

PGP: Format for Course Outline

- i. Course title:** Mobile Marketing Essentials
- ii. Area to which the course belongs:** Marketing
- iii. Term in which the course is to be offered:** VIth (Slot 11)
- iv. Instructors' name:** Ms. Atishi Pradhan and Prof. Abhishek
- v. Course credits:** 0.5

vi. Introduction:

Course content:

The course will attempt to cover the following broad topics:

- MOBILE MARKETING OVERVIEW
- MOBILE FORMATS AND TARGETTING
- MOBILE AND SHOPPING
- MOBILE PAYMENTS
- MOBILE AND CUSTOMER LIFECYCLE MANAGEMENT
- MOBILE FUTURE

vii. Objective:

With the widespread adoption and use of the mobile by consumers across the world, it has emerged as an important tool and medium for companies and brands to connect with consumers. On the one hand the enterprise business model itself is built around the mobile (Uber is the best example of this), but even more traditional brands can use the mobile as an important marketing platform.

The objective of this course is to provide students with an understanding of the various usages of mobile in marketing, covering the various decision processes that a marketer would have to evaluate and make – ranging from fit with marketing strategy and consumer targeting, to consumer lifecycle management and the challenges of measurement/RoI.

The course content and pedagogy have been designed collaboratively between the practitioner from industry and faculty from the institute, to balance current trends and developments with academic rigour. The content will be rich with examples across industries and geographies.

viii. Pedagogy:

This course will utilize a mix of learning methods, viz. interactive lectures from faculty, case discussions, individual and group assignments, and presentations from participants.

In the spirit of sharing and learning, and in case of any questions, students should feel free to call or email the instructors.

For the course, participants are expected to form groups of 5-6 members.

ix. Evaluation Scheme:

The evaluation will consist of the following components:

Class Participation	25%
Individual Assignment	25%
Group Project and Presentations	50%

x. Course Books/Reference Materials:

Cases and notes/articles (as mentioned in session-wise course outline) will be provided through Case Unit. (No text book is recommended, as this is a dynamic fast-changing field and the endeavour is to keep the content as current as possible.)

Apart from the cases and notes/articles provided in this casemat, additional cases and notes/articles (as and when required) will be distributed from the Case Unit.

xi. Session Plan:

Type, plan and session-wise content of the course: Attached in Annexure 1

Student group assignments: Attached in Annexure 2

xii. Pre-requisites & Eligibility:

No pre-requisites and eligibility, Open for Only 30 participants

xiii. Relationship to other courses:

NA

ANNEXURE 1: SESSION-WISE OUTLINE

SESSION NO.	TOPIC (T)/ CASE (C)/ ESSENTIAL READING (ER)/ SUPPLEMENTARY READING (SR)	
1	T: ER: SR:	MOBILE MARKETING OVERVIEW <ul style="list-style-type: none"> “2013: The Breakout Year for Mobile Measurement” by Brendan O’Kane, from International Journal of Mobile Marketing. (2013) “Predictions 2015: Most Brands Will Underinvest in Mobile” by Thomas Hussan and Julie A. Ask, report from Forrester Research. (2014) “Getting mobile right” by Rachel Eisenberg and Katie Hrdy (2015) “Competing on Customer Journeys” by David Edelman and Marc Singer from Harvard Business Review. (2015)
GROUP NAMES TO BE SUBMITTED		
2-3	T: C: ER:	MOBILE FORMATS AND TARGETING <i>Hindustan Unilever Limited Missed Call Mobile Marketing in Rural India (A) and (B) (Ivey Case)</i> <ul style="list-style-type: none"> “Quick Response (QR) Codes in Mobile Marketing Communication by Abhishek (2014) “Mobile Apps in Mobile Marketing” by Abhishek and Nidhi Titus (2015) “Making Mobile Ads That Work” by Andrew Stephen, Yakov Bart, and Miklos Sarvary, from Harvard Business Review. (2013)
4-5	T: C: ER:	MOBILE AND SHOPPING <i>Showrooming at Best Buy (HBS Case)</i> <ul style="list-style-type: none"> “Mobile Creativity: Geo-targeting using location” by Mark Brennan. (2015) “Sensor-based Communication in Mobile Marketing” by Abhishek and Shravan Hemchand (2015) “The Potential of Mobile Coupons: Current Status and Future Promises” by Abhishek and Nidhi Mathen (Updated September 2015)
Submission of Individual Assignment due at start of Session 6.		
6	T: C: ER:	MOBILE PAYMENTS <i>Airtel Money: Can the African Success be Replicated in India (Ivey Case)</i> “”The Future of Mobile Wallets Lies Beyond Payments” by Thomas Husson, report from Forrester Research (2015)
7	T:	MOBILE PAYMENTS Guest Speaker from Industry (Airtel Money/ Paytm)

8	T: C: ER:	MOBILE AND CUSTOMER LIFECYCLE MANAGEMENT <i>Cardagin Local Mobile Rewards</i> (Darden Business Publishing case) <ul style="list-style-type: none"> • “For Mobile Devices: Think Apps, Not Ads” by Sunil Gupta, from Harvard Business Review (2013) • “Leveraging the power of mobile devices for customer experience and market research” by Jai Kapoor and Spriha Sahai (2014)
9	GROUP PRESENTATIONS	
10	T: ER:	MOBILE FUTURE <ul style="list-style-type: none"> • “The Future of Mobile Advertising” by David Hewitt and Zack Paradis (2014) • “Mobile Creativity: Track Mobile Performance” by Leo Dalakas (2015)

ANNEXURE 2: ASSIGNMENTS

INDIVIDUAL ASSIGNMENT

Title: Critiquing mobile advertising campaigns

General Guidelines:

- For this assignment, all of you have to choose two caselets (from list of campaigns provided by instructor) and critique on following parameters:
 - Strategy
 - Usage of mobile
 - Targeting
 - Creativity
- While choosing the two caselets, you'll have to ensure that you pick up examples from two different categories (e.g. mobile website, promotion etc.) as mentioned in the masterlist.
- For choosing the caselets for this assignment, you should also visit the internet links before you finalize the two campaigns for this assignment.
- While you go through the caselets for this assignment, you are strongly recommended to do analysis of secondary data for the campaigns which will help in this assignment.
- You will submit a report (**not exceeding two pages**) on your analysis. The report will be due at start of session no. 6.

GROUP PROJECT

Title: Analyzing Mobile Marketing Strategy for different brands in a product/service category

General Guidelines:

- The objective of group project is to integrate mobile marketing elements covered in previous sessions. It serves as capstone project for the entire course. For this project, think of your group as a research group which is analysing the mobile marketing strategy for a product/service category which your group has selected.
- In the chosen product/service category, the group has to identify at least three different brands who have followed an active mobile marketing strategy.
- For the three chosen brands, you can list the different campaigns/initiatives undertaken by them and the intended marketing objectives, based on secondary data analysis and in discussion within group.
- From the different campaigns listed by your group, you can pick up any three (all three should belong to three different brands) and analyse them based on the following:
 - Marketing objectives
 - Decision journey for the chosen product/service category
 - Formats used in implementing the campaign
 - Outcome of campaign
 - Key success factors
 - How it could have been improved
- In the conclusion, your group should be able to highlight the role and relevance of mobile marketing for the chosen product/service category in achieving the marketing objectives.
- The group will submit a report (**not exceeding five pages**) on the findings. The report will be due at start of session no. 9. The group will also prepare a presentation (**five to six slides only**) and they will be asked to present their findings in session no. 9.