

Course Title: Marketing Management-II				
Course code: UBA 201		No. of credits: 4	L-T-P: 45-15-00	Learning hours: 60
Pre-requisite course code and title (if any): UBA 102, Marketing Management –I				
Department: Department of Policy and Management Studies				
Course coordinator: Dr Moumita Acharyya			Course instructor:	
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Course type: Core		Course offered in: Semester 3		
Course description: This course aims to expose the students to the modern theory and practices of marketing management and consumer behaviour and equip them with the requisite skills to understand the marketing and customer oriented decision-making framework in which everyday executives work. At the end of the course, a participant will be able to understand and manage the core marketing management function.				
Course objectives: This course is an advanced course on marketing and develops the analytical skills, conceptual abilities, and substantive knowledge in marketing concepts like the marketing mix in a variety of real-life marketing situations. The objectives are: <ul style="list-style-type: none"> • To conduct strategic analysis of marketing mix. • To understand how to map opportunities and communicate marketing decisions. • To demonstrate the theory of Consumer behavior. • To evaluate the value creation of the firm. 				
Course Content				
Module	Topic	L	T	P
1	Marketing Research The role of Marketing research: The Nature of Marketing Research. Marketing Concept. Managerial Value of Marketing Research. The Marketing research process: Decision Making, Types of Marketing Research, and Stages in the Process. The human side of Marketing research: Mission of the Research Department. Organizational Structure of Marketing Research Sources of Conflicts between Marketing Management and Marketing Research. Research Suppliers and Contractors. Ethical Issues in Marketing Research	9	4	0
2	Consumer Behavior The Cognitive Consumer: Perception, Learning and Memory, Sensory systems, exposure, attention, interpretation, biases, Learning theories and process, memory. Decision-Making: Individuals and Situations. The stages in consumer decision-making, situational effects on behavior, buying and disposing, Post-purchase satisfaction and behavior. The Social Consumer: Subcultures; Cultural Influences on Consumer Behavior. Subcultures and consumer identities by age, regions. What is culture, characteristics of culture, culture and consumption, Myths and rituals.	9	3	0
3	Product & brand Management Building a strong brand: Brand Positioning, Brand Value chain, Brand resonance pyramid. New Products Development, Levels of Product and Brand Extensions. Integrated Marketing Communications Mountain Dew Case Study.(Harvard Case study) Strategic Brand Management Process. Fundamentals of Digital Marketing: Digital Branding, Digital distribution, Social media marketing, Search engine marketing, Search engine optimization. Viral Marketing, Buzz marketing.	9	3	0

4	Pricing Strategies Price and Pricing Strategies: Definition of Price, Types of prices, Setting of Prices. Pricing strategies, New product pricing strategies. Pricing Decisions: Factors affecting pricing decisions. Types of Markets. Demand & Demand Curve	6	2	0
5	Distribution Strategies Nature and Importance of Marketing Channels. Operation and Organization of a Channel. Case study: Zara: Fast fashion.(Harvard Case Study) Channel Structure and management Decisions. Marketing Logistics and Supply Chain Management: Wholesale and Retail distribution Strategy	7	3	0
6	Communication Strategies: Integrated Marketing Communications. Mountain Dew Case Study.(Emerald case study) Fundamentals of Digital Marketing: Digital Branding, Digital distribution, Social media marketing, Search engine marketing, Search engine optimization. Viral Marketing, Buzz marketing. Green Marketing Strategies	5	0	0
	Total	45	15	0

Evaluation criteria:

- **Test 1: Class participation** 10% (Based on attentiveness and active participation during the entire course)
- **Test2:News presentations** 10% (Topic and critically present latest news about marketing activities done by any company)
- **Test3:**20% (Written exam after completion of 16 sessions– to test the understanding of concepts of marketing, strategic planning and consumer behavior)
- **Test4: Group Project** 20% (To develop the Marketing Plan for a product/ service and apply all the knowledge of marketing gained throughout the course. Report to be submitted at the end of 28 sessions and presentation in the last 2 sessions)
- **Test 5: Written Test** 40% (Written examination covering the entire course)

Group Project: Marketing News Presentation and Creating a Marketing Plan

Each group should be prepared to make a presentation of news related to marketing gathered over one week prior to its turn to present in the class.

Each group needs to select one product category from the suggested list. No overlap of product category within each section is permitted. Your group may take the perspective of an organization that is either a leader in the category or a follower or a new entrant.

Prepare a detailed report on the project. The report should be submitted in soft copy on my email. Each group should be prepared to make a presentation project in the class. Time limit is 15 minutes per group.

Case Study discussion: A case may be studied keeping in mind the following:

1. A problem definition statement, which identifies the key issues facing management (not more than a few lines);
2. The objectives
3. alternative plan of action
4. analysis section which synthesizes and integrates the answers to the key questions for the case, but does not repeat the facts themselves and presents logical arguments in defence of both the problem definition and the recommended solution;
5. a set of detailed recommendations and suggestions for their implementation, including how to overcome any potential issues of implementation identified by the analysis.

Learning outcomes:

After attending this course, students will be able to:

- Develop an understanding of the role of marketing mix in the success of an organization (News presentation, Mid Term exam)

- Develop an ability to identify and assess strategic choices in marketing (Mid Term exam, End Term exam)
- Be able to propose innovative solutions to customer needs and continuous improvement of offerings (News presentation, Group Project)
- Be able to develop the Marketing Plan for any organization (Group Project, End Term exam)

Pedagogical approach:

- Interactive Lectures
- Case discussions and presentations
- News crunching

Materials:

1. Text Book:

Principal of Marketing, by Philip Kotler, Kevin Keller, Pearson, New Delhi. Latest edition.

2. Reference Book:

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithleshwar Jha, “Marketing Management, A South Asian Perspective”, 14th Ed (2013) by Pearson Education, New Delhi.
- Aaker, D and Joachimsthaler, E (2000) Brand leadership, The Free Press
- Assael, H. (1992) Consumer Behaviour and Marketing Action, 4th Edition, USA: PWS-Kent
- Hoyer, W.D. and MacInnis, D.J. (2001) Consumer Behaviour, 2nd Edition, USA: Houghton Mifflin Company
- Baker, M. (2000) Marketing Management and Strategy, 3rd edition, Macmillan Business.
- Blythe, J. (2001) Essentials of Marketing, 2nd edition, Prentice Hall
- Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organisation structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association

Additional information (if any):

Student responsibilities:

Attendance, timeline adherence for assignments, come prepared with readings / cases according to the session plan and as and when provided

Prepared by: Dr. Shruti Sharma

Course reviewer(s):

1. Prof. Ruchi Jain, Professor and Director of Amity School of Business, Noida.
2. Dr. Shampy Kamboj, Assistant Professor, NIT Hamirpur