



MARKETING MANAGEMENT

COURSE OUTLINE

Instructor Name : Dr. Sudhindra (Sudhi) Seshadri

Title : Senior Associate Dean and MYRA Distinguished Professor of Marketing

COURSE DESCRIPTION

Marketing Management is usually the primary exposure the business student has to the Marketing discipline. This course serves as your introduction to the Principles of Marketing. It takes an operational – or managerial – perspective, with emphasis on the variety of decisions that a Marketing Manager must deal with in his/her job. The course is successful if it provides you with a structured way of thinking about marketing problems and provides you with specific alternative frameworks to approach marketing decisions and marketing planning. It is a pre-requisite for all other courses in Marketing.

LEARNING OBJECTIVES

1. Introduction, Marketing Planning & Value Propositions
2. Consumer Buyer Behaviour
3. Business Buyer Behaviour
4. Segmenting, Targeting, Positioning & Branding
5. Marketing Mix – Product, Pricing, Channels & Communications
6. Sales, PR & Promotional Campaigns
7. Marketing Operations Management

PRE-REQUISITES

Core: None

Complementary Courses: Marketing Research

ASSESSMENT METHODS

Exam 1	30%
Exam 2	50%
Participation	20%
Total	100%



INSTRUCTIONAL METHODS AND EXPECTATIONS

Classroom sessions will comprise a mix of lectures, presentations, videos, exercises, and discussions on concepts.

Group Assignments

We will discuss topics in class. Exercise assignments which gauge participation will occasionally be due.

Class Participation

Participation is a central part of the learning process for you and your classmates. Your participation mark reflects your contribution to your classmates learning. This includes attendance, reading assigned materials, and active participation in class discussions. Many of the concepts will be better understood with a question-answer format so be prepared to ask questions and supply answers. When you contribute, you help others learn.

CONSULTATIONS

Please do not hesitate to consult with me for clarification of course concepts and specific questions that will help your understanding of the material.

RECOMMENDED TEXT AND READINGS

You are required to find and read the indicated topics in the course schedule from the text.

Required Text: *Marketing Management: A South Asian Perspective*. Kotler, Keller, Koshy, Jha; or a similar version of *Marketing Management*.

LESSON PLANS

Week Topics	Learning Objectives	
<p>1 Introduction, Marketing Planning & Value Propositions Customer Development Process</p>	<p>a. Value spheres b. Segmenting Targeting Positioning c. Marketing Mix d. Value Delivery</p>	<p>e. The Customer Development Process f. Customer Pyramids g. The Market Research Process</p>
<p>2 Consumer Buyer Behaviour Buying Process</p>	<p>a. Demand measurement (a) (b) b. Buyer Behavior c. VALS (a) Maslow (b) d. Buyer Roles</p>	<p>e. 5 stage model of buying process f. Brand Beliefs g. Purchase decision</p>
<p>3 Business Buyer Behaviour Segmentation & Targeting</p>	<p>a. B2B and B2C b. Industrial Buying Behavior c. Vendor Analysis d. PIMS</p>	<p>e. Segmentation Process f. Segmentation Variables for Consumer Markets g. Segmentation Variables for Business Markets h. Target Market Selection</p>
<p>4 Positioning & Branding Marketing Mix – Product 1</p>	<p>a. Perceptual Map b. Brand Positioning</p>	<p>c. Product Life Cycle (a) Patterns (b) Types of products (c) d. Competitive cycle (a) PLC summary (b) e. Conjoint f. TLC Adoption of Innovations g. Five Product Levels</p>
<p>5 Marketing Mix – Product 2</p>	<p>a. Width & Length of Product Line b. Branding Decisions c. Next 3 Ps d. Types of Products continuum e. Service Quality</p>	<p>Exam 1</p>
<p>6 Marketing Mix – Pricing 1</p>	<p>a. Setting Pricing Policy b. Demand Elasticity</p>	<p>e. 3 Cs for price setting f. Target Price for BE</p>

Marketing Mix – Pricing 2	<ul style="list-style-type: none"> c. Cost Curves d. Experience Curve 	<ul style="list-style-type: none"> g. Price Discounts
7 Marketing Mix – Channels 1 Marketing Mix – Channels 2	<ul style="list-style-type: none"> a. Distributor Effects b. Channels Types c. Value Adds & Costs d. Hybrid Channels Grid 	<ul style="list-style-type: none"> e. Types of Retail Organizations f. Wholesaler Types
8 Marketing Mix – Communications 1 Marketing Mix – Communications 2	<ul style="list-style-type: none"> a. Communications Process b. Effective Communications c. Response Hierarchy Models d. Objective –Task Budgeting 	<ul style="list-style-type: none"> e. Promotional Mix f. Cost effectiveness Stages g. Advertising <ul style="list-style-type: none"> i. 5 Ms of Advertising; ii. T-A-E Functions iii. Ad Timing Patterns iv. Sales Impact of Advertising
9 Sales Promotions, PR & Campaigns	<ul style="list-style-type: none"> a. Consumer Promotion instruments b. PR Mix 	<ul style="list-style-type: none"> c. DM Campaigns
10 Sales Process	<ul style="list-style-type: none"> a. Sales Force Design b. Sales Performance evaluation 	<ul style="list-style-type: none"> c. Effective Selling Stages d. Zone of Agreement
11 Marketing Operations Management	<ul style="list-style-type: none"> a. The Control Process b. Financial Model of Net Worth 	<ul style="list-style-type: none"> c. Dynamics of Orders d. Marketing Audit
12 Course Review	Review	Exam 2