

Lecture #0

MKTM503

Marketing Management-I

What it's all about?



Rajesh Verma



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NEWS

THE ECONOMIC TIMES Prime
English Edition • | Today's Paper

Rajesh

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Tech Consumer Markets Corporate Governance Telecom+OTT Auto+Aviation Pharma Fintech+BFSI Economy Info Environment Energy Extra

Business News • Prime • Info • FASTag | 1Pay: Why payments aggregator 1Pay is betting on FASTag to grow into a logi-fintech major

LOGISTICS

Why payments aggregator 1Pay is betting on FASTag to grow into a logi-fintech major

00:00

01:07



The Nithawati plaza in Ghaziabad, Uttar Pradesh



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Why payments aggregator 1Pay is
betting on FASTag to grow into a
logi-fintech major

- RBI approved payments aggregator just like Razorpay or Stripe.
- Founded by former Goldman Sachs India managing director Sanjiv Shah and executive director Sanjay Gaitonde.
- Focus : logistics and transportation sector
- How do aggregators make money?



- 96% of toll collection on national highways in FY22 was via FASTags. As compared to 40% share FASTags had in FY21.
- The national highways carry 40% of the country's total road traffic. Roads account for more than two-thirds of the country's cargo movement.

The road to growth: India freight mode breakdown

Indicator	2019E	2020E	2021F	2022F	2023F	2024F
Air freight	1,938	1,670	1,937	2,155	2,371	2,598
Rail freight	708,034	651,033	707,861	754,245	800,047	848,328
Road freight	2,713,950	2,418,737	2,713,058	2,953,288	3,190,505	3,440,562

Figures in million tonne km

E/F = Fitch Solutions estimate/forecast

Source: Fitch Solutions

Soaring high: the rapid rise in FASTag adoption



**Tag issuance
(in numbers) cumulative**

2,08,761.00
December 21, 2021

5,28,56,885.00
May 31, 2022

**Volume
(in million)**

3.19
December 21, 2021

285.37
May 31, 2022

**Amount
(in INR crore)**

88.12
December 21, 2021

4,369.36
May 31, 2022

Source: NETC data



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Digital wave: FASTag collection jumps with increased adoption

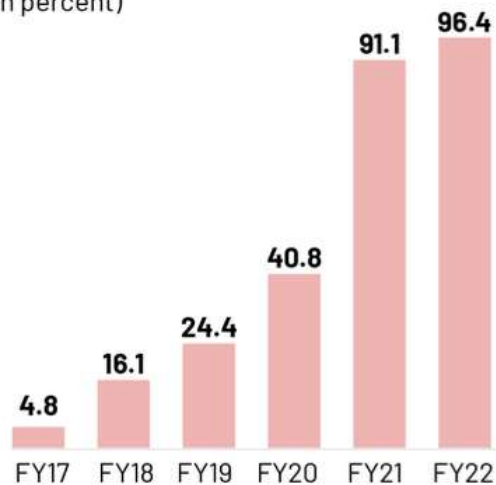
FASTag collection
(in INR crore)



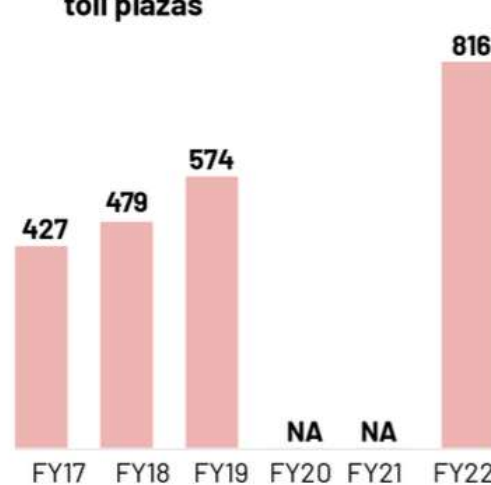
Total collection
(in INR crore)



FASTag penetration
(in percent)



Number of NHAI toll plazas



Source: Lok Sabha, Rajya Sabha

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1Pay's FASTag business: a snapshot

	FY 20-21	FY21-22	June 2022
Total number of fleet owners using one or more services from 1Pay	11,200	27,875	31,420
Total FASTag transactions (in INR crore)	22,761.80	38,084.15	4,303.00
1Pay's share (in %)	3.77%	3.86%	4.33%

Source: Company

 **ETPrime**



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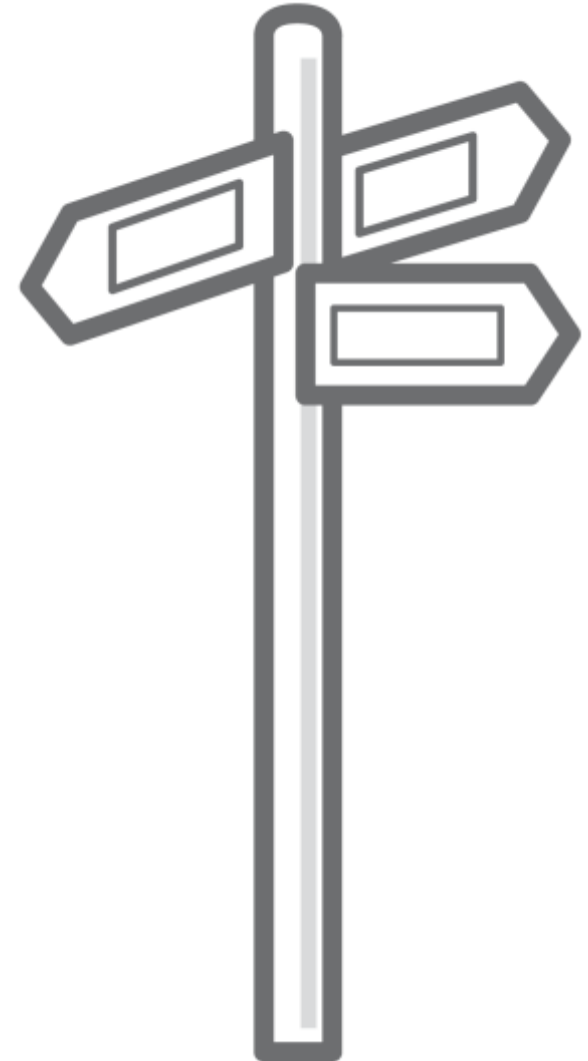
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Unorganized sector – How to organize it?



Lecture Plan

- Course Details
- Course Assessment Model
- Bloom's Taxonomy, CO, PO
- Expectations from students
- Challenge for Instructor
- Marketing in Action
- Getting into the course
- MOOCs
- What marketing really is?
- Career in Marketing



Course Details

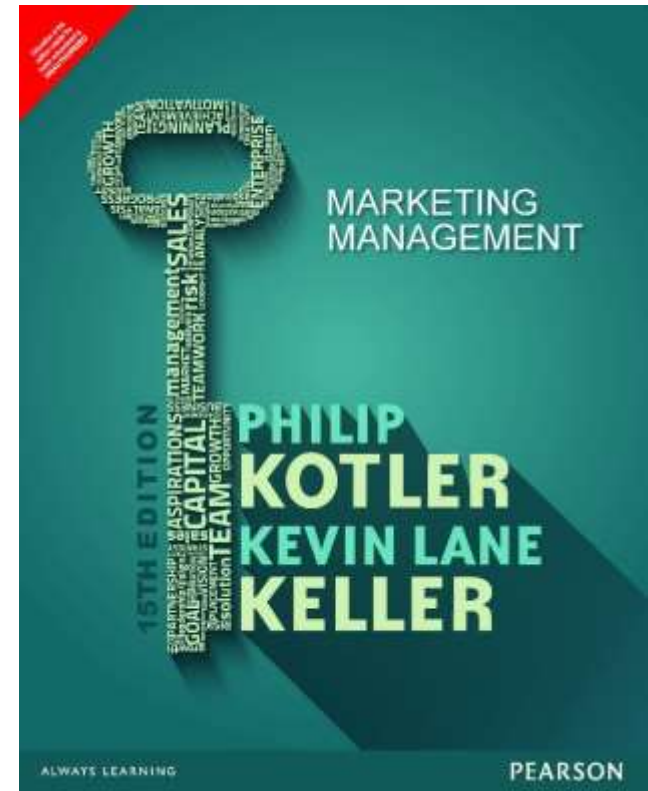
Course Code : MKTM503

Course Title : MARKETING MANAGEMENT-I

L T P Cr. : Lectures: **2**, Tutorials: **1**,
Practical: **0**, Credit: **2**

Text Book : Philip Kotler, Kevin Lane Keller
Publisher - Pearson Education

Reference : V.S. Ramaswamy & S. Namakumari
Publisher - Sage Publication



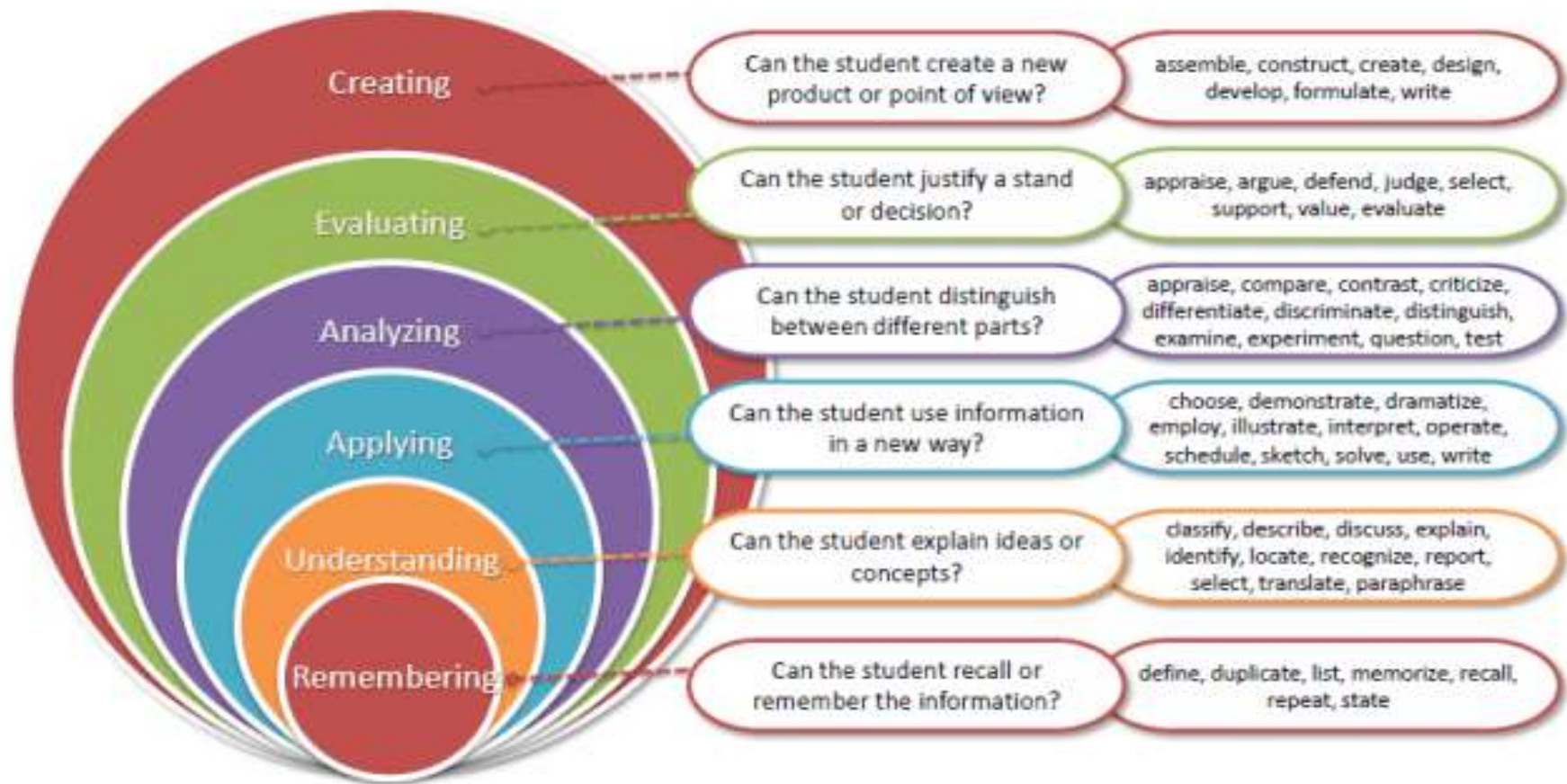


Course Assessment Model

Exam Category	:	X3 (No MTE only ETE)
Marks Break Up	:	
▪ Attendance	:	05 Marks
▪ CA	:	45
▪ All CA's are compulsory (2 out of 2)		
▪ MTE	:	No MTE
▪ ETE	:	50
Total	:	100 Marks



Revised Bloom's Taxonomy





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Course Outcome

- CO1:: analyze core marketing concepts and their applications in real market scenario.
- CO2:: estimate the impact of market planning strategy and practices, respond to environmental and competitive changes.
- CO3:: analyze various situations and decisions involving segmentation, targeting and positioning.
- CO4:: use the fundamentals of marketing research and its applications.



Programme Outcome

- PO1: Apply knowledge of management theories and practices to solve business problems.
- PO2: Foster Analytical and critical thinking abilities for data-based decision making.
- PO3: Ability to develop Value based Leadership ability.
- PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5: Ability to lead themselves and others in the achievement of organizational goals, Contributing effectively to a team environment.
- PO6: Ability to develop entrepreneurial orientation to leverage business opportunities.

Expectations from students





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10 EXPECTATIONS

- Download syllabus & Instruction Plan from UMS.
- Buy the text book within first week (Latest by 23 August, 2022)
- Come well prepared to the class.
- Read 'The Economic Times' or 'Business Standard' daily.
- Observe & analyse products, prices & competitive positioning of companies.
- Participates in discussions in class and ask questions in case of doubt.
- Attempt all the academic tasks with intention to learn.
- Regularly browse websites for interesting marketing application.
- Contribute to healthy academic environment in class.
- Be on time to class (9:00AM means 8:55AM)



Challenge for Instructors





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**ONEWEEK
CHALLENGE**

Marketing in action





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THE ECONOMIC TIMES | Epaper

English Edition ▼ | 17 August, 2022, 06:44 AM IST | Today's Paper

I-Day Offers Boost Retail Sales over the Weekend

Synopsis

Malls, restaurants and bars said footfalls and sales rebounded irrespective of whether the brands were offering heavy discounts or consumer promotions.



The extended festive weekend saw like-to-like sales cross 2019 levels, a dozen retailers, restaurants and brands said. “The government’s three-day Har Ghar Tiranga campaign also led to spreading cheer, apart from the extended weekend, and discounts offered by various retailers,” said Retailers Association of India ([RAI](#)) CEO [Kumar](#)



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THE ECONOMIC TIMES | Epaper

English Edition ▼ | 17 August, 2022, 06:44 AM IST | Today's Paper

Rising Curve

Revival in demand through combination of online & offline sales

Dining out, mobile phones, laptops, apparel top draws

Inflation seen to have had no impact on discretionary spending



Strong demand comes after two consecutive pandemic-led disruption





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THE ECONOMIC TIMES | Industry

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Business News > Industry > Renewables > Ola Electric announces production of electric cars in India in 2024

Ola Electric announces production of electric cars in India in 2024

Last Updated: Aug 15, 2022, 08:52 PM IST

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Synopsis

"This is the most ambitious car project ever undertaken in India," Ola Chief Executive Bhavish Aggarwal said while announcing the plans at a virtual event coinciding with India's Independence Day.




Image used for representative purpose.

Indian entrepreneur and co-founder of [Ola Cabs](#) and [Ola Electric](#) Bhavish Aggarwal on Monday said that the company will produce [electric cars](#) in India in 2024 with a range of up to 500 km (310 miles).

"This is the most ambitious car project ever undertaken in India," reported Reuters citing Aggarwal.



Bhavish Aggarwal
@bhavish · Follow

Happy Independence Day India! 🇮🇳 Excited to reveal everything we've been working on, do tune in at 2 pm here youtube.com/elpoE5g4aqw or on olaelectric.com Jai Hind!



11:26 PM · Aug 14, 2022

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Kumbh Mela is a mass Hindu pilgrimage of faith in which Hindus gather to bathe in a sacred or holy river. Traditionally, four fairs are widely recognized as the Kumbh Melas: the Prayagraj Kumbh Mela, Haridwar Kumbh Mela, the Nashik-Trimbakeshwar Simhastha, and Ujjain Simhastha





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FINANCIAL EXPRESS
READ TO LEAD

HOME MARKETS STOCKS ECONOMY TECH AUTO INDUSTRY MF MONEY INDIA INFRA OPINION

NIFTY: 10737.60 ↓ -57.35

SENSEX: 35853.56 ↓ -156.28

USD: 71.0125 ↑ 0.41

GOLD: 32147 ↑ 219.00

CRUDE OIL: 3627 ↓ -5.00

GBPINR



BaiNa

Rubber Extruder Machine

Rubber Extruder Machine Factory,
Exported To 90 Countries!



Kumbh Mela 2019: At least 100 brands at mega event to connect with masses

By: Ankita Rai | Published: January 14, 2019 3:15 AM



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THE HINDU
BusinessLine



NEVER JUST STAY, STAY INSPIRE

Contemporary luxury by Hilton. Experience Conrad at Pune, Bengaluru, and our locations around the world.

SENSEX 35,853.56 ▼ -156.28 [-0.43%] ▲ 0.85 [0.89%] **Tata-Steel** 470.70 ▼ -4.00 [-0.84%] **NIFTY** 10,737.60 ▼ -57.35 [-0.53%] -2.95 [-0.65%] EOD 15 mins delay

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TRENDING
TODAY



God's Own Congress



Bearding men at the workplace



On the divine track to Prayagraj

BRAND BHAKTI

Chasing marketing nirvana at Kumbh

CHITRA NARAYANAN

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Brands gear up to engage at Kumbh Mela

News, 14 January 2019

TOPICS

[CHRISTMAS, RELIGIOUS FESTIVALS](#) | [INDIA](#) | [CULTURAL INFLUENCES & VALUES](#)

Kumbh Mela is probably the single biggest religious festival in the world, attracting millions of Hindu pilgrims who come to bathe in sacred rivers, and its focus on cleansing and purification has again drawn the attention

[Sign up for daily news](#)



Some Marketing Initiative

- **Colgate** will distribute around three crore Vedshakti toothpastes
- **Welspun** will launch its QUIK DRY range (*Jaldi sukhe Jaldi sukhaye*)--plan to hand out towels to women for use in the changing rooms. Will reach out to at least 3,000 people daily, deploying 10,000 towels to be re-used in multiple cycles over 45 days. Target 05 lakh customers. It will put up stalls and also mount the Welspun brand displays outside changing rooms and police booths.
- **Crayons Network**, has won the exclusive rights for 700 outdoor sites at Prayagraj, has tied up with HUL, Patanjali, Air India, SpiceJet, IndiGo and the central government so far.



Some Marketing Initiative

- Around 150 hoardings will be used by the **Central Government**, mostly to highlight its achievements.
- **Impact Communications**, which has been associated with Kumbh Mela for two decades, has tied up with 10 brands this year; Dabur, Ghari detergent, Welspun and Godrej Consumer Care are some of them.
- Some of the bigger brands have already moved on from billboards to engagement initiatives through product trials, such as toothpaste dispensers, beverage dispensers, beautification drives, phone recharge outlets, etc.
- **Dabur** has planned a fun activation for its digestive brand Hajmola, with a tongue-in-cheek play on the upcoming elections.

Some Marketing Initiative

- Dabur, one of India's largest natural consumer product vendors, for example, intends to promote its Dabur Red toothpaste dispensers. *ya aapne dant snaan kiya?*





Birla Corp also aims to engage consumers with plans to distribute 200,000 branded headbands while also co-branding 70 changing rooms.



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Home / Marketing-News

Jio launches 'Kumbh JioPhone' in partnership with Kumbh Mela

Kumbh JioPhone offers a suite of benefits specially designed for the needs of pilgrims

exchange4media Staff 5 days ago





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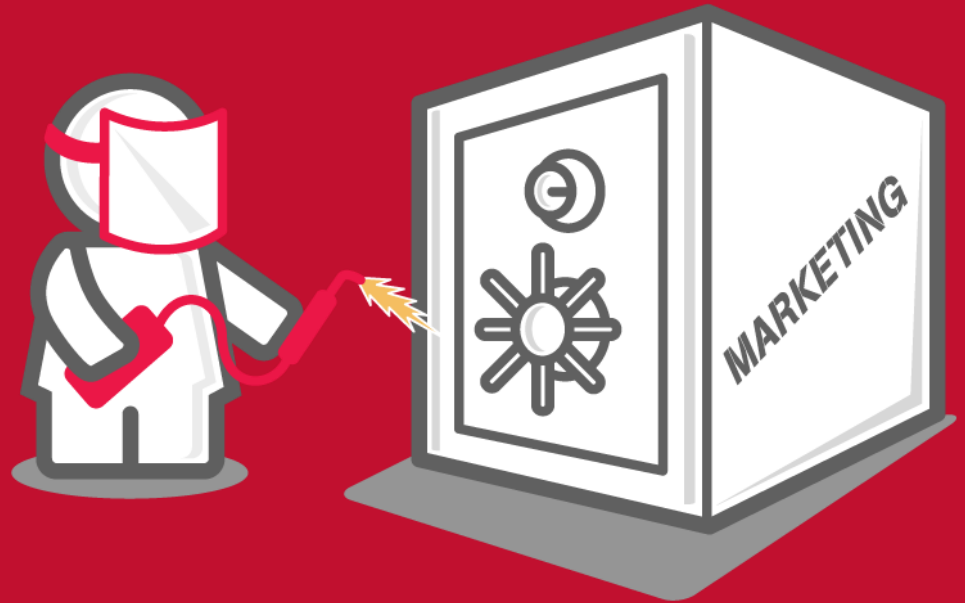
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Getting Into course





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Course Content

Unit I

Understanding marketing management : scope of marketing, core marketing concepts, evolution of modern marketing concepts and new marketing orientations, company orientations toward the marketplace

Creating a marketing mix : marketing mix, 4 As of marketing, creating customer value, communication and delivering value and Porter's chain analysis model, marketing innovation, business unit strategic planning

Unit II

Marketing environment : micro and macro environment, economic, demographic, social, technological, political and ecological environment, impact of the marketing environment on marketing decisions

Conducting marketing research : the scope of marketing research, the marketing research process, measuring marketing productivity

Unit III

Understanding consumer behaviour : consumer roles, need for studying consumer behavior, influences, buying motives, stages of buying decision process, business market vs. consumer market and steps in organization buying process

Unit IV

Identifying market segments : bases for segmenting consumer market, steps in the segmentation process, evaluating and selecting the market segment, effective segmentation criteria

Targeting and positioning of markets : criteria of effective target market segmentation, targeting market selection, understanding positioning and establishing brand positioning, value proposition, choosing a competitive frame of reference, identifying potential points-of-difference and points-of-parity

Unit V

Tapping into global markets : deciding whether to go abroad, deciding which markets to enter, deciding how to enter the market

Setting product strategy : product characteristics and classifications, differentiation, the product hierarchy, product systems and mixes

Developing pricing strategies and program : a changing pricing environment, setting the price

Unit VI

Managing a Holistic marketing organization for long run : trends in marketing practices, marketing implementation and control

Future of marketing : neuro marketing, artificial intelligence

Managing retailing, wholesaling and logistics : retailing, types of retailers, the modern retail marketing environment, trends in wholesaling, integrated logistics systems

MOOCs





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- ✓ Maximum marks: 50, Passing marks: 25 (50%).
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Certificate of Merit

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Vskills Certified Marketing Manager

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What is marketing really?





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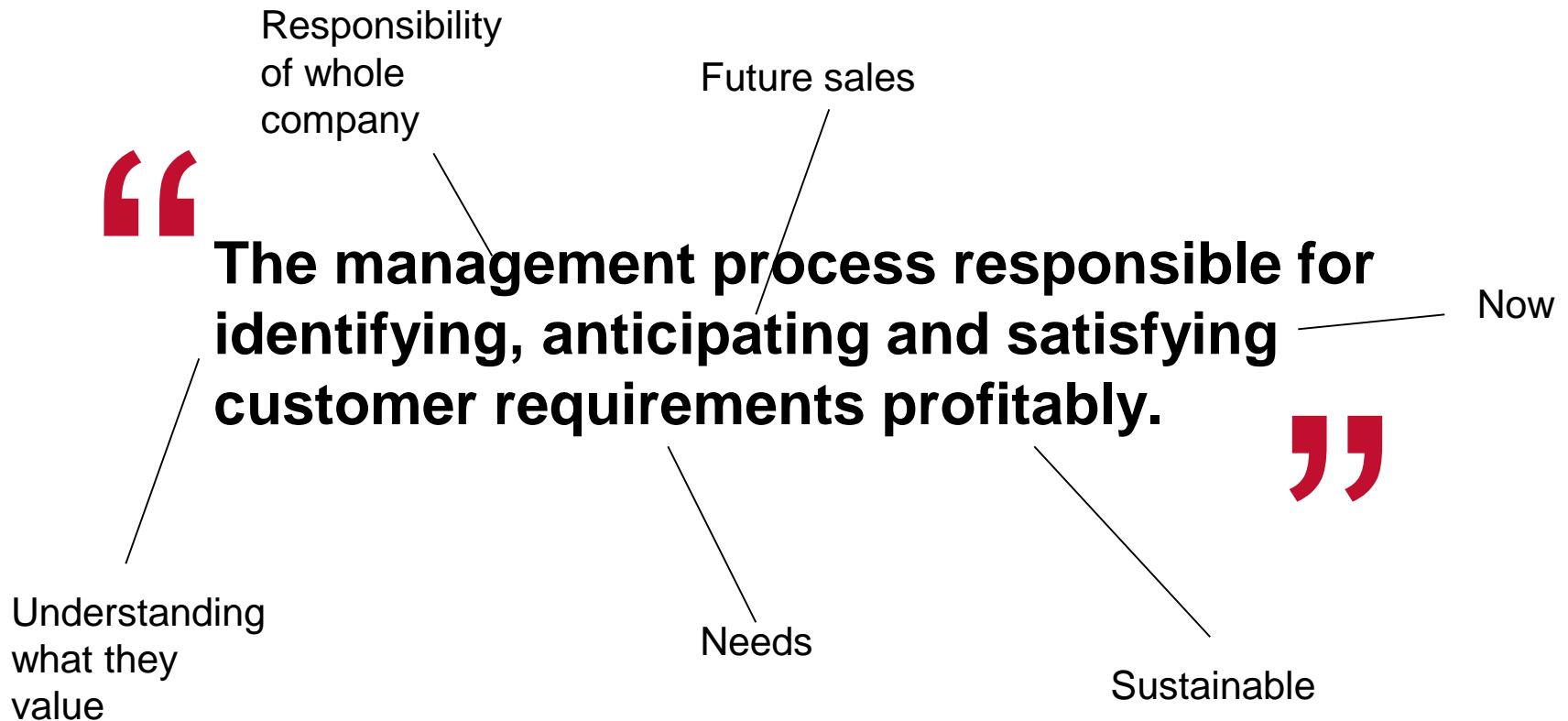
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Marketing is all of these interesting things and more:





Definition





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Careers In marketing



Marketing Offers Great Career Opportunities

- **Marketing research:** Personnel in marketing research are responsible for studying markets and customers in order to understand what strategies or tactics might work best for firms.
- **Merchandising:** In retailing, merchandisers are responsible for developing strategies regarding what products wholesalers should carry to sell to retailers such as Target and Walmart.
- **Sales:** Salespeople meet with customers, determine their needs, propose offerings, and make sure that the customer is satisfied. Sales departments can also include sales support teams who work on creating the offering.
- **Advertising:** Whether it's for an advertising agency or inside a company, some marketing personnel work on advertising. Many people who work in advertising spend all their time creating advertising for electronic media, such as Web sites and their pop-up ads, podcasts, and the like.
- **Product development:** People in product development are responsible for identifying and creating features that meet the needs of a firm's customers. They often work with engineers or other technical personnel to ensure that value is created.
- **Direct marketing:** Professionals in direct marketing communicate directly with customers about a company's product offerings via channels such as e-mail, chat lines, telephone, or direct mail.
- **Digital media:** Digital media professionals combine advertising, direct marketing, and other areas of marketing to communicate directly with customers via social media, the Web, and mobile media (including texts).
- **Event marketing:** Some marketing personnel plan special events, orchestrating face-to-face conversations with potential and current customers in a special setting.
- **Nonprofit marketing:** Nonprofit marketers often don't get to do everything listed previously as nonprofits typically have smaller budgets. But their work is always very important as they try to change behaviors without having a product to sell.



Advertising

Content

Data Management

Commerce & Sales

Social Behavior



Technological
Disruption



Advertising



Content



Data Management



Commerce & Sales



Social Behavior



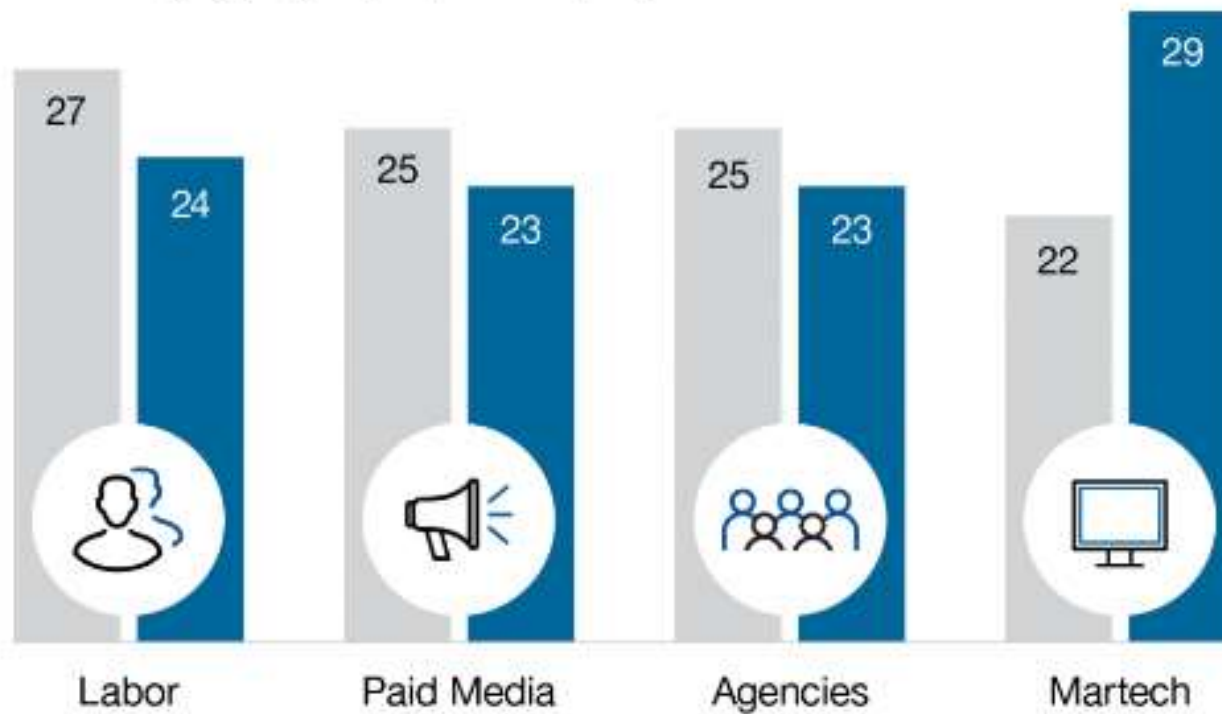
Nearly 1/3 of CMO budgets allocated to marketing technology.

Marketing technology (martech) budgets continue their march forward with no signs of slowing.



CMO Budget

Percentage going to people and programs





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ALGORITHM-LED MARKETING

One needs to have a solid foundation in CS and statistics, math, modelling and analytics.



12 lakh onwards per annum

amazon.in

Google

Adobe

Flipkart





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MINING THE SOCIAL BUZZ

Industry experience across domains such as BFSI, FMCG and telecom and knowledge of data visualization tools is a must.



5 lakh onwards per annum



Nestlé

group





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MANAGING DATA MANAGEMENT PLATFORM

Knowledge of internet and online advertising, including using data for targeting and measurement is a must have.



12 lakh onwards per annum

Adobe

ORACLE

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High performance. Delivered.





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MARKET RESEARCH ANALYSIS

It's a job that requires working in collaboration with data scientists, statisticians and converting research into graphs via data visualization tools.



8 lakh onwards per annum



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Any Questions?



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