

# Marketing Essentials

## High level course outline

### Week 1

#### **Topic: What is marketing? What is Marketing Management?**

Serial No.	Subtopic/ Subsection	Mode
1.	What is marketing? Basic concept	Text/ Reading material + Video Lecture
2.	Kotler's definition of Marketing	Video Lecture
3.	So, what can be marketed? Products, services, ideas etc.	Text/ Reading material
4.	So, what does marketing include? Explanation of the elements of process	Video Lecture
5.	Difference between marketing and selling	Video Lecture
6.	Evolution of marketing – different stages	Text/ Reading material
7.	Marketing Management – organizational perspective	Video Lecture
8	Glossary	Text/ Reading material
9	Summary	Text/ Reading material

### Week 2

#### **Topic: Identifying customers – Segmentation and Targeting**

Serial No.	Subtopic	Mode
1.	Types of Markets: Consumer Market and Business Market	Text/ Reading material + Video Lecture
2.	Segmentation concept	Video Lecture
3.	Basis of segmentation I (consumer market)	Video Lecture
4.	Basis of segmentation II (consumer market)	Video Lecture
5.	Examples	Text/ Reading material

6.	Targeting specific segments	Lecture
7.	Targeting examples	Video Lecture
8.	Targeting strategies	Video Lecture
9.	Case let	Text/ Reading material
10	Glossary	Text/ Reading material
11.	Summary	Text/ Reading material

## Week 3

### **Topic: Positioning**

Serial No.	Subtopic	Mode
1.	Differentiation concept	Text/ Reading material + Video Lecture
2.	How to differentiate? tools	Video Lecture + Text
3.	Concept of positioning	Video Lecture + Text
4.	Positioning examples and illustrations I	Video Lecture
5.	Positioning examples and illustrations II	Video Lecture
6.	Concept of competition	Video Lecture
7.	Dealing with competition	Video Lecture + Text
8.	Case Study	Text/ Reading material
9	Glossary	Text/ Reading material
10.	Summary	Text/ Reading material

## Week 4

### **Topic: Marketing strategy I - Product life cycle**

Serial No.	Subtopic	Mode
1.	Overview	Text/ Reading material + Video Lecture
2.	Concept of PLC	Video Lecture
3.	Introduction stage - determinants	Video Lecture + Text
4.	Introduction stage - strategies	Text/ Reading material + Video Lecture
5.	Growth stage	Video Lecture
6.	Maturity stage - determinants	Video Lecture
7.	Maturity stage - strategies	Video Lecture
8.	Decline stage	Video Lecture
9.	PLC illustration	Video Lecture + Text
10.	Examples	Text/ Reading material
11.	Glossary	Text/ Reading material
12.	Summary	Text/ Reading material

## Week 5

### **Topic: Marketing Strategy II – 4Ps**

Serial No.	Subtopic	Mode
1.	Overview	Text/ Reading material +Video Lecture
2.	Concept of Marketing Strategy – 4Ps	Video Lecture
3.	Product concept	Video Lecture + Text
4.	Product strategy	Video Lecture + Text
5.	Pricing concept	Video Lecture + Text
6.	Pricing strategy	Video Lecture + Text
7.	Distribution concept	Video Lecture
8.	Distribution strategy	Video Lecture + Text
9.	Promotion concept	Video Lecture + Text
10.	Promotion strategy	Video Lecture + Text
11.	Case Study	Text
12.	Conclusion	Lecture
13.	Glossary	Text
14.	Summary	Text