



Calcutta Business School

Subject Code and Course Name: DM 21201

MARKETING MANAGEMENT

Term: I

Academic Year: 2020

Course Instructors' Name and Designation: Dr. Sanjana Mondal
Assistant Professor - Marketing Area

Background of the Course: This course helps students understand marketing, the process through which organizations analyze, plan, implement, and control programs to develop and maintain beneficial exchanges with target buyers. Effective marketing is critical for the long-term success of any business organization because this function ensures that the firm attracts, retains, and grows customers by creating, delivering, and communicating superior customer value.

Course Description: The first part of the course is designed with an intention to impart knowledge about:

- Basic concept of Marketing
- To enable students to gain insights into environmental components and conditions and their impacts on organizations' marketing strategies.
- Understand the theories and practices behind the marketing mix variables

The second part is designed with an intention to orient about:

- Core Concept of marketing
- To provide students with an in-depth understanding and appreciation on the important elements of marketing strategies as well as their applications in different situations.
- To help students develop analytical ability and skills required for identifying lucrative opportunities and realizing the consequences of ignoring threats, for identifying and analyzing strengths and weaknesses of organizations' marketing strategies; for rectifying and/or developing more effective strategies to leverage marketing opportunities.

Course Objectives: The objectives of this course are:

- To equip the students with a basic level of understanding on the importance and the role of marketing in the managerial decision making process of an enterprise.
- To understand the nitty-gritties and will also facilitate those students who would wish to specialize in marketing.
- Each topic should create curiosity leading to selection of appropriate electives for deeper understanding of the subjects.

- Appreciate the holistic role of marketing in a firm & distinguish between the specific nature of different markets, goods and services

In addition, the course will help develop the student's verbal and written communication skills as they relate to business and the student's ability to work effectively in teams.

On Successful Completion of this Module Students will be able to:

- Understanding marketing concepts and their application to profit-oriented and non-profit oriented organizations
- Applying these concepts to the analysis of marketing problems and development of appropriate and creative marketing strategies to solve these problems;
- Understanding the need for a customer orientation in the competitive global business environment;
- Having an appreciation that marketing is integrated with other functional areas of business;
- Developing an understanding and acquiring skills in how to successfully design and implement marketing plans and strategies;
- Understanding the concept of marketing mix and its application in traditional and novel environments characterized by emerging information technologies;
- Critically evaluating case studies and analyzing case problems

Method of instruction

Different methods of instruction are used during the course: lectures, cases, exercises and seminars. All of these are oriented to develop the analytical capacity of the students. Much attention is paid to the development of practical skills and knowledge.

Various experiences of marketing management by domestic and foreign companies are also studied. One of the most important elements of this course is the self-study with different cases and other assignments.

Teaching and Learning Strategy

Lesson No.	Topics/ Particulars	Teaching Hours & Teaching/ Learning Strategies	Resources/Assignment	Teaching Aids/ Materials	Evaluation
1.	Basic Concepts of Marketing and its evaluation, Core concepts, Marketing Management Orientations, Marketing Management Tasks, The 4 P's, Marketing Mix Variables.	2Hr. (Lecture Session)	<p>Resources: Kotler , Keller, Koshy ,Jha Marketing Management,A South Asian Perspective(14th Ed.), Pearson publication</p> <p>Readings provided separately</p> <p>Activity: 1.Course Overview 2. Group formation 3. Lecture/ Discussion</p>	Power Point presentation	Questioning and Answering in Class Quiz and Exams Project

			Case Discussion Kodak's myopic management One Evening at a Shopping Mall		
2.	Insights into marketing environmental components, marketing system and its elements, Holistic Marketing approach	0.5 Hrs. (Revision on Previous Class Discussion/ Interaction on Assignment given) + 1.5 Hrs. (Lecture Session)	Resources: Kotler , Keller, Koshy ,Jha Marketing Management,A South Asian Perspective(14th Ed.), Pearson publication Case and Readings provided separately Case discussion on Fair & Lovely Assignment: Each group will be required to make a 15 minute presentation on an assigned topic based on lesson 1 & 2 ,followed with 5minutes of questions and answers. Date of the presentation will be provided on that day.	Power Point presentation	Questioning and Answering in Class Quiz and Exams Project
3.	Value Creation and delivery, Core competencies, Strategic Planning, implementation and control;	.05hrs (Revision on Previous Class Discussion/ Interaction on Assignment given) + 1.5 Hrs. (Lecture Session)	Resources: Marketing Management Global Perspective, Indian Context (5th Edition), by Ramaswamy& Namakumari ,McGraw Hill Education (India) P. Ltd., New Delhi - 110016, Readings provided separately Assignment: Case Study discussion To Brand or Not to Brand	Power Point presentation	Questioning and Answering in Class Quiz and Exams Project
4.	Market Segmentation, Targeting & Positioning: Concepts, the need and benefit of segmentation, bases of segmentation, Segmentation of Business Markets, Segmenting Process	0.5 Hrs. (Revision on Previous Class Discussion/ Interaction on Assignment given) + 3.5 Hrs. (Lecture Session)	Resources: Marketing Management Global Perspective, Indian Context (5th Edition), by Ramaswamy& Namakumari, McGraw Hill Education (India) P. Ltd., New Delhi – 110016 Assignment: Case Study/any activity Ford Figo in India	Power Point presentation	Questioning and Answering in Class Quiz and Exams Project
5.	Product Concept, Classification & elements of Product mix, Product life cycle stages and strategies	0.5 Hrs. (Revision on Previous Class Discussion/ Interaction on Assignment given)	Resources: Philip Kotler and Kevin Keller, Marketing Management,(14th Ed.), Pearson-Prentice Hall. Assignment: activity given at class Case Study discussion Haldiram's getting the 4P's right &	Power Point presentation	Questioning and Answering in Class Quiz and Exams assignments

		t given) + 3.5 Hrs. (Lecture Session)	Britannia Industries Ltd. Revitalizing a brand		
6.	Introduction to Consumer Behaviour	0.5 Hrs. (Revision on Previous Class Discussion/ Interaction on Assignmen t given) + 1.5 Hrs. (Lecture Session)	Resources: 1.Consumer Behavior by Leon G Schiffman 2. Consumer Behaviour An Indian Perspective Text and Cases, by S L Gupta & Sumitra Pal Assignment: Understanding customer (very Important Assignment)	Power Point presentation	Questioning and Answering in Class Quiz and Exams assignments
7.	Marketing Services, Categories of service mix, service distinctions, types of Marketing in Service Industries and its strategies, Service quality Gap Model	0.5 Hrs. (Revision on Previous Class Discussion/ Interaction on Assignmen t given) + 2.5 Hrs. (Lecture Session)	Resources: Marketing Management Global Perspective, Indian Context (5th Edition), by Ramaswamy& Namakumari ,McGraw Hill Education (India) P. Ltd., New Delhi - 110016, Assignment: Case Study discussion- Pay-As –You-Wish Restaurants	Power Point presentation	Questioning and Answering in Class Quiz and Exams assignments
8.	New Product Development Process and failures, Categories of New Products, DIG Framework, Conjoint Analysis, Stages in the Adoption Process.	0.5 Hr. (Revision on Previous Class Discussion/ Interaction on Assignmen t given) + 2.5 Hrs. (Lecture Session)	Resources: Philip Kotler and kevin Keller, Marketing Management,(14th Ed.), Pearson-Prentice Hall. Assignment: Case Study discussion – Chotukool from Godrej	Power Point presentation	Questioning and Answering in Class Quiz and Exams assignments
9.	Pricing: Strategy, Procedure of setting price, Common Pricing Mistakes, Consumer Psychology and Pricing, Selecting a Pricing Method, Traps in Price Cutting Strategies	1 Hr. (Revision on Previous Class Discussion/ Interaction on Assignmen t given) +	Resources: Philip Kotler and kevin Keller, Marketing Management,(14th Ed.), Pearson-Prentice Hall. Assignment: Case Study discussion Coca-Cola- Thanda Matlab Coca-Cola Campaign	Power Point presentation	Questioning and Answering in Class Quiz and Exams Project

		2 Hrs. (Lecture Session)			
10	The Marketing Plan Presentation	3 hr presentation	<i>Each group will be assigned a time to present both parts of their marketing plan. Depending on how many groups present on the given date, each group will have a maximum of 20-25 minutes (including setup time) to present. Please note that all the members of the group must be present on that day. Members should divide the delivery pattern within themselves but each of them should present the topic and show their full involvement.</i>	PowerPoint presentation or transparencies for overhead projector	Member's involvement, presentation skill and knowledge depth, promptness in answering the questions raised by other groups.
END TERM EXAM			FROM LESSON NO.7-12	THEORY PAPER	10 MARKS MCQ 15 MARKS SATQ 15MARKS LATQ OR 10 MARKS MCQ 30 MARKS CASE STUDY

The Evaluation Scheme

Sl. No.	Particulars	Percentage
1	Case Study	10
2	Understanding Customer (Assignment and activity)	30
3	Presentation	10
4	Class Participation	10
5	End Term	40
Total		100