

Marketing Management

Summer Semester (2023-24)



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Key Tenets of Marketing

Perception is Everything!!!

Change is Inevitable!!!

Continuous Value Delivery A Must !!!

Welcome to the World of



Course Outline

Six Modules

- Introduction to Business & Marketing
- Marketing: Value Identification
- Marketing: Value Design
- Marketing: Value Delivery
- Marketing: Value Communication
- Marketing: Specialized Efforts

Course Outline

Module-1

- Introduction to Business & Marketing
 - General Business Strategy
 - Environmental Scanning
 - Introduction to Marketing

Course Outline

Module-2

- Marketing: Value Identification
 - Market Assessment
 - Marketing Mix
 - Strategic Marketing (STP)
 - Brand Management
 - Competitors and Marketing Strategy

Course Outline

Module-3

- Marketing: Value Design
 - Product Strategy
 - Pricing Strategy

Course Outline

Module-4

- Marketing: Value Delivery
 - Channel Decision
 - Channel Management
 - Sales

Course Outline

Module-5

- Marketing: Value Communication
 - Advertisement
 - Integrated Marketing Communication (IMC)
 - Social Media Marketing
 - Digital Marketing

Course Outline

Module-6

- Marketing: Specialized Efforts
 - Service Marketing
 - B2B Marketing
 - Rural Marketing

Pedagogy

- Initiation (Theory)
- Discussion Driven
 - Articles + Cases
- Connection to the Real World
- Evaluation (Largely on Comprehension alone)

Course Evaluation

Component	Weight
Attendance & Participation	10
Quizzes (2 Nos.)	20
Group Assignment	20
Group Project	20
End Term Exam	30

Group Activities

- Group Assignment
 - Analysis of an assigned idea (article)
 - Development of literature through research
 - Application of that idea in a familiar context
- Group Project
 - Analysis of a company's 4 Ps (on a specific brand)
 - Emphasis on *Repositioning* (with a new ad)
 - Suggestions based on primary/secondary data

Prescribed Text

- **Marketing Management** (15th Ed.) by *Kotler & Keller* (Pearson)
- **Marketing** (14th Ed.) by *Etzel, Walker, Stanton & Pandit* (McGraw Hill)
- **Marketing** (1st Ed.) by *Lamb, Hair, McDaniel, & Sharma* (Cengage)

EBSCO Database



Searching: **Business Source Complete** | [Choose Databases](#)

	Select a Field (option... ▼)	Search Clear ?
AND ▼		
AND ▼		
	Select a Field (option... ▼)	
	Select a Field (option... ▼)	+ -

[Basic Search](#) [Advanced Search](#) [Search History](#)

Search Options

Search Modes and Expanders

Search modes [?](#)

- ☒ Boolean/Phrase
- ☐ Find all my search terms
- ☐ Find any of my search terms
- ☐ SmartText Searching [Hint](#)

Apply related words

☐

Also search within the full text of the articles

☐

Apply equivalent subjects

☐

Module 1: Introduction to Business and Marketing

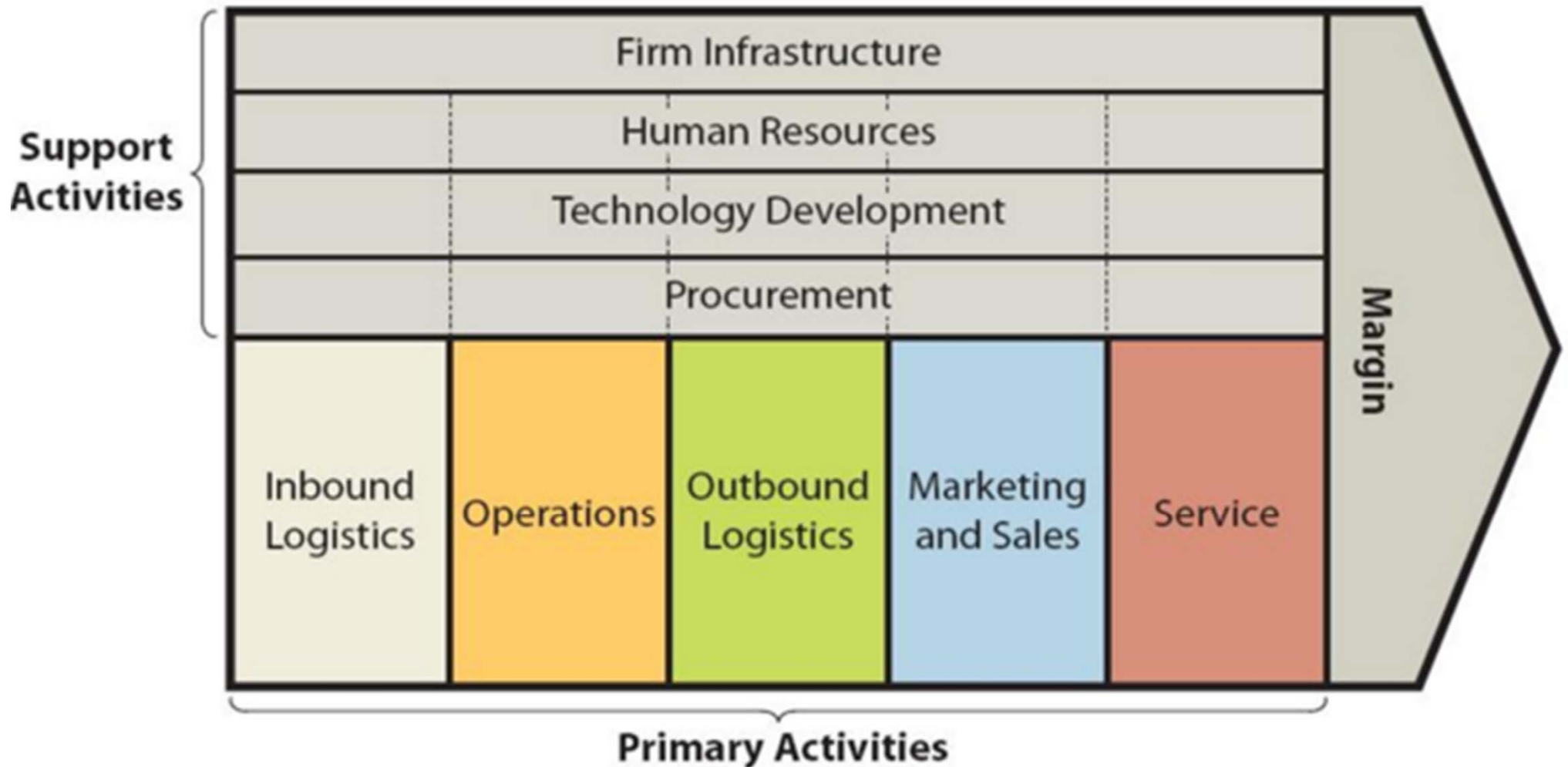
Business

- What it is?
- What are its objectives?
- What are different processes?

What is Value?

- Wealth creation materializes if there is:
 - Population growth
 - Affluence
 - Desires
 - New offering
 - New market
- Value symbolizes:
 - Perception of utility

The Value Chain



Environmental Scanning

- PESTEL Framework (External)
- SWOT Analysis (Internal)

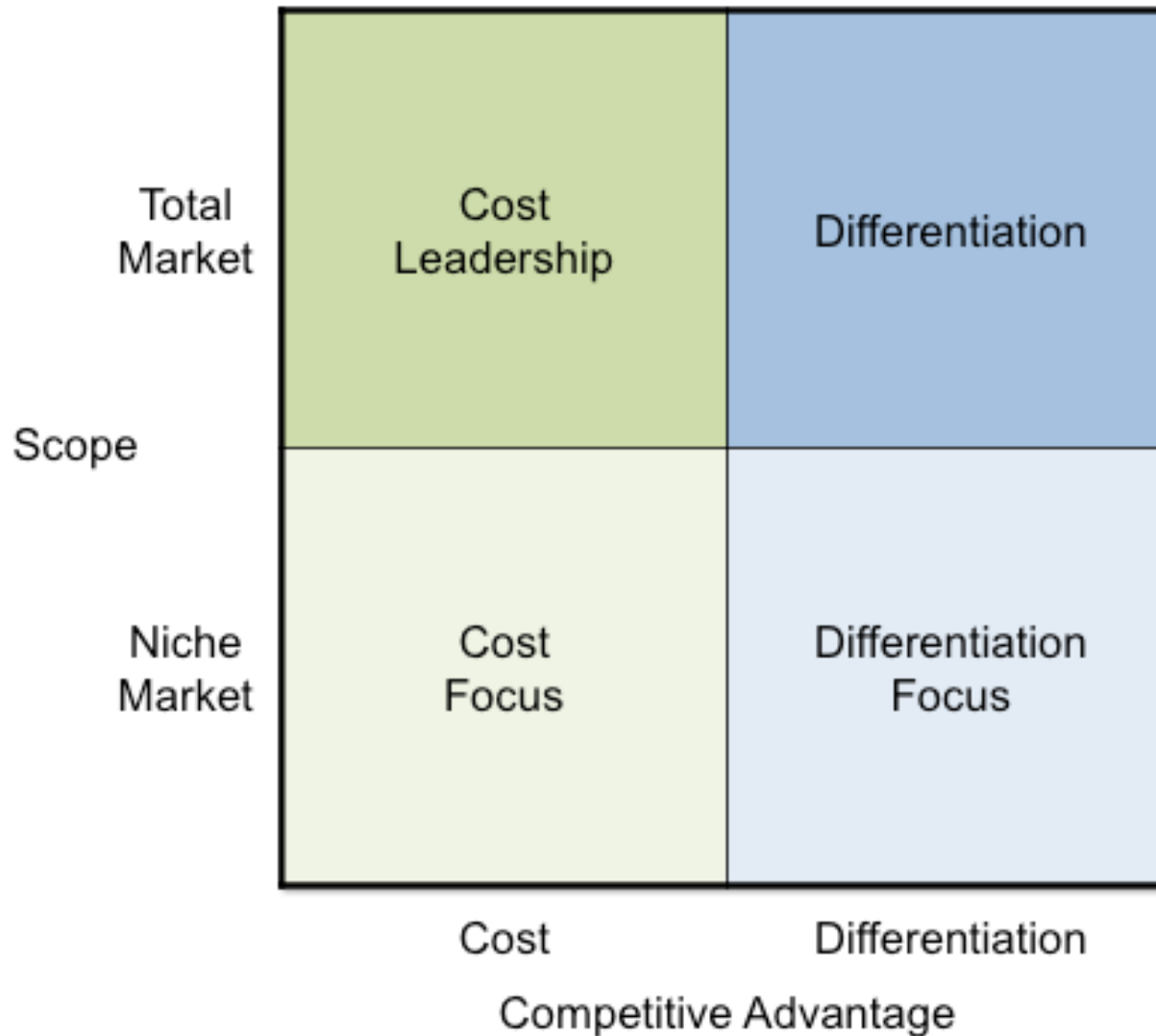
Exercise

Emergent Challenges

- Intricately linked global supply chains
- Quick obsolescence
- Crony capitalism (Lack of level playing)
- Unfair business practices (ownership/shell/round-tripping++)

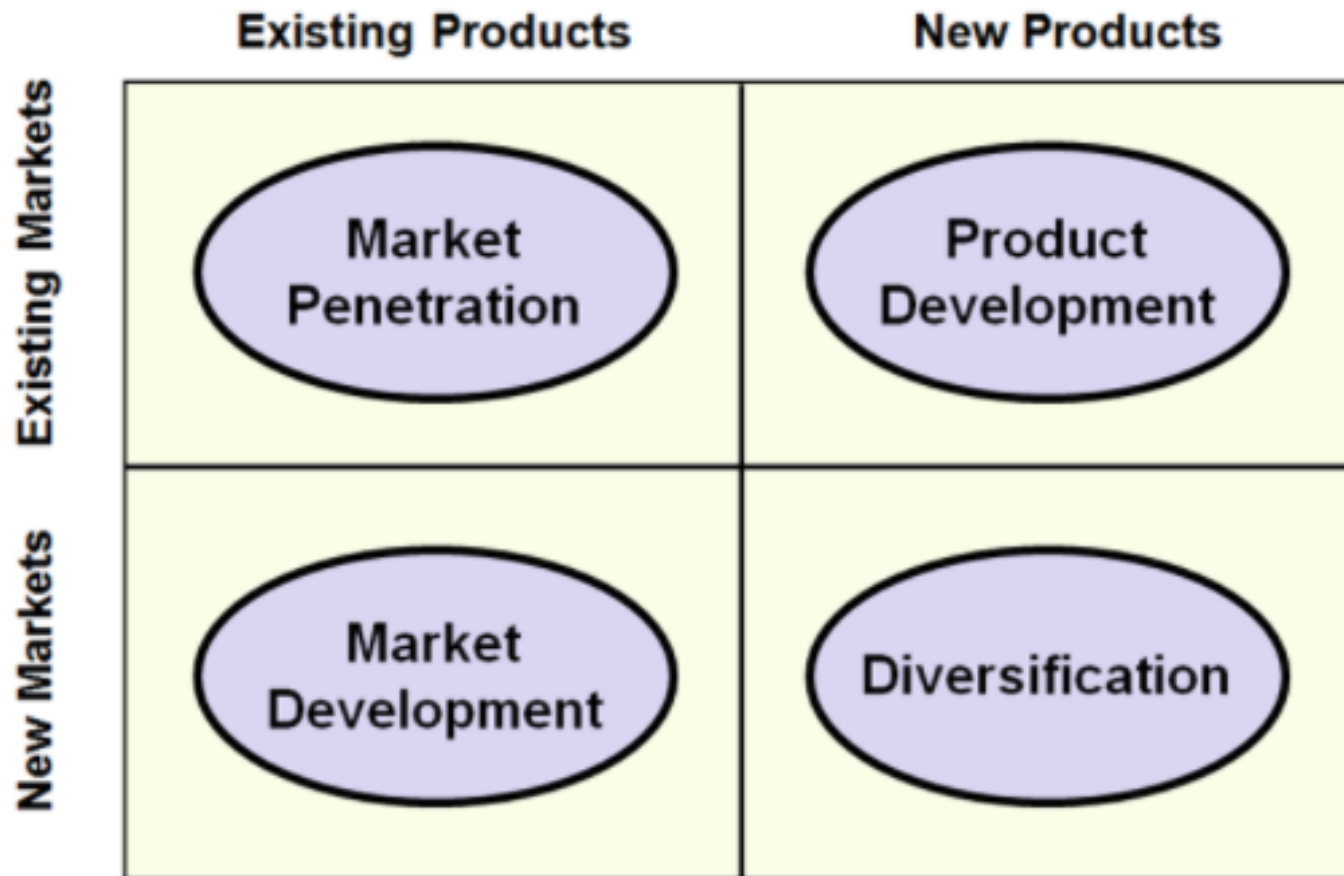
Generic Business Strategies

Porter's Generic Strategies



Features	Price	
	N	Y
Y		
N		

Where to Go: Ansoff Matrix



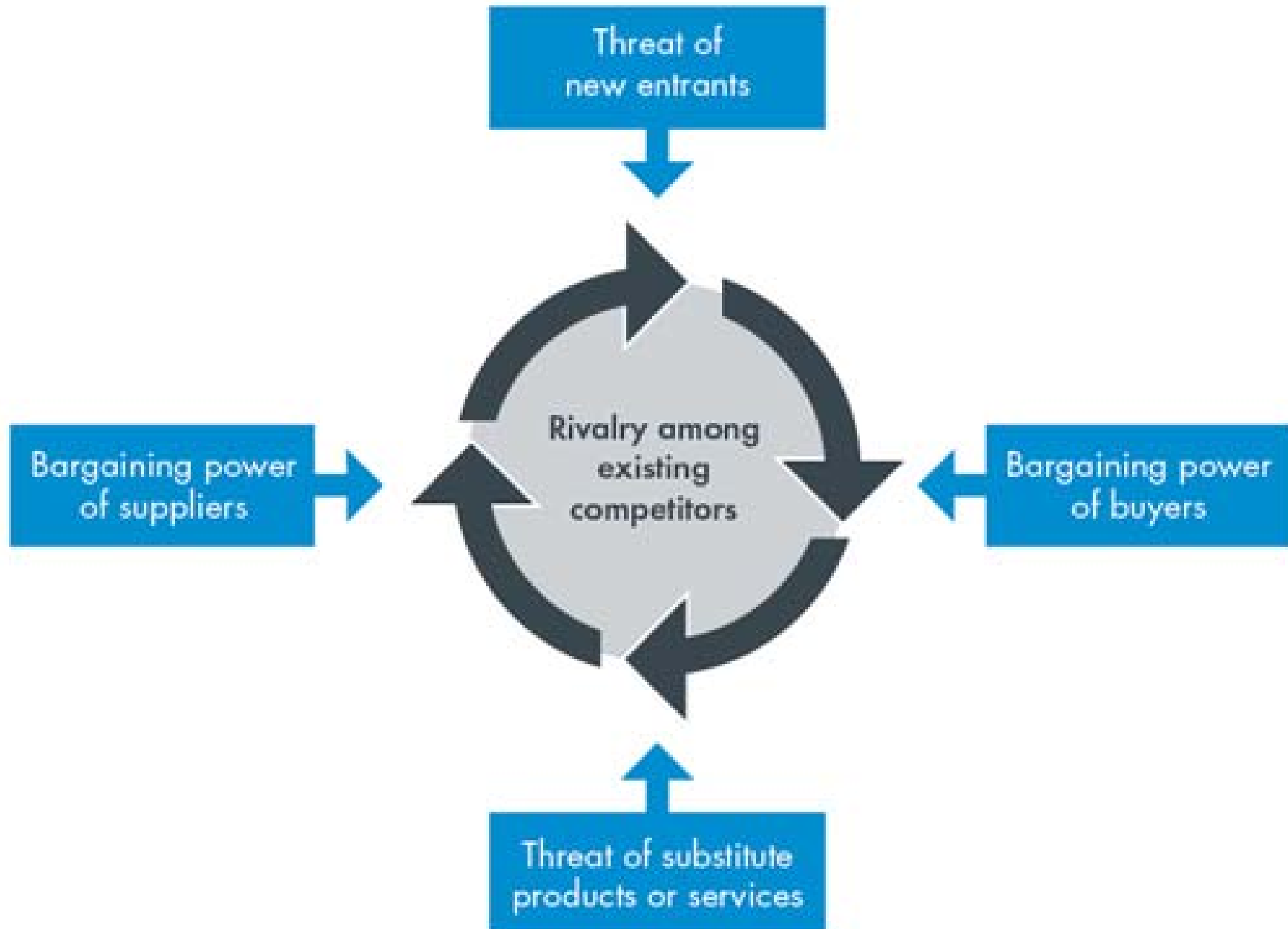
Competitive Landscape

- Sources of competition
- Intensity of competition
 - Herfindahl Hirschman Index (HHI)

Core Competency

- Three characteristics:
 - Source of competitive advantage (Customer value)
 - Applicable in wider contexts
 - Difficult to imitate
- VRIN

Porter's 5 Forces



New: Porter's 6 Force Model

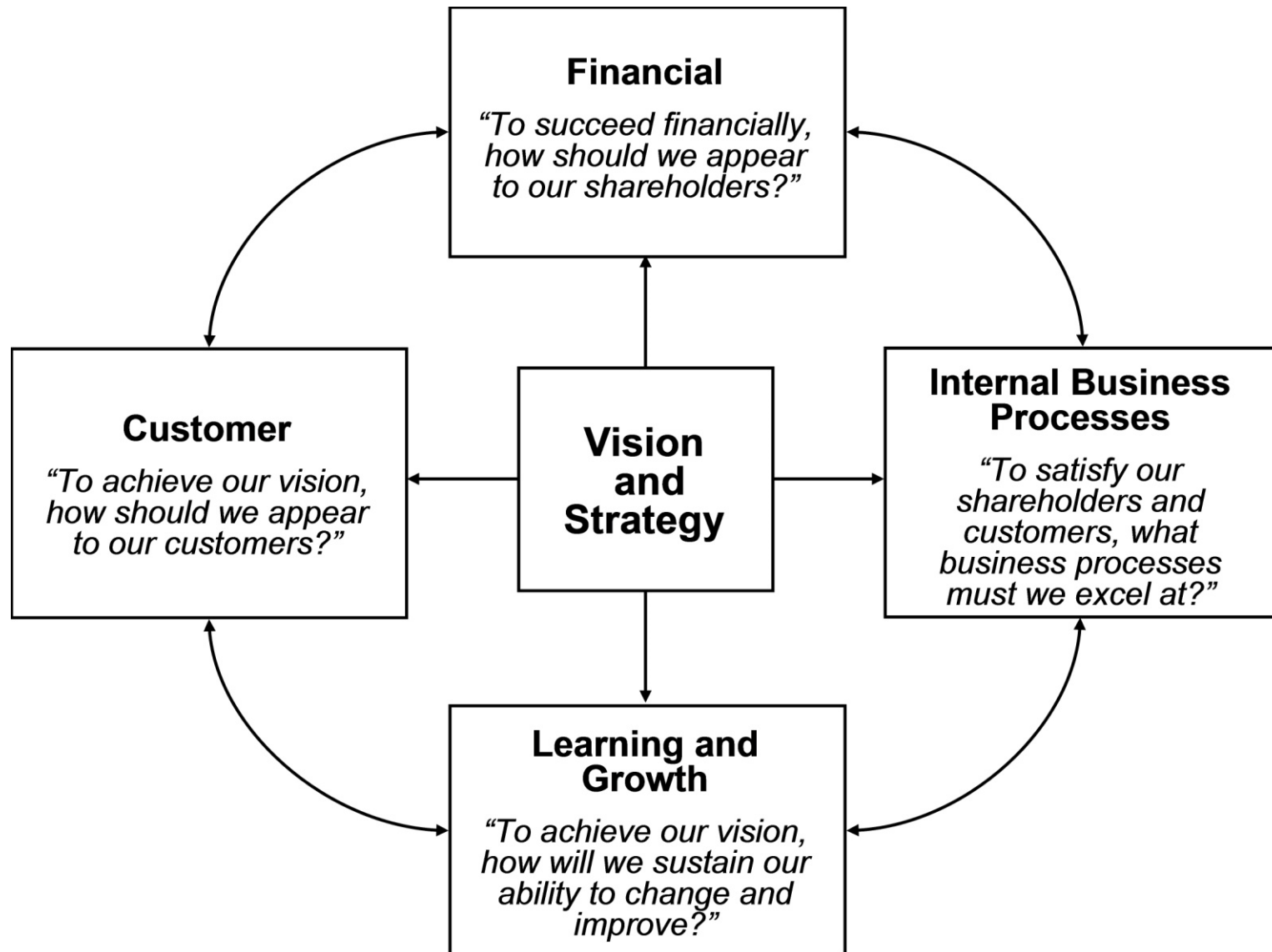


Source: Grove, Andrew. (1988). Only the Paranoid Survive: How to Exploit the Crisis Points That Challenge Every Company.

Effectiveness: Connotations

- May include
 - Financial performance
 - Satisfied workforce
 - Market share
 - Reputation
 - Quality of service
 - Responsiveness to change

Effectiveness: Balanced Scorecard



(Kaplan & Norton)

BCG Matrix

