



## Indian Institute of Management Sirmaur

### Course Outline

<p>Programme: MBA</p> <p>Name of the Course: Marketing Management-I (MM-I)</p> <p>Core / Elective: Core <span style="float: right;">Cap (for Elective): NA</span></p> <p>Credit: 3.0</p> <p>Academic Year &amp; Term: 2025-26 &amp; Term I</p> <p>Course Coordinator: Dr. Vikas Kumar, Dr. Devika Vashisht, Dr. Shashi, Dr. Amit Anand Tiwari</p> <p><b>Email:</b> <a href="mailto:vikas.kumar@iimsirmaur.ac.in">vikas.kumar@iimsirmaur.ac.in</a> <a href="mailto:devika.vashisht@iimsirmaur.ac.in">devika.vashisht@iimsirmaur.ac.in</a> <a href="mailto:shashikashav@iimsirmaur.ac.in">shashikashav@iimsirmaur.ac.in</a> <a href="mailto:amitanand@iimsirmaur.ac.in">amitanand@iimsirmaur.ac.in</a></p>	
<p><b>Instructor:</b></p> <p>Dr. Vikas Kumar Dr. Devika Vashisht Dr. Shashi Dr. Amit Anand Tiwari</p> <p><b>Affiliation:</b> IIM Sirmaur</p>	

### Introduction to Course

Engaging and leveraging customer relationships is essential for any business to survive, progress, and prosper in contemporary business scenarios. Marketing is the business function that facilitates organizations to do so. Simply put, marketing is the core business function that helps manage 'profitable customer relationships'. In this course, you shall be introduced to the foundational marketing concepts, essential frameworks, and the tools and techniques marketers use in a modern business environment.

## Course Objective and Key-takeaways from the Course

This course is designed:

- LO1:** To understand marketing and elements of the marketing mix.
- LO2:** To understand consumer value, consumer engagement, and customer experience.
- LO3:** To understand the market segment, positioning, targeting and their related importance.
- LO4:** To understand how to analyse consumer and business markets.
- LO5:** To understand the product life cycle and product management.
- LO6:** To understand how to build brand equity and a strong distribution network.
- LO7:** To understand how companies design pricing and communication strategies.
- LO8:** To understand how companies design and execute marketing strategies.

## Programme Level Learning Goals

This programme is designed to help the participants to:

- PLG1:** Possess the ability to think critically and find solutions to managerial problems
- PLG2:** Possess the ability to integrate their learning across functional boundaries
- PLG3:** Possess the knowledge to become influential team players and good organisational citizens
- PLG4:** Acquire leadership competencies in the age of globalisation
- PLG5:** Develop ethical values and a multi-stakeholder perspective
- PLG6:** Develop the capacity to articulate their thinking and ideas through written, oral and non-verbal communications in a managerial context
- PLG7:** Acquaint themselves with established and emerging technologies for effective decision making

## International Components in your course

This course will allow students to go through international case studies.

## Required Text Book(s)

Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, G. Shinesh.  
*Marketing Management*. Pearson (17<sup>th</sup> Edition).

IIM SIRMAUR

**Session Plan:**

Session No.	Topic Covered	Case	Readings
1-2	Introduction to core concepts	Philips India: Launch of new Air purifiers (Product #: W25198-PDF-ENG)	Chapter 1 and 2
3-4	Consumer behaviour	CavinKare's Indica Easy: Launching shampoo hair colour (Product #: W26292-PDF-ENG)	Chapter 3
5	Understanding B2B customers	Ajanta packaging: Key account management (Product #: W18241)	Chapter 4
6	Customer relationship management	Hilton hotels: Brand differentiation through customer relationship management (Product #: 809029-PDF-ENG)	Chapter 7 and 19
7-8	Identifying market segments and Targets	Pillsbury cookie challenge (Product #: W11020-PDF-ENG)	Chapter 6
9	Positioning	Clean edge razor: Splitting hairs in product positioning (Product #: 4249-PDF-ENG).	Chapter 6
10	Introduction to product management	Cilkray Graphics (Product #: 916512-PDF-ENG)	Chapter 8 Reading: Exploit the Product LifeCycle (Levitt, 1965)
11	Creating brand Equity	Unilever: Using Horlicks's brand equity to lead (Product #: W20177-PDF-ENG)	Chapter 10
12	Introduction to pricing	The Springfield Nor'easters: Maximizing revenues in the minor leagues (Product #: 2510-PDF-ENG).	Chapter 11 Reading: - Tellis (1986) Beyond the Many Faces of Price: An Integration of Pricing Strategies
13-14	Distribution management	Case 1: Castrol India Limited: An innovative distribution channel (Product #: W16643-PDF-ENG) Case 2: Natureview Farm (Product #: 2073-PDF-ENG)	Chapter 15

15-16	Integrated marketing communications	Case 1: Mountain Dew: Selecting new creative (Product #: 502040-PDF-ENG)  Case 2: Magellan Boatworks (Product #: 917547-PDF-ENG)	Chapter 12 and 13
17	Introduction to services marketing	Aravind eye care system: Providing total eye care to the rural population (Product #: W11212-PDF-ENG)	Chapter 9
18	Marketing strategy	Unilever in India: Hindustan Lever's project Shakti – Marketing FMCG to the rural consumer (Product #: 505056-PDF-ENG)	Reading : Marketing strategy: How it Fits with business strategy (Product Number#: 2556BC-PDF-ENG)
19-20	Group presentations		

### Evaluation Components

Session No.	Component	Weightage in Overall Evaluation
1	Class Participation	10%
2	Quizzes	20%
3	Mid Term Examination	20%
4	End Term Examination	30%
5	Group Presentation	20%

### Mapping for Marketing Management with Programme Level Goals

PLG1	PLG2	PLG3	PLG4	PLG5	PLG6	PLG7
<b>Critical Thinking &amp; Problem-Solving Abilities</b>	<b>Integrative Thinking Abilities</b>	<b>Cognizance of Organizational Citizenship</b>	<b>Ability to Lead in the age of Globalized Environment</b>	<b>Ethical values &amp; Multi-stakeholder View</b>	<b>Ability to Articulate</b>	<b>Technological Competence</b>
LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	LO8	LO5	LO4, LO6, LO8	LO6, LO7	LO5, LO6, LO7, LO8	LO5, LO7