

Course Code: MM302C

Description: Marketing Management II (MM II) is a logical continuation of Marketing Management 1 course done by first year MBA students. Further to the coverage in MM-I last term, the following topics have been finalized for MM-II with specific focus on applications using multiple case studies/examples, while the focus of MM-I was more on introduction to marketing and coverage of core concepts in marketing.

Reference Book: Principles of Marketing – A South Asian Perspective [13th Edition]; by Kotler, Armstrong, Agnihotri and Haque. The following chapters with the associated topics will be a guideline for this coverage. Also, students need to regularly read Economic Times and magazines with specific focus on branding and marketing and present them in the class. Each session is equivalent to one class period of 1.15 hours.

Sessions	Agenda	Objective
1,2	Presentations on product idea with sales analysis	To bring out product innovation ideas and learn to talk in terms of numbers and facts.
3,4	New Product Development and Pricing strategies	To incorporate the process of NPD into the product innovation along with pricing strategies
5,6	Advertising and public relations	To promote the product thus developed in the previous sessions through advertising and public relation platforms.
7,8	Personal selling and sales promotions	To promote the product through personal selling and sales promotions
9,10	Direct and Online Marketing	To try to push sales of product through the online medium
11,12	Creating competitive advantage	To create a winning edge for the product through competitive strategies learned in the class.
13, 14	Quiz	Marketing Quiz

15, 16	Role Play	To enact an advertisement campaign for the respective products developed in previous classes.
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Expectations from the students

- Participate actively in all class activities that are given in the class related to a topic, failure of which could lead to lower grades in 'Class participation' component
- Punctuality is respected. Being late to class is not accepted.
- Any student taking leave without instructors permission/information would be eligible for penalties which would be decided based on the severity of the situation.
- Acts of indiscipline will attract a penalty of -5 (times the number of times it is repeated) from the overall grade for the course.
- BE AT YOUR CREATIVE BEST AND ENJOY MARKETING!!!!