

NMIMS Global Access

School for Continuing Education (NGA-SCE)

Program :

Course: Marketing management

Session Plan – Jan 2023 Cycle

Faculty: Ashish Mathur

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| Program: PG | | | Term: I | | |
| Course: Marketing Management | | | Code : RETMARKETINGMAN2 | | |
| Teaching Scheme | | | Evaluation Scheme | | |
| Classroom Session | Practical/ Group work | Tutorials | Cred | Internal Assessment | Term End Examination (TEE) |
| 15 | | 0 | | 30% | 70% |
| Course Rationale: Marketing Management | | | | | |
| Course Objectives: To help students grasp the core concepts of Marketing, Strategy and their practical uses in business. To understand why and how marketing is the key element in achieving business goals | | | | | |
| Learning Outcomes: A deeper understanding of the concept of using Marketing for achieving business objectives. | | | | | |
| Pre-requisite(s): NONE | | | | | |
| Pedagogy: . – Online class discussion and learning of key concepts. | | | | | |
| Textbook: - Provided by the institute | | | | | |
| Reference Books: <ul style="list-style-type: none"> - Marketing Management – Kotler, Armstrong et al - Marketing 5.0 Kotler et al - Strategic Brand Management Kevin Lane Keller et al - College handout - Human to Human Marketing Kotler et al | | | | | |

Journals:

- Wall Street Journal; Economic Times; Mint; Business Standard on a daily basis

Links to websites:

- [American Marketing Association \(ama.org\)](http://American Marketing Association (ama.org))
- www.wsj.com
- <https://www.ima-india.com/>

Evaluation Scheme:

- Internal Assessment 30%
- Term-End Exam 70%
- Total 100%**

Session Plan:

| Session | Topic (including subtopics) | Learning Outcomes | Pedagogical Tool | Textbook Chapters & Readings |
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| 1 | Marketing: Creating Customer Value and Engagement | Define marketing and outline the steps in the marketing process. Explain the importance of understanding the marketplace and customers identify the five core marketplace concepts. Explain the course outline | Presentation & case studies | Chapter 1 |
| 2 | Analyzing Marketing Environment | Define the consumer market and construct a simple model of consumer buyer behavior. Describe the adoption and diffusion process for new products | Presentation & case studies | Chapter 2 |
| 3 | Consumer Markets and Buyer Behavior | <ul style="list-style-type: none"> • the concept of marketing mix and its importance • elements of marketing mix • factors influencing marketing mix • meaning of customer value • how to create and deliver customer value | Presentation & case studies | Chapter 3 |

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| 4 | Business Markets and Business Buyer Behavior | <ul style="list-style-type: none"> Define the business market and explain how business markets differ from consumer markets. Identify the major factors that influence business buyer behavior. List and define the steps in the business buying decision process. | Presentation & case studies | Chapter 4 |
| 5 | Customer Value-Driven Marketing Strategy: Creating Value for Target Customers | <ul style="list-style-type: none"> Define <i>product</i> and describe the major classifications of products and services. Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require | Presentation & case studies | Chapter 5 |
| 6 | Products, Services, and Brands: Building Customer Value | <ul style="list-style-type: none"> Describe the decisions companies make regarding their individual products and services, product lines, and product mixes. | Presentation & case studies | Chapter 6 |
| 7 | Developing New Products and Managing the Product Life Cycle | <ul style="list-style-type: none"> Explain how companies find and develop new product ideas. List and define the steps in the new product development process and the major considerations in managing this process. | Presentation & case studies | Chapter 7 |
| 8 | Pricing: Understanding and Capturing Customer Value | <ul style="list-style-type: none"> Answer the question “What is a price?” and discuss the importance of pricing in today’s fast-changing environment. Identify the three major pricing strategies and discuss the importance of | Presentation & case studies | Chapter 8 |

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| 9 | Pricing Strategies: Additional Considerations | <p>Describe the major strategies for pricing new products.</p> <p>Explain how companies find a set of prices that maximizes the profits from the total product mix.</p> | Presentation & case studies | Chapter 9 |
| 10 | Marketing Channels: Delivering Customer Value | <p>Explain why companies use marketing channels and discuss the functions these channels perform.</p> <p>Discuss how channel members interact and how they organize to perform the work of the channel.</p> | Presentation & case studies | Chapter 10 |
| 11 | Communicating Customer Value: Integrated Marketing Communication Strategy | <ul style="list-style-type: none"> Define the five promotion mix tools for communicating customer value. Define the role of advertising in the promotion mix. | Presentation & case studies | Chapter 11 |
| 12 | Communicating Customer Value: Integrated Marketing Communication Strategy | <ul style="list-style-type: none"> Define the role of public relations in the promotion mix. Discuss the role of a company's salespeople in creating value for customers and building customer relationships. | Presentation & case studies | Chapter 11 |
| 13 | Direct, Online, Social Media, and Mobile Marketing | <ul style="list-style-type: none"> Define direct and digital marketing and discuss their rapid growth and benefits to customers and companies. Identify and discuss the major forms of direct and digital marketing. | Presentation & case studies | Chapter 12 |
| 14 | Direct, Online, Social Media, and Mobile Marketing | <p>Explain how companies have responded to the internet and the digital age with various online marketing strategies.</p> <p>Discuss how companies use social media and mobile</p> | Presentation & case studies | Chapter 12 |

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| | | marketing to engage consumers and create brand community. Recap/case studies | | |
| 15 | Revision | Revision | Presentation | Revision |