

Marketing Management

Text Book: Marketing management: A South Asian Perspective, Philip Kotler, Kelvin Lane Keller, Abraham Koshy and Mithileswar Jha, 14th Edn.

Suggested Reference Book: Marketing White Book 2014, Business World Publication

Session No.	Topic and Assigned Readings
1.	Understanding Marketing 1. Text : Chapters 1 and 2 2. Case of Rhino Almirah
2.	Comprehending Customers' Context 1. Text : Chapters 3 (pp 58-82) 2. Marketing Whitebook
3.	Understanding Customers 1. Text : Chapters 5
4.	Understanding Institutional Customers 1. Text : Chapters 6
5.	Identifying Market Segments and Selecting Target Markets 1. Text: Chapter 7
6.	Developing Consumer Insights 1. Text : Chapters 3 (pp.82-106)
7.	Methods for Developing Consumer insights 1. Text : Chapter 3
8.	Creating Value for the Customer 1. Text : Chapter 4 2. Case: Mr. Patel Buys a Car
9.	Managing Products and Categories 1. Text : Chapters 11 and 19 2. Case: Montreaux Chocolate USA: Are Americans Ready for Healthy Dark Chocolate?
10.	Designing Brands 1. Text : Chapters 9 and 10 2 Case: Manchester Products: A Brand Transition Challenge
11.	Designing and Managing Services 1. Text: Chapter 12
12.	Pricing and its Methods 1. Text : Chapter 13 2. Case: Clear Edge Razor: Splitting Hairs in Product Positioning

13.	Managing Product Reach in the Market Place 1. Text : Chapters 14 2. Case: MediNet.com Confronts “Click-Through” Competition
14.	Managing Market Intermediaries and Logistics 1. Text : Chapters 15 2. Case: Clique Pens: The Writing Implements Division of U.S. Home
15.	Communicating to the Customers 1. Text : Chapters 16 and 18 2. Case: Metabical: Positioning and Communication Strategy for a New Weight-Loss Drug
16.	Managing Communication Content 1. Text : Chapters 16 and 18 2. Case: BMW Films
17.	Managing Communication Media 1. Text : Chapters 17 2. Cyworld: Creating and Capturing Value in a Social Network
18.	Organizing for Strategic Marketing 1. Text: Chapters 2 and 21 2. Case: Cottle Taylor: Expanding the Oral Care Group in India
19.	Examination/ Quiz
20.	Examination/ Quiz