COURSE OUTLINE

Name of Course (Course Code)
Marketing Management (JSPM207)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards *(for example, Bachelor, Diploma)*	Duration *(for example, one semester, full year)*	Level *(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)*	Subject Coordinator/s
2 Year PGDM	Term – I and Term II	Introductory	Dr. Ambika Prasad Nanda & Dr. Anjali Sharma

1.2 Core or elective subject

Indicate if the subject is a

☒ Core subject

☐ Elective subject

☐ Other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 03 credit points for the subject and 109 credit points for the program of study).

Subject credit points *Example: 03 credit points*	Total course credit points *Example: 109 credit points*
03 credit points	109 credit points

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

No. timetabled hours per week*	No. personal study hours per week** (including Group Work)	Total workload hours per week***
300 minutes	300 minutes	600 minutes

* *Total time spent per week at lectures, tutorials, clinical and other placements etc.*

** *Total time students are expected to spend per week in studying, completing assignments, etc.*

*** *That is, * + ** = workload hours.*

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

☒ Face to face on site

☐ E-learning (online)

☐ Intensive (provide details)

☐ Block release (provide details)

☐ Work-integrated learning activity

☐ Mixed/blended

☐ Distance/independent learning

☐ Full-time

☐ Part-time

☐ External

☐ Fast track (provide details)

☐ Other (please specify)

1.6 Pre-requisites and co-requisites

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

☐ Yes ☒ No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, and physical education equipment)?

☐ Yes ☒ No

If YES, provide details of specialist facilities and/or equipment below.

1.8. Career Track

The objectives of this course are to demonstrate the role of marketing in the company; and to show how effective marketing builds on a thorough understanding of buyer behaviour to create value for customers. This is an introductory course for management professionals to explore relationship of marketing with other functions

Students learn how to:

- Make marketing decisions in the context of general management.
- Control the elements of the marketing mix—product policy, channels of distribution,communication, and pricing—to satisfy customer needs profitably.

1.9. Alignment with Learning Goals and Learning Objectives

Aligned to GLG 6: Functional Knowledge LO 6.1: Knowledge of Business Function

Assessment: End Term Exams

1.10. Linkage to Multiple Intelligences
Tick all applicable options

☒ Verbal-Linguistic
☒ Logical-Mathematical
☐ Spatial Visual
☐ Bodily-Kinesthetic
☐ Musical
☐ Interpersonal
☐ Intrapersonal
☐ Naturalist

1.11. Linkage to IDEAS Framework
Tick all applicable options

☐ Innovation
☐ Design Thinking
☒ Entrepreneurial Attitude
☐ Automation
☒ Solutioning

SECTION 2 – ACADEMIC DETAILS

2.1 Learning Outcome of the Course (Use Bloom's Taxonomy as applicable)

Learning outcomes forCourse
a. Understand the analysisof underlying the marketingstrategy formulation
b. Identify consumer needs, design value propositions and deliver value to createcustomer relationships
c. Understand differences in consumers, consumer behaviour, comprehend ways and means to developand manage brand equity over time
d. Understand the development of product strategy, pricing strategy and communication strategy
e. Understand the development of an effectivesales and channel plan
f. Analyse the challenges in entering a new market anddeveloping a marketing program for it

2.2 Assessment Tasks

Assessment tasks		
Type * *(see examples noted below thistable)*	**When assessed – year,session and week** *(for example, year 1, semester 1, week 1)*	**Weighting** (% of total marksfor subject)
Group Work (Application Exercises)	Ongoing	20%
Coursera Marketing Mix Project	End of Course	10%
Consumer Behavior Assignment + Retail Store Visit Report	On-going	10%
Mid Term Exams	Mid-Course	20%
End Term Exam (Prerequisite: Completion of Coursera courses mentioned in course outline and uploading of certificates)	End of Course	40%
Total		**100%**

* Note: Written submissions will be around 1500 words long. Quizzes will be about 20 minutes each. Final examination will be 'applications' oriented for about 2 hours.

2.3 Session Wise Details

Session	Topic	Pre-session Readings	Pedagogy
Each Module has a structure that will be followed right through the course. For case sessions, it is mandatory to come prepared to class after reading, discussing within your respective groups and analysing the cases. Pre-reads and cases specified for the relevant sessions should be read before each class.			

Module 1 : Introduction

Learning Objectives
- Concept of needs, wants and demands
- Concept of value and satisfaction
- Concept of customer perceived value
- Concept of company orientation towards the market place
- Ansoff's Grid (Assessing growth opportunities)
- 5Cs
- SWOT Analysis

Pre – reads:
Course Name: https://www.coursera.org/learn/fundamentals-of-marketing-strategy
- *Module Name*: Week 1: The marketing environment audit

Post – reads:
Course Name: https://www.coursera.org/learn/fundamentals-of-marketing-strategy
- *Module Name* Week 2: Conducting audits of the macro- and micro-marketing environments for an organisation

Session	Topic	Pedagogy	Readings	ESG Inclusion
GW 1	**C**: Li Ning	Group Discussion	HBS-507024	
1	**C**: Li Ning • Understand Marketing Fundamentals	Case discussion	HBS-507024	
2 and 3 Application Exercise -1	T: Understanding the Process of Formulation of Marketing Strategy • Major elements of a Marketing Strategy • 5Cs • SWOT Analysis • Ansoff's Grid ○ **Societal marketing orientation** as a responsible alternative to profit-driven strategies. ○ **ESG considerations and SWOT** (e.g., environmental regulations as a threat, sustainability as a strength). **R1**: Note on Marketing Strategy **R2**: Unleashing the Power of Marketing, HBR Oct 01, 2010 Exercise -1	Concept discussion	HBS-598061 HBR - R1010 H	✓
Module 2 : Understanding Consumers Learning Objectives • Various consumer characteristics that influence buying behaviour • Stages in buying decision process • Level of consumer involvement • Organizational buying and role of participants in business buying process • Stages in business buying process				

- Differences between the consumer and business markets

Pre – reads:
Course Name: https://www.coursera.org/learn/market-research?specialization=marketing-strategy

- Module Name: Week 1: Consumer Behavioral Fundamentals

Post – reads:
Course Name: https://www.coursera.org/learn/market-research?specialization=marketing-strategy

Module Name Week 2: The Consumer Decision Process

4 and 5	Topic: Understanding Buyer Behaviour The findings of the CB exercises given earlier will be discussed in class to provide a first-hand understanding of important concepts in consumer choice domain (eg. stages in the buying process, decision making roles, habit Vs. deliberation) This exercise is designed	Consumer Behaviour Exercise (A)-(F)	HBS 5-597-041	

	• To deepen the students understanding of consumer behaviour by bringing them face-to-face with a customer in a one-on-one depth interview setting. • To provide students with a vocabulary for discussing consumer behaviour issues. • To encourage appreciation of the complexity of consumer behaviour phenomena. • To expose students to issues and problem involved in the conduct and analysis of qualitative interviewing dedicated to the purpose of understanding the customer. R1: The HBR Interview: EBay CEO John Donahoe, HBR Mar 01, 2011		HBR: R1103G
6.	Topic: Understanding Buyer Behaviour • The buying decision process: The Five Stage Model • Role of participants in the buying process • Differences between the consumer and business markets	Exercise based class discussion	
Module2 - Key Concepts Covered Understanding customer needs and differences among customers			

Module 3: Choosing Your Consumers
Learning Objectives

- Bases for segmenting consumer markets
- Bases for segmenting business markets
- Criteria for effective segmentation
- Significance of segmenting, targeting and positioning
- Developing a positioning strategy
- Points-of- difference and Points-of-Parity

Pre – reads:
Course Name: https://www.coursera.org/learn/fundamentals-of-marketing-strategy

- Module Name: Week 3: Implementation of an effective marketing strategy

Post – reads:
Course Name: https://www.coursera.org/learn/wharton-marketing

- Module Name Week 1: Marketing Strategy and Brand Positioning

GW 2	**C** : Tanishq: Positioning to capture the Indian Woman's heart	Group Discussion	HBS-507025
7	Topic: Segmenting, Targeting and Positioning C : Tanishq: Positioning to capture the Indian Woman's heart • Bases for segmenting consumer markets • Criteria for effective segmentation	Case discussion	HBS-507025

GW 3	C: Big Bazaar	Group Discussion	HBS - 606099
8	Topic: Segmenting, Targeting and Positioning **C**: Big Bazaar • Developing a positioning strategy • Points-of- difference and Points-of-Parity	Case discussion	HBS - 606099 HBS-506019

Session	Topic	Pre-session Readings	Pedagogy	
	R1 : Target Market Selection and Product Positioning			
9	Topic: Segmenting, Targeting and Positioning **R1** : Target Market Selection and Product Positioning			HBS-506019
GW 4	**C** : Saxonville Sausage Company		Group Discussion	HBS-2289C
10	Topic: Segmenting, Targeting and Positioning **C** : Saxonville Sausage Company • Determining the optimal positioning for a based on consumers' motivations, influences, and values • Translate learning about target customers into testable positioning concepts		Case discussion	HBS-2289C

Module 4: Identify Consumer Needs, Design Value Proposition and Deliver Value.
Learning Objectives:
Linking target customer, value proposition and value network

Pre-reads : Nil

Post-reads: https://www.coursera.org/learn/positioning?specialization=marketing-strategy#syllabus
Week 1: Positioning introduction
Week 2: Segmentation
Week 3: Differentiation and Value Proposition
Week 4: Positioning

GW 5	**Case: Easy Jet** : The Web's favourite Airline	Group Discussion	Easy Jet : The Web's Favourite Airline -IMD-099
11	**Case: Easy Jet** : The Web's favourite Airline	Case Discussion	Easy Jet : The Web's Favourite Airline -IMD-099

Module 5: Branding: Ways and Means to Develop and Manage Brand Equity Overtime.
Learning Objectives:
- Defining brand equity
- Developing a positioning strategy
- Models of Brand Equity (Aaker's Model)
- Choosing brand elements
- Branding strategies – Branding decisions, extensions

Pre-reads: https://www.coursera.org/learn/brand-image-high-impact-campaign#syllabus
Week 1: Telling a Brand Story Through Images

Post-reads: Nil

12	**T:** Introduction to Branding **R1:** How Global Brands Compete, HBR Sep 01, 2004 **R2:** Branding in the Digital Age: You're Spending Your Money in All the Wrong Places, HBR Mar 01, 2006	Concept Discussion	**Articles:** How Global Brands Compete, HBR Sep01, 2004 -HBR - R1012C Branding in the Digital Age: You're Spending Your Money in All the WrongPlaces, HBR Mar 01, 2006-HBR – R0409D
GW 6	**C:** Inside Intel Inside	Group Discussion	Inside Intel Inside -HBS 9-502-083
13	**T:** Managing brand equity over time **C:** Inside Intel Inside **R1:** Three Questions You Need To Ask About Your Brand, HBR Sep 01, 2002	Case Discussion	Inside Intel Inside -HBS 9-502-083 Three Questions You Need To Ask About Your Brand, HBR Sep 01, 2002-HBR – R0209F

<table>
<tr><th>Session</th><th>Topic</th><th>Pre-session Readings</th><th>Pedagogy</th></tr>
<tr><td colspan="4">Module 6: Going to Market: Developing an Effective Sales and Channel Plan

<u>Learning Objectives:</u>
• Functions of marketing intermediaries
• Significance of various types and levels of channels
• Channel design decisions
• Channel management including managing channel conflict

Pre-reads:

https://www.coursera.org/learn/marketing-mix?specialization=marketing-strategy#syllabus

Week 1: Product and Product Policy
Week 2: Price and Pricing Policy
Week 3: Channel Management and Retailing

Post Reads: Nil</td></tr>
<tr><td>14.</td><td><u>Learning Objectives:</u>
Approaches of going to market : Hunting & Gathering

Case : Elegant Furniture : Apart from being an end-to-end demonstration of how to work out the marketing strategy and the formats involved, it also introduces the 2 basic concepts of going-to-market

R1: CEO of Heinz Powering Growth in Emerging Markets, HBR Oct 01, 2011asic approaches of going to market</td><td>Case Discussion</td><td>Elegant Furniture

CEO of Heinz Powering Growth in Emerging Markets, HBR Oct 01, 2011asic approaches of going to market -HBR – R1110A</td></tr>
</table>

15.	Learning Objectives: • Principles of Marketing applied to channel marketing • How selling follows category / product life cycles • Different situations: different channel configurations • How to develop segmentation strategy in B2B market **Case : Adani Televisions :** How the same principles of marketing need to be tweaked to operate in the space of marketing through channels **R1:** Going to Market **R2:** Designing Channels of Distribution	Case Discussion	Adani Televisions
16	**R1:** Going to Market **R2:** Designing Channels of Distribution	Concept Discussion	Going to Market -HBS 9-599-078 Designing Channels of Distribution- UV – 2969

Session	Topic	Pre-session Readings	Pedagogy
Module 7: Pricing Strategy and New Market Entry *Learning Objectives:* • Factors affecting pricing • Basic principles of pricing • Price sensitivity • New market entry			
GW 7	**C:** Parle G	Group Discussion	Parle G -Ivey – 910A22
17.	**Topic:** Pricing to Capture value **C:** Parle G	Case Discussion	Parle G -Ivey – 910A22
18,	**Topic:** Pricing to Capture value **R:** Principles of Pricing	Concept Discussion	Principles of Pricing -HBS 9-506-021
Module 8: **Communicating the Value Proposition: Communication and Promotion Strategy** *Learning Objectives:* • 6M framework • Communication vehicles • Developing effective communication • Deciding on communication mix Pre-reads : https://www.coursera.org/learn/marketing-mix?specialization=marketing-strategy#syllabus Week 4: Marketing Communications			
GW8	**C:** Dove: Evolution of a Brand	Group Discussion	Dove: Evolution of a Brand -HBS–9-508-047 HBS 9-599-087
19.	**Topic:** Communicating Value **C:** Dove: Evolution of a Brand	Case Discussion	Dove: Evolution of a Brand -HBS–9-508-047 HBS 9-599-087
20	**Topic:** Communicating Value **R1:** Integrated Marketing Communications **R2:** Why You Need a New Media 'Ringmaster', HBR Dec 01,2010 **R3:** What's Your Social Media Strategy? HBR Jul 01, 2011	Concept Discussion	Why You Need a New Media 'Ringmaster', HBR Dec 01,2010-HBR-R-1012E What's Your Social Media Strategy? HBR Jul 01, 2011- HBR-F-1107A
21	**Topic:** Communicating Value Art of Story Telling	Concept Discussion Art of Story Telling	Workshop

Session	Topic	Pre-session Readings	Pedagogy
22	Wrap up of the course	Course Concepts	Q & A
23-24	Final Capstone project Submission	Coursera Marketing Mix	Concept Discussion

Examples where ESG becomes central to the brand's positioning and long-term success.

Capstone Project:

https://www.coursera.org/learn/marketing-project?specialization=marketing-strategy#syllabus

2.4 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

Reference Text:

A Framework for Marketing Management, 6th Ed.,by Philip Kotler and Kevin Lane Keller

Recommended Articles

1. R1: Note on Marketing Strategy [HBS-598061}
2. R2: Unleashing the Power of Marketing, HBR Oct 01, 2010 [HBR - R1010H]
3. The HBR Interview: EBay CEO John Donahoe, HBR Mar 01, 2011[HBR: R1103G]
4. Target Market Selection and Product Positioning [HBS-506019]
5. How Global Brands Compete, HBR Sep 01, 2004 [HBR - R1012C]
6. Branding in the Digital Age: You're Spending Your Money in All the Wrong Places, HBR Mar 01, 2006 [HBR – R0409D]
7. Three Questions You Need To Ask About Your Brand, HBR Sep 01, 2002 [HBR – R0209F]
8. CEO of Heinz Powering Growth in Emerging Markets, HBR Oct 01, 2011asic approaches of going to market [HBR – R1110A]
9. Going to Market [HBS 9-599-078]
10. Designing Channels of Distribution [UV - 2969]
11. Principles of Pricing [HBS 9-506-021]
12. Integrated Marketing Communications
13. Why You Need a New Media 'Ringmaster', HBR Dec 01,2010
14. What's Your Social Media Strategy? HBR Jul 01, 2011

Recommended Cases

1. Li Ning [HBS-507024]
2. Consumer Behaviour Exercise (A)-(F) [HBS 5-597-041]
3. Tansihq: Positioning to capture the Indian Woman's heart [HBS-507025]
4. Big Bazaar [HBS - 606099]
5. Saxonville Sausage Company [HBS-2289C]
6. Inside Intel Inside [HBS 9-502-083]
7. Easy Jet : The Web's Favourite Airline [IMD-099]
8. Elegant Furniture [In-house case-let]
9. Adani Televisions [In-house case-let]
10. Parle G [Ivey – 910A22]
11. Dove: Evolution of a Brand [HBS–9-508-047]