

Course Coordinator: Dr. Mahim Sagar

Pedagogy: Lectures with examples, Interactive Discussions and Case Studies.

Session 1. What is Marketing: Evolution of the Framework

— *Identifying innate needs and desires*

- Market Research and Marketing research
- Maslow's Need Hierarchy
- Cognitive dissonance: Fundamental Problem of Marketing
- CRM and Growth of CRM: dissonance mitigation tool

Base Reading: Jr. Perreault, William, Joseph Cannon, E. Jerome McCarthy (2011), "Essentials of Marketing", *McGraw-Hill Education*.

Self Study Component: Levitt, T. (1960), "Marketing Myopia", *Harvard Business Review*, Vol. 38, pp.45-56.

Session 2. What is Marketing: Evolution of the Framework (contd.)

— *Identifying innate needs and desires*

- Market Research and Marketing research
- Business Defined: Derek F. Abell

Self Study Component: Re-refer- Levitt, T. (1960), "Marketing Myopia", *Harvard Business Review*, Vol. 38, pp.45-56.

Session 3. What is Marketing: Evolution of the Framework (contd.)

— *Satisfying innate needs and desires*

- Starting Point: Product and levels of product

Self Study Component: 1) Waterschoot, W.V, and Bulte, C.V.(1992), "The 4P Classification of the Marketing Mix Revisited", *Journal of Marketing*, Vol. 56, No. 4, pp. 83-93

2) Jones, John P. (1990), "The Double Jeopardy of Sales Promotions", *Harvard Business Review*, Vol. 65, No.5, pp.145-152.

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Session 4. What is Marketing: Evolution of the Framework (contd.)

— *Satisfying innate needs and desires*

- Product Revisited, Price, Place, Promotion (Marketing Mix Defined)

Session 5. What is Marketing: Evolution of the Framework (contd.)

— *Satisfying innate needs and desires*

- Marketing Mix Revisited
- Segmentation, Targeting and Positioning(Marketing Plan)

Self Study Component: Doyle, Peter, and Saunders, John (1985). 'Market Segmentation and Positioning in Specialized Industrial Markets,' Journal of Marketing, 49(2), Spring, 24-32

Session 6. What is Marketing: Evolution of the Framework (contd.)

— *Satisfying innate needs and desires*

- The DNA of Marketing: Marketing Mix + Marketing Plan = Marketing Strategy

Self Study Component: To discuss the DNA Framework: **NIRDOSH-** Non-Smoking Device case study. The case study will be given in session 5, so that students can discussion in session 6.

Session 7. What is Marketing: Evolution of the Framework (contd.)

— *Creating Surplus*

- Brand Equity: Detailed out
- Valuation of Brands
- Brand Demystified

Refer: Interbrand/Brandchannel.com-**Most trusted Brand Rankings/ Brand Equity Valuation**

Note: Students will present a case Analysis (Winstock Case Study)

Session 8. Product Life Cycle

— Most important Diagnostic Tool: Views and Counter-views: Thesis : Anti-thesis

Self Study Component: William E. Cox, Jr (1967), " Product Life Cycles as Marketing Models", *The Journal of Business*, Vol. 40, No. 4, pp. 375-384.

Session 9. Product Life Cycle (Continued)

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Reference Book: Everett M. Rogers (1983), "Diffusion of Innovations", *The Free Press*, NY

Must Read: Dhalla, N. K., Yuspeh, S.(1976), "Forget the Product Life Cycle Concept", *Harvard Business Review*, Vol . 54, No.1, pp. 102-112.

Session 10. Developing a Brand- A road map

Reference Book: Mahim Sagar, Deepali Singh , D. P. Agrawal, Achintya Gupta (2009, 2012), "Brand Management", *Ane Publication*, India.

Self Study Component:: Sagar, M, Singh, D., Agrawal, D.P. (2006), "Framework of Ethical Brand Positioning: A case study of anchor", *Journal of Management Research*, Vol.6, No.2, pp.72-83.

Session 11. Developing a Brand- A road map (Contd.)

Self Study Component:: Sagar, M., Khandelwal, R., Mittal, A., Singh, D., (2011), "Ethical Positioning Index (EPI): an innovative tool for differential brand positioning", *Corporate Communication: An International Journal*, Vol.16, No. 2.

Session 12. Pricing Strategies

Self Study Component:: 1) Sahay, Arvind(2007), "How to reap higher profits with dynamic pricing", *MIT Sloan Management Review*, Vol.48, pp.53-60

2) Sagar, M, Bora, S. , Gangwal, A, Gupta, Kumar, A and Agarwal, A (2013), "Factors Affecting Customer Loyalty in Cloud Computing: A Customer Defection-Centric View to Develop a Void-in-Customer Loyalty Amplification Model", *Global Journal of Flexible Systems Management*, July 2013.

Session 13. Product distribution and Retailing

— Distribution Process, Formats of Retailing:- Challenges & Issues of MBO's/ EBO's.

Session 14. Integrated Marketing Communication

Self Study Component:: 1) Company-Cause-Customer: Interaction Architecture, Mahim Sagar, Arushie Mangla, Urvi Aggrawal. (working paper).

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- 2) Kabra, S., Sanjeev and Sagar, M., “Sales Promotion Efficacy: Customer Centric Approach”. (working paper)
- 3) Barnwal, V., Sagar, M. and Sharma, S. (2009), “Response to Request for Proposals in IT Industry: Critical Success Factors”, IIMB Management Review, Vol.21, No.4, pp. 313-322.
- 4) Vyas, Preeta and Sagar, Mahim (2007), "Sales Promotion Practices in Apparel Retail Sector and Challenges Ahead", Proceedings of GLOGIFT 07, November 15-17, 2007, pp. 464-470.

Session 15. Marketing Research Protocols

Self Study Component:: Wasuja, S., Sagar, M. and Sushil (2012), “Cognitive Bias in Salespersons in Specialty Drug Selling of Pharmaceutical Industry: Evolution of a knowledge-intensive amplification model”, *International Journal of Pharmaceutical and Healthcare Marketing*, Vol.6, No. 4, pp.310 - 335.

In every class there will be lots of discussions with practical examples from industry.

Essential Readings:

- Essentials of Marketing by Jr., William D. Perreault, Joseph P. Cannon and E. Jerome McCarthy, McGraw-Hill Higher Education
- Marketing Management : A South Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
- Marketing Management by Rajan Saxena
- Brand Management by Mahim Sagar

Must read research papers detailed in session plan and sent through mail

Evaluation-SML760

Examinations, quizzes, assignments, class participation & term paper will be the major elements used for evaluating student’s performance in Marketing Management Course. Evaluation will consist of following components:-

S. No.	Evaluation Component	Weightage (Total 100 marks)
1	Minor I	20 marks
2	Minor II	20 marks
3	Major Exam	30 marks
4	Term Project	30 marks

*Term Project may consist of two assignments- one group assignment and one individual assignment of 15 marks each.