

Course title: Marketing Management			
Course code: PPM 196	No. of credits: 3	L-T-P distribution: 42-0-0	Learning hours: 42
Pre-requisite course code and title (if any):			
Department: Department of Business and Sustainability			
Course coordinator (s): Dr. Sapna A. Narula		Course instructor (s): Dr. Sapna A. Narula	
Contact details:			
Course type	Core	Course offered in: First Semester	
Course description			
<p>The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the same will be communicated in the class in advance.</p> <p>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. The objective of the compulsory course on marketing is to familiarize the participants with the basic concepts and principles of marketing, and help them in understanding the marketing language.</p>			
Course objectives			
<p>As Marketing is a critical organisational function for all types of organisation the objective of the course is to impart an understanding of the</p> <ul style="list-style-type: none"> • Conceptual framework, covering basic elements of the marketing mix; • Globalisation of marketing for organisational growth; • Understand the marketing environment • Strategic issues in marketing for competitiveness. 			
Course content			
Session Plan: (Each session duration is 1.5 hours)			
Session	Session Theme	Text Book Chapter	Cases/Activities/ Exercises
1-3	Module: Marketing Fundamentals <ul style="list-style-type: none"> • Importance of Marketing, Scope of Marketing • Core Concepts of Marketing • Marketing Management Tasks • Marketing Mix 	Chapter 1; Kotler	<ul style="list-style-type: none"> • Marketing Mix of FMCG Brands • Discussion
4-6	Module: Consumer Markets <ul style="list-style-type: none"> • Factors influencing Consumer Behavior • Consumer Buying Decision Process • Consumer Behaviour Models 	Chapter 3, 19 ; Kotler	<ul style="list-style-type: none"> • Lifeline Case
7-9	Module: Market Segments and Targets <ul style="list-style-type: none"> • Basis for Segmenting Markets • Process of Market Segmentation • Market Targeting 	Chapter 6; Kotler	<ul style="list-style-type: none"> • Identifying the target segments • Exercise
10-12	Module: Brand Management <ul style="list-style-type: none"> • Developing and Establishing Brand Positioning • Differentiation Strategies • Creating and Managing Brand Equity • Measuring Brand Equity 	Chapter 8; Kotler	<ul style="list-style-type: none"> • Metabical Case

13-15	Module: Pricing Strategies <ul style="list-style-type: none"> • Pricing Environment • Adapting the Price • Initiating and responding to price changes 	Chapter 9; Kotler	<ul style="list-style-type: none"> • Food Retailers Pricing in India • Discussion
16-17	Module: Marketing Channels <ul style="list-style-type: none"> • Role & Types of Marketing Channels • Channel Designing Decisions • Channel Management Decisions • Managing Retailing and Wholesaling 	Chapter 13; Kotler	<ul style="list-style-type: none"> • Komal Foods Case
18-20	Module: Strategic Marketing <ul style="list-style-type: none"> • Marketing environment • Macro Environment • Micro Environment • Strategic marketing • Strategic direction and generic strategies • Developing competitive advantage • Analytical tools like PLC, BCG Matrix.... 	Chapter 2, 18; Kotler, PP 32-52, 442-461 Chapter 5, Baines PP 174-214	<ul style="list-style-type: none"> • Regulating advertising in the UK • Shell – what to do when future is murky • Vodafone talking strategies • Xerox changing technological environment
21-23	Module: Applied Marketing <ul style="list-style-type: none"> • Globalising business • Retailing of products • Services Marketing 	Chapter 3, 19 ; Kotler, pp 56 – 81, 466-487 Chapter 2, 7; Baines, PP 36-68,216-251	<ul style="list-style-type: none"> • Michelin • Chocolate bars in UK
24-25	Module: Marketing Organisation & Systems <ul style="list-style-type: none"> • Marketing information system, intelligence & research • Customer Relationship Management • Marketing organisation 	Chapter 2, 4; Kotler, pp 32-52, 82-107 Chapter 4 & 16 Baines, PP 99-130, 521-554	<ul style="list-style-type: none"> • ZIBA product design consultancy • BA Flying high again • Bagging points at Tesco
27-28	Module: Marketing Communication <ul style="list-style-type: none"> • Marketing Communication Mix • Developing Effective Communications • Managing Integrated Communications Process 	Chapter 10; Kotler	<ul style="list-style-type: none"> • British Airways Case

Evaluation criteria:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Research Project (Group)	25%	TBD
2	Assignment	20%	TBD
3	Minor Exam	20%	As per Academic Calendar

4	Major Exam	35%	As per Academic Calendar
<p>Internal Assessment (45%) Research Project (25%): TBD Assignment (20%): TBD</p> <p>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.</p> <p>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).</p>			
<p>Learning outcomes After attending this course, students will:</p> <ul style="list-style-type: none"> • Develop an understanding of marketing • Develop an ability to assess the impact of the environment on marketing function. • Should be able to relate growth opportunities of the function. 			
<p>Pedagogical approach 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</p> <ul style="list-style-type: none"> • 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. 			
<p>Materials Text Book:</p> <p>Marketing Management, Philip Kotler, Kevin Keller, Pearson, New Delhi, 15th edition 2016, ISBN:978-81-317-3101-7 (<i>Here in referred as ‘Kotler’</i>)</p> <p>Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, 14th Edition, 2013, Pearson Education (<i>Here in referred as ‘Kotler’</i>)</p>			
<p>Additional information (if any) Marketing, Baines, Fill, Sinha and Page, Oxford University Press, New Delhi, Asian Edition, 2013, ISBN: 0-19-807944-3 (<i>Here in referred as ‘Baines’</i>)</p>			
<p>Student responsibilities</p>			

Course reviewers: