



Birla Institute of Technology & Science, Pilani
Hyderabad Campus

SECOND SEMESTER 2023-2024

Course Handout Part II

Date: 09-01-2024

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. : **MGTS F311**
Course Title : **MARKETING**
Instructor-in-Charge : **SWATI ALOK**

Scope and Objective of the Course:

The course is designed to provide students with an overview of the decision making process in marketing. Marketing decision-making is a process that is essentially wrapped around the fundamental goal of creating value in the marketplace. This requires a professional knowledge of market drivers, competitors' capabilities, technological trends and the market dynamics of value. The orientation is toward the kinds of marketing decisions that managers must make within the modern business environment. A primary goal of this course is to provide a thorough understanding of the marketing management function and influences that the rapidly changing business environment and the various stakeholders have on this managerial function.

Some specific objectives of the course include:

- To understand the fundamental marketing concepts and the processes that influences the market orientation of a firm.
- To understand the role of marketing within the organization.
- To analyze critically the marketing process and its relationship with the environment within which it operates.
- To understand the application of basic marketing ideas to organizations other than business institutions.

On successful completion of this course, participants will be able to understand and analyze the marketing strategies of organizations. They will also have a better understanding of the customers' interests. Awareness of tools available to marketing managers to facilitate planning and decision-making would be one of the gains from the course. Marketing assignments, case analyses and class participation are all integral parts of this course.

Textbooks:

1. Marketing Management 16/e; Pearson Education, by Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, and G. Shaineesh, 2022.

Reference books

1. . McdanielCarl, Lamb &Hair "Introduction to Marketing" Thomson south-western, 8th Ed. 2007
2. Marketing campaigns in print and Electronic media of various companies

Journals: Harvard Business Review.



Course Plan:

Lecture No.	Learning objectives	Topics to be covered	Chapter in the Text Book
3	Fundamentals of Marketing Management	Introduction concepts, Marketing Planning and Management	Ch-1,2
2	Understanding the Market B2C	Analyzing Consumer Markets	Ch-3
2	Understanding the Market B2B	Analyzing Business Markets	Ch-4
5	Marketing Research	Conducting Marketing Research	Ch-5
2	Developing a Viable Market Strategy, Segmenting & Targeting the Market	Identifying Market Segments and Target Customers	Ch-6
1	Positioning& Differentiating the Market Offering, To understand the role of brands and devise a branding strategy	Crafting a CVP and Positioning	Ch-7
4	Designing Value, Product Strategy and PLC, Developing New Products	Designing and Managing Products	Ch-8
2	To understand the nature of services and strategies for managing service quality	Designing and Managing Services	Ch-9
3	Recognize the availability of different approaches to pricing	Developing Pricing strategies and Programs	Ch-11
3	To understand the steps involved in developing a communication program	Managing Marketing Communications	Ch-12
1	To be aware of the different promotion techniques	Personal Selling and Direct Marketing	Ch-14
2	Awareness of the channel options and the criteria in selecting from the options	Designing and Managing Distribution Channels	Ch-15
4	Design thinking and customer lifetime value	Developing New market offerings	Ch-18
6	Tapping into Global markets, socially responsible marketing, Technology driven digital marketing	Contemporary Topics in Marketing	Ch-19,20,21



Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of Component
Mid term	90 minutes	35	12/03 - 4.00 - 5.30PM	Closed
Group Assignments		10		Open
Quiz		10		Closed
Comprehensive Examination	180 minutes	45	09/05 AN	Closed-20% Open -25%

Chamber Consultation Hour: Every Tuesday from 5pm to 6 pm

Notices: All the notices concerning the course will be displayed on CMS.

Make-up Policy: All the notices concerning the course will be displayed on CMS.

Academic Honesty and Integrity Policy: Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

INSTRUCTOR-IN-CHARGE

