

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI
INSTRUCTION DIVISION
SECOND SEMESTER 2015-2016
Course Handout (Part-II)

Date: 11/01/16

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. : MBA C418
Course Title : Marketing
Instructor-in-charge : ANIL BHAT
Instructor : Arun Kumar

1. Scope and Objective :

This basic course in marketing is designed to familiarize participants with the strategic and market planning processes that deal with the fundamental goal of ***creating, communicating and delivering value*** to the customer. The approach will be how to learn to uncover market opportunities by asking certain strategic questions. This requires a professional knowledge of market drivers, competitors' capabilities, technological trends and the market dynamics of value.

On successful completion of this course, it is hoped that the participants will be able to critically analyze and intelligently draw inferences about the marketing strategies and tactics of organizations. Through an intensive project assignment an effort will be made to develop the necessary skills for crafting a typical marketing plan that will allow participants to use their imagination as well learn to ground it in real world data.

Participants are encouraged to bring some of the topical issues of contemporary concern in marketing to the classroom for discussion. Participants will also be expected to imbibe path-breaking classic marketing literature in a group setting through group discussions for a sound academic base. A number of journal articles will be discussed in this course to give the course its academic rigor.

The course pedagogy lays special emphasis on “***learning by doing***” through regular discussion of cases as well as through project assignments. Participants will also be sensitized to environmental concerns, ethical dilemmas as well.

2. Text Book:

T1. Kotler Philip, Kevin Lane Keller, Abraham Koshy, Mithileswar Jha; “*Marketing Management – A South Asian Perspective*”, Pearson Education India Limited, New Delhi, 13th Ed., 2009.

3. Reference Books:

R1. Kotler, Philip and Gary Armstrong (2006), *Principles of Marketing, 11th Edition*, Prentice-Hall,
R2. The Marketing Whitebook 2012-13 - One-Stop Guide for Marketers, Pub: Business World

4. Reference Journals: - Journal of Marketing, Vikalpa, IIMB Management Review, Decision, Harvard Business Review, MIT Sloan Management Review, and Journal of Retailing etc.

5. Reference website: - www.marketingpower.com

6. Course Plan

Lecture No.	Learning Objectives	Topics to be covered	Reference To Text Book Chapter No.
1-3	<ul style="list-style-type: none"> To understand the concept of Marketing Awareness of the evolution of Marketing process 	Marketing Management: An Introduction	1
4-6	<ul style="list-style-type: none"> To understand the process of marketing strategy formation and of components of marketing plan 	Strategic Marketing and marketing Plan	2
7-8	<ul style="list-style-type: none"> To be sensitized to the environment of marketing and draw implications for marketing 	The Marketing Environment	3
9-10	<ul style="list-style-type: none"> Awareness of the process of Market research 	Market research	4
11-12	<ul style="list-style-type: none"> To recognize the importance of perceived value for the consumer and its implication for profitability 	Building Customer satisfaction, Value and retention	5
13-15	<ul style="list-style-type: none"> Understand consumer Behavior and the influences on behavior 	Analyzing Consumer Markets	6
16-17	<ul style="list-style-type: none"> Understand the organizational buyer behavior 	Industrial buyer behavior	7
18-19	<ul style="list-style-type: none"> Recognize the importance and need for segmentation Understand the bases of segmentation 	Segmenting and Targeting the Market	8
20-21	<ul style="list-style-type: none"> To be able to examine competition using a systematic framework 	Analyzing Competition	9
22-23	<ul style="list-style-type: none"> To understand the role of brands and devise a branding strategy 	Creating and managing brand equity	10
24-25	<ul style="list-style-type: none"> To understand and be able to apply positioning concept 	Positioning and differentiating the market offering	11
26-27	<ul style="list-style-type: none"> To understand the issues related to product offering 	Product strategy	12
28-29	<ul style="list-style-type: none"> To understand the nature of services and strategies for 	Services marketing	13

	managing service quality		
30-31	<ul style="list-style-type: none"> Recognize the availability of different approaches to pricing 	Pricing strategies and programs	14
32-33	<ul style="list-style-type: none"> Awareness of the channel options and the criteria in selecting from the options 	Designing and Managing Marketing channels	15
34-37	<ul style="list-style-type: none"> To understand the steps involved in developing a communication program To be aware of the different promotion techniques To gain an insight into use of Social Media Marketing 	Integrated marketing communications	17,18
38-40	<ul style="list-style-type: none"> Understand the importance of integrating the elements of the marketing mix for a coherent strategy 	Marketing mix and strategy	All chapters

7. Evaluation Scheme

EC No.	Evaluation Component	Duration	Weightage (%)	Date & Time	Nature of Components
1	Midterm Test	50 min	25	15/3 11:00 - 12:30 PM	Closed Book
2	Case Studies		20		
3	Term Papers/Surprise quizzes/ class participation		5		
4	Project Assignment/ Presentation		20		
5	Compre. Exam	3 hrs	30	5/5 AN	Closed Book

Note: - Case study sessions & project work sessions (learning by doing) will be conducted throughout the course and students are expected to have read each case thoroughly before attending the session as well as completed project component assigned.

**[Highest level of intellectual integrity is expected of students while they work on cases/ term papers/projects in terms of giving proper acknowledgement and avoiding plagiarism. Students are also expected to submit their assignments on time failing which these may not be evaluated.]*

8.Chamber Consultation Hour: To be announced in class

9.Notices: All notices concerning this course will be displayed on the Management Group Notice Board only.

10. Make-up: Make-up may be given **only** on genuine grounds. Prior permission from instructor- in- charge **has** to be obtained.

Instructor-in-charge

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