

School of Professional Advancement

Course Outline

Course Title Marketing Management

Course Type: Foundational

Learning Objective:

After studying this course the participants should be able:

1. To provide an understanding of and appreciation for the role of marketing in managing a business.
2. To share his/her experience of the concepts and skills utilized by today's marketing managers.
3. To describe the major elements of marketing process, including the influence of external environments on marketing, marketing research, consumer behavior, market segmentation, product strategy, distribution strategy, promotion strategy, pricing strategy, and positioning strategy.
4. To understand the advances in information technology that is shaping new marketing opportunities and strategies.
5. To understand the increasingly intense competition that is affecting the global markets.

Learning Methodology:

Session1: Introduction of the course and the participants

First session is dedicated for introduction of the resource person, students and the subject. In this session a comprehensive introduction of the subject “Marketing Management” will be presented.

Learning Outcome: Students will get familiar with the teacher, and with their students and this session will be used as ice breaker. Students will get over view of the course.

Session 2: Developing Marketing Strategies & Plans

Writing a marketing plan is always essential for every marketer. Looking at the importance of the marketing plan, students will be made familiar with the fundamentals of marketing plan. In this session student will

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Readings: Chapter 2 of Marketing Management by Philip Kotler 13th Edition

Activities: Class assignment, discussion and decisions about target markets (Marks 10)

Learning Outcome: After the session students will be able to write an effective Marketing plan.

Session 3: Scanning the Environment

In this session students will be made aware about the aura of business and business environment. Some basic concepts like customers, vendors, supply chain, marketing concept, and communication concept and competition situation will be covered.

Readings: Chapter 3 of Marketing Management by Philip Kotler 13th Edition

Activity: Quiz-1

Learning Outcome: The students will get to know basic terminology of marketing.

Session 4: Conducting Marketing Research

The purpose of the dashboard is to improve marketing process performance and is essentially a decision support system. The dashboard can assist marketers in deciding what actions to take and when. Marketers who are concerned about the performance of their existing marketing may want to consider using a marketing dashboard.

Readings: Chapter 4 of Marketing Management by Philip Kotler 13th Edition

Activity: Case Study (Marks 10)

Learning Outcome: The students will be able to develop and use marketing dashboard. Its use will help student to align marketing objectives to a company's financial objectives.

Session 5: Identifying Markets Segments & Targets

In this session segmentation and identifying of target markets will be taught. Marketing lexicon is always not sufficient without providing a sufficient knowledge about segmentation and its various techniques and uses.

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Readings: Chapter 8 of Marketing Management by Philip Kotler 13th Edition

Learning Outcome: Various segmentation techniques and identifying target markets

Session 6: Building Brands

Brands are always central pillar in marketing literature. This course encompasses the basic concepts of brands and deals with the techniques and processes for branding.

Readings: Chapter 10 of Marketing Management by Philip Kotler 13th Edition

Learning Outcome: The students will learn basic branding terminology and the branding concepts

Session 7: Brand Positioning

This session is continuum of previous lecture where strategies for brand positioning will be discussed. The study of brands and brand management will remain unsaturated without having details discussion about strategies of brand positioning.

Readings: Chapter 10, 11 of Marketing Management by Philip Kotler 13th Edition

Learning Outcome: The students will learn brand positioning techniques in competitive situation.

Session 8: Product Strategy and Market Offering

The 11 session is designed for learning strategies for product offering and product strategy. Product strategy means how the product is designed and made according to the needs of customers. Phases of product development will be mainly discussed in this session.

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Readings: Chapter 11 of Marketing Management by Philip Kotler 13th Edition

Activity: Quiz-3 (10 Marks)

Learning Outcome: The students will learn different techniques of product development and product launching.

Session 9&10: Pricing Strategies

This session deals with pricing strategies for product and services. Price setting is key decision for marketing personnel and particularly it gets more importance in competitive environment.

Readings: Chapter 12 of Marketing Management by Philip Kotler 13th Edition

Activity: Group discussion (10 Marks)

Readings: Chapter 14 of Marketing Management by Philip Kotler 13th Edition

Learning Outcome:

The students will be able to decide right pricing strategy for their product. It will help students to understand the science of pricing and after the session of price strategies they will be able to understand the competitive nature of pricing and will have the basic understanding of devising various pricing strategies.

Session 11: Marketing Communication

This session deals about various forms of marketing communication being practiced in marketing realm. It will cover basic understanding of marketing communication channels and prospects for effective marketing communication.

Readings: Chapter 17 of Marketing Management by Philip Kotler 13th Edition

Learning Objectives: Students will be able to understand the various forms and strategies of marketing communication and will be able to design a comprehensive marketing communication campaign.

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Session 12: Final Project Presentation

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Quizzes	10 %
Assignments	15 %
Mid Term	0 %
Attendance & Class Participation	15 %
Term Project	20 %
Presentations	10 %
Final exam	30 %
Total	100%

Recommended Text Books:

Marketing Management 13th Edition by Philip Kotler& Kevin Lane Keller

Reference Books:

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Managing Marketing by Roger Palmer & Graham Cooper

Calendar of Course contents to be covered during semester

Course code XK-524

Course title Marketing Management

Week	Course Contents	Reference Chapter(s)
1	Introductions Understanding Marketing Management in the 21st Century perspective.	Chapter 1
2	Developing Marketing Strategies & Plans. Marketing Insights.	Chapter 2
3	Gathering Information & Scanning the Environment.	Chapter 3
4	Conducting Marketing Research & Forecasting Demand	Chapter 4
5	Identifying Market Segments and Targets	Chapter 8
6	Building Brands.	Chapter 10

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7	Building Brands (Continued). Creating Brand Equity. Crafting the Brand Positioning.	Chapter 10
8	Crafting the Brand Positioning (Continued). Dealing with Competition.	Chapter 11
9	Shaping the Market Offerings. Setting Product Strategy.	Chapter 12
10	Designing & Managing Services.	Chapter 12
11	Developing Pricing Strategies & Programs.	Chapter 14
12	Project Presentations	