an integral part of any business. The function of marketing interfaces the organisation with its customers and markets. This in turn helps the organisation to understand the consumer needs, create products and services and exchange them in a sustainable and perpetual manner. Marketing is growing in importance in an ever outsourced modern world, where companies can outsource all their functional activities except marketing. As marketing keeps you in touch with the customers it serves two important purposes namely earning the revenue and constantly help the organisation evolve according to the customer needs; there by ensuring organisational sustainability. This is the second part of the compulsory course on marketing, therefore, the objective of the course is to familiarize the participants with the basic concepts and principles of marketing, and help them in understanding the basic marketing language. At the end of the course, participants are expected to be clear on.				
Course objectives As Marketing is a critical organisational function for all types of organisation the objective of the course is to impart an understanding of the <input type="checkbox"/> Conceptual framework, covering basic elements of the marketing mix; <input type="checkbox"/> Globalisation of marketing for organisational growth; <input type="checkbox"/> Understand the marketing environment <input type="checkbox"/> Marketing information system and customer relationship management; <input type="checkbox"/> Strategic issues in marketing for competitiveness.				
3. Learning Outcome After attending this course, students will: <input type="checkbox"/> Develop an ability to understand and develop the marketing mix for an organisation <input type="checkbox"/> Develop an ability to assess the impact of the environment on marketing function <input type="checkbox"/> Should be able to develop suitable marketing strategies in light of the environment <input type="checkbox"/> Should be able to look for growth opportunities beyond national boundaries.				
4. Pedagogy The course will be a blend of lectures, presentations, case discussion, class assignments and group research projects. The following are expected from students who are attending the course • Students will be required to do extensive reading of business newspapers and business journals and also use Internet information sources. • Students will also be required to go through prescribed readings and case studies. • Each student will be required to work independently as well as in a group to conduct research assignment, class presentations and case studies. • Students will undertake research projects after project parameters have been discussed and mutually agreed up on with the faculty only.				
Course contents				
Module	Topic	L	T	P
1	Module: The Marketing process <input type="checkbox"/> Revisiting the basics <input type="checkbox"/> The marketing process in practice Chapter 1 & 13; Kotler, pp 2-28, 315-333 Chapter 1, 13 & 14 ; Baines, pp 3-35, 421-454, 457-487 <input type="checkbox"/> Motorola reaches out in India <input type="checkbox"/> Red bull grows wings <input type="checkbox"/> Future group	5	0	0

2	<p>Module: Applied Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Globalising business <input type="checkbox"/> Retailing of products <input type="checkbox"/> Services Marketing <p>Chapter 3, 19 ; Kotler, pp 56 - 81 466-487 Chapter 2, 7 ; Baines, pp 36-68, 216-251 Global Marketing, A Decision Oriented approach, Svend Hollensen & Madhumita Banerjee, 4th edition Pearson Education, New Delhi, India, (ISBN: 81-317-1195-1) Chapter2, 3 page 44-57, 67 - 71</p> <ul style="list-style-type: none"> <input type="checkbox"/> Michelin <input type="checkbox"/> Chocolate bars in UK 	5	0	0																				
3	<p>Module: Strategic Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Marketing environment <input type="checkbox"/> Macro Environment <input type="checkbox"/> Micro Environment <input type="checkbox"/> Strategic marketing <input type="checkbox"/> Strategic direction and generic strategies <input type="checkbox"/> Developing competitive advantage <input type="checkbox"/> Analytical tools like PLC, BCG Matrix.... <p>Chapter 2, 18 ; Kotler, pp 32-52, 442-461 Chapter 5 ; Baines, pp 174-214</p> <ul style="list-style-type: none"> <input type="checkbox"/> Regulating advertising in the UK <input type="checkbox"/> Shell – what to do when future is murky <input type="checkbox"/> Vodafone talking strategies <input type="checkbox"/> Xerox changing technological environment 	5	0	0																				
4	<p>Module: Marketing Organisation & Systems</p> <ul style="list-style-type: none"> <input type="checkbox"/> Marketing information system, intelligence & research <input type="checkbox"/> Customer Relationship Management <input type="checkbox"/> Marketing organisation <p>Chapter 2, 4; Kotler, pp 32-52, 82-107 Chapter 4 & 16 Baines, pp 99-130, 521-554</p> <ul style="list-style-type: none"> <input type="checkbox"/> ZIBA product design consultancy <input type="checkbox"/> BA Flying high again <input type="checkbox"/> Bagging points at Tesco 	5	0	0																				
5	<p>Module: Current & Social issues in Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sustainable marketing <input type="checkbox"/> Ethics in marketing <input type="checkbox"/> Newer trends in marketing <p>Chapter 20; Kotler, pp 492-506 Chapter 18, 19 & 20; Baines, pp 583-614, 615- 638 & 639-669</p> <ul style="list-style-type: none"> <input type="checkbox"/> Firestone – whose fault is it anyway <input type="checkbox"/> The world’s super eco nanny 	8	0	0																				
		28	0	0																				
<p>Evaluation criteria</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">1</td> <td style="width: 40%;">Research Project (Group)</td> <td style="width: 10%;">25%</td> <td style="width: 10%; text-align: center;">9</td> <td style="width: 20%;"></td> </tr> <tr> <td>2</td> <td>Assignment</td> <td>20%</td> <td style="text-align: center;">9</td> <td></td> </tr> <tr> <td>3</td> <td>Minor Exam</td> <td>20%</td> <td colspan="2" style="text-align: center;">As per Academic Calendar</td> </tr> <tr> <td>4</td> <td>Major Exam</td> <td>35%</td> <td colspan="2" style="text-align: center;">As per Academic Calendar</td> </tr> </table> <p>Internal Assessment (45%)</p> <p>Research Project (25%): A group activity aims at imparting an understanding about the industry, competition and strategy of the chosen firm. The group has to choose a company in consultation with the faculty.</p> <ul style="list-style-type: none"> • Plot the products in the product line on the PLC 					1	Research Project (Group)	25%	9		2	Assignment	20%	9		3	Minor Exam	20%	As per Academic Calendar		4	Major Exam	35%	As per Academic Calendar	
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4	Major Exam	35%	As per Academic Calendar																					

- Apply competitive clustering to identify the direct competitors
- Comment on the 'product mix' including width, length, breadth & consistency
- Use BCG matrix to classify the products and suggest suitable business strategies for each product
- Look at the pricing of the products in the product line and understand the pricing strategy (after comparison with the competitors)
- Study the promotional mix used by the company for the product line
- Study the distribution channel used by the company for the product line

Assignment (20%): will include short presentation group of 10 minutes and your participation in case discussions will be evaluated.

Minor Exam (20%)

Mid-Term Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem solving questions based exam on concepts and application.

Major Exam (35%)

End Term Exam will be at the end of the trimester and will cover the entire course. This will also be a 'closed book' exam based on conceptual and application based real life questions/ problem(s)/ Case(s).

References:

Additional information (if any)

Text Book:

Marketing, Baines, Fill, Sinha and Page, Oxford University Press, New Delhi, Asian Edition, 2013, ISBN: 0-19-807944-3 (*Here in referred as 'Baines'*)

Additional Readings and References:

Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Y Agnihotri and Eshan Ul Haque, Pearson, New Delhi, 13th edition 2011, ISBN:978-81-317-3101-7 (*Here in referred as 'Kotler'*)

Student responsibilities