

**AMRITA SCHOOL OF BUSINESS,
KOCHI
COURSE OUTLINE: MARKETING MANAGEMENT – I (MM201C)
MBA: 2017-2019**

COURSE INSTRUCTOR: Sandhya G.

COURSE OBJECTIVES

This foundation level course aims at developing a managerial perspective and understanding of marketing discipline. It will provide a basic grounding in marketing and introduce you to the marketing decisions in an organization and teach you to think like a marketer. Marketing management is the art of optimal manipulation of the marketing mix to achieve business goals. It includes activities such as Marketing Strategy, scanning the environment demand creation and product development, positioning, product differentiation, and brand management etc. This course is important to provide an understanding of the rationale for marketing decisions from a managerial perspective.

The course aims to provide you with an introduction to marketing and also an opportunity to apply that understanding. Specifically the course aims to help you...

1. Understand the strategic role of marketing and develop the ability to define and analyze the marketing problems dealt with by managers.
2. Understand analytical concepts and techniques being used in marketing.
3. To develop analytical skills in students and to understand that good decision making is a blend of both judgment and analysis tools and techniques.

DETAILED COURSE STRUCTURE: Total number of sessions: 28-30

Each chapter is supported by cases, marketing insights and articles and other relevant material

FOCUS	CONTENT & ASSIGNED TEXT READING
Part 1: Defining Marketing and the Marketing Process	
INTRODUCTION:	Course Introduction: requirement, team formation & grading System
	Marketing: Creating and Capturing Customer Value Recommended text Reading: Chapter 1
	Reading Market insight: Marketing in Action at Procter & Gamble in the United States Of America “TIDE”
2. Marketing Strategy	Company & Marketing Strategy: Partnering to build customer Relationship Recommended text Reading: Chapter 2
	Reading Market insight How Indian Premier League (IPL) has managed to capture the interested of thousands of viewers through its customer driven marketing strategy
	Real Marketing Practice: Starbucks Coffee: Where Growth is Hot-but boiling over?

Part 2 Understanding the Marketplace and Consumers	
3 Marketing Environment:	Analyzing the Marketing Environment. Recommended Text Reading:-Chapter 3
	<i>Reading Market insight: Xerox : what can happen when a company even a dominant market leader fails to adapt to its changing environment</i>
4. Marketing Research	Managing Marketing Information to Gain Customer Insights Recommended Text Reading:-Chapter 4
5. Consumer Behaviour	Consumer Markets and Consumer Buying Behavior Recommended text Reading Chapter 5
	<i>Reading Market insight: Harley-Davidson maker of America's top selling heavyweight motorcycles</i>
Part 3 Designing A Customer-Driven Strategy And Mix	
6.	Customer Driven Marketing Strategy Recommended text Reading Chapter 7
	<i>Real Marketing Practice: Hindustan Unilever Limited (HUL): A product for Every Customer</i>
	<i>Real Marketing Practice: GMG Airlines: First class all the way</i>
4 P'S OF MARKETING	
7. PRODUCT	Products Services and Brand: Building Customer Value Recommended Reading: Chapter 8
	<i>Reading Market insight: Bisleri: Building a strong brand</i>
8. PRICE	Pricing: Understanding and Capturing Value Recommended text Reading: Chapter 10
	<i>Real Marketing Practice: Titan Watches: Be More</i> <i>Reading Market insight: Nirma: Pricing strategy</i>
9. PLACE	Marketing Channels: Delivering Customer Value Recommended Reading: Chapter 12
	<i>Case: ZARA: the Technology Gaint of the Fashion World</i>
	<i>Reading Market insight: Future Group India's Leading Retail Organization</i>
10. PROMOTION	Communicating Customer Value: Integrated Marketing Communications Strategy Recommended Reading: Chapter 14
	<i>Reading Market insight: Surf Excel Tells Pakistani mothers: "Dirt is Goo Because learning is Good"</i>
PRESENTATION	Group Presentations & Assignments

READING LIST: Additional list of reading includes Case lets, articles discussion and marketing insights.

1. Case Study: **Dabur India Ltd.** Restructuring the product Portfolio (copy)
2. Case Study: **ESPN:** The Evolution of an Entertainment Brand (Pg 17)
3. Case Study: **Southwest Airlines:** Staying Ahead in the Pricing Game (Cases pg 22)
4. Case Study: **Coca-Cola:** Another Advertising Hit (pg 35)
5. **Case:** ZARA: the Technology Gaint of the Fashion World (27-28)
6. Article by Knowledge@Wharton. “Made for India: Succeeding in a Market Where One Size Won't Fit Al”..
7. Article by Knowledge@Wharton “Global Yogurt Franchises Attempt to Brand a Homemade Indian Staple”.

TEXT BOOK & OTHER REFERENCE BOOK

Textbook: *Principal of Marketing- A South Asian Perspective:* Philip Kotler, Gary Armstrong, PrafullaAginihotri, EhsanulHaque Pearson Publication

Reference books

1. Marketing Management – A South Asian Perspective [13th Edition] Kotler, Keller, Koshy, Jha Pearson Publication
2. *Marketing* by Paul Baines Chris fill, Kelly Page Oxford Publication