

COURSE TEMPLATE

1.	Department/Centre proposing the course	Department of Management Studies
2.	Course Title (<i>< 45 characters</i>)	MARKETING MANAGEMENT
3.	L-T-P structure	3-0-0
4.	Credits	3
5.	Course number	SML 302
6.	Status (<i>category for program</i>)	UG Students
7.	Pre-requisites (<i>course no./title</i>)	
8.	Status vis-à-vis other courses (<i>give course number/title</i>)	
8.1	Overlap with any UG/PG course of the Dept./Centre	
8.2	Overlap with any UG/PG course of other Dept./Centre	
8.3	Supercedes any existing course	
9.	Not allowed for (<i>indicate program names</i>)	
10.	Frequency of offering	☐ Every sem ☐ 1 st sem ☒ 2 nd sem ☐ Either sem
11.	Faculty who will teach the course Dr. Mahim Sagar	
12.	Will the course require any visiting faculty?	No
13.	Course objective (<i>about 50 words</i>): The objectives of this course are to develop the participants basic analytical skills, conceptual abilities and substantive knowledge in the field of marketing management. This course seeks to achieve its objectives by helping the students undergo meaningful exercises/ case study discussions so as to get equipped for a variety of real life marketing situations.	
14.	Course contents (<i>about 100 words</i>) (<i>Include laboratory/design activities</i>): Marketing concept, Environment of Marketing, Marketing Strategy, Marketing Ethics, Marketing Planning, Concept of Product life cycle, Pricing, Advertising and Promotion Strategies, Concept of Unique selling proposition, Product and Brand Management, Marketing Research Methodologies, Case study discussions - Copperia: A passage to India, Kudos Chemi and Peter England.	

15. Lecture Outline *(with topics and number of lectures)*

Module no.	Topic	No. of hours
1	Module1: 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. Must Read: Levitt, T. (1960), "Marketing Myopia", Harvard Business Review, Vol. 38, pp.45-56.	3
2	Module 2: What is Marketing?: Evolution of the Framework (contd.) -- Identifying innate needs and desires • Market Research and Marketing research • Business Defined: Derek F. Abell Case Study: Bhatia, S. S., Bhattacharya, P., Sagar, M., and Jain, S. K. (2013), "Copperia: A Passage to India", Journal of Case Research, Vol. 4, No.1, pp.39-56. Myth -Patented and High Quality Product, Emerging Market (India), so the product must sell. Reality-Product not selling Myth Busted: Marketing is essential	3
3	Module 3: What is Marketing?: Evolution of the Framework (contd.) --Satisfying innate needs and desires • Starting Point: Product and levels of product Must Read: Re-refer- Levitt, T. (1960), "Marketing Myopia", Harvard Business Review, Vol. 38, pp.45-56.	3
4	Module 4: What is Marketing?: Evolution of the Framework (contd.) ---Satisfying innate needs and desires •Product Revisited, Price, Place, Promotion (Marketing Mix Defined) Must Read: 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.	3
5	Module 5: What is Marketing?: Evolution of the Framework (contd.) ---Satisfying innate needs and desires •Marketing Mix Revisited •Segmentation, Targeting and Positioning(Marketing Plan)	3
6	Module 6: What is Marketing?: Evolution of the Framework (contd.)	3

	---Satisfying innate needs and desires • The DNA of Marketing: Marketing Mix + Marketing Plan = Marketing Strategy Case Study: To discuss the DNA Framework :NIRDOSH- Non-Smoking Device case study. The case study will be given in module 5, so that students can discussion in module 6.	
7	Module 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)	3
8	Module 8: Product Life Cycle ---Most important Diagnostic Tool: Views and Counterviews: Thesis : Anti-thesis Must Read: William E. Cox, Jr (1967), " Product Life Cycles as Marketing Models", The Journal of Business, Vol. 40, No. 4, pp. 375-384.	3
9	Module 9: Product Life Cycle (Continued) 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.	3
10	Module10: Developing a Brand- A road map Reference Book: Mahim Sagar, Deepali Singh , D. P. Agrawal, Achintya Gupta (2009, 2012), "Brand Management", Ane Publication, India. Must Read: 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.	3
11	Module 11: Developing a Brand- A road map (Contd.) Must Read: 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.	3
12	Module 12: Pricing Strategies Must Read: 1) Sahay, Arvind(2007), "How to reap higher profits with dynamic pricing", MIT Sloan Management Review, Vol.48, pp.53-60	3

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.	
Module 13: Product distribution and Retailing ---Distribution Process, Formats of Retailing:- Challenges & Issues of MBO's/ EBO's.	3
Module 14: Integrated Marketing Communication	3
Must Read: 1) Company-Cause-Customer: Interaction Architecture, Mahim Sagar, Arushie Mangla, Urvi Aggrawal. (working paper). 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.	
Note: Please find the session plan attached with this template.	
COURSE TOTAL (14 times 'L')	42

16. Brief description of tutorial activities

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17. Brief description of laboratory activities

Module no.	Experiment description	No. of hours
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
COURSE TOTAL (14 times 'P')		

18. Suggested texts and reference materials

STYLE: Author name and initials, Title, Edition, Publisher, Year.

- 1) Aaker, Jennifer (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, Vol. 34, No.3, pp.342-52.
- 2) Aaker, D., Joachimsthaler, E. (2000), "The brand relationship spectrum: the key to the brand architecture challenge", *California Management Review*, Vol. 42, pp.8-23.
- 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) Corbin, J., & Strauss, A. (1990), "Grounded theory research: Procedures, canons and evaluative criteria", *Qualitative Sociology*, Vol. 13, pp. 3-21.
- 5) Dhalla, N. K., Yuspeh, S.(1976), "Forget the Product Life Cycle Concept", *Harvard Business Review*, Vol. 54, No.1, pp. 102-112.
- 6) Eisenhardt, K. M. (1989), "Building theories from case study research", *Academy Management Review*, Vol 14, pp.532-550
- 7) Jones, John P.(1990), "The Double Jeopardy of Sales Promotions," *Harvard Business Review*, Vol. 65, No.5, pp.145-152.
- 8) Jr. Perreault, William, Joseph Cannon, E. Jerome McCarthy (2011), "Essentials of Marketing", McGraw-Hill Education.
- 9) Levitt, T. (1960), "Marketing Myopia," *Harvard Business Review*, Vol. 38, pp.45-56.
- 10) Philip Kotler, Kevin Lane Keller (2007), *A Framework of Marketing Management (3rd Ed.)*, Pearson Education: India.
- 11) Ries, A., Trout, J. (2003), "Positioning: The Battle For Your Mind", Tata McGraw-Hill.
- 12) Rogers, E. (1995), "The Diffusion of Innovations (4th Ed.)", Free Press, New York.
- 13) Sagar, M., Singh, D., Agrawal, D.P., Gupta, A. (2012), "Brand Management (2nd Ed.)", Ane Publication.
- 14) 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.
- 15) Sagar, M., Gupta, A., Ratan, A., Singh, D., Agrawal, D.P. (2011), "Positioning Brand on Values: A Case of Peter England", *AIMS International Journal of Management*, Vol.5, No.3, pp. 153-162.
- 16) 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.
- 17) 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.
- 18) Sahay, Arvind(2007), "How to reap higher profits with dynamic pricing", *MIT Sloan Management Review*, Vol.48, pp.53-60
- 19) Singla, S. and Sagar, M. (2012), "Integrated risk management in agriculture: an inductive research", *Journal of Risk Finance*, Vol.13, No.3, pp. 199-214. (Journal is published by Fox School of Management, Temple University, Indexed in Science Direct)
- 20) Sukhwinder Bhatia, S., Bhattacharya, P., Sagar, M., and Jain, S. K. (2013), "Copperia: A Passage to India", *Journal of Case Research*, Vol. 4, No.1, pp.39-56.
- 21) Sushil (2005), "Interpretive matrix: a tool to aid interpretation of management in social research", *Global Journal of Flexible System Management*, Vol. 6 No.2, pp.27-30.
- 22) 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.
- 23) 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.
- 24) 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

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

19. Resources required for the course (*itemized & student access requirements, if any*)

19.1	Software	SPSS, Microsoft Office
19.2	Hardware	
19.3	Teaching aides (videos, etc.)	White Board, Duster & Marker
19.4	Laboratory	
19.5	Equipment	
19.6	Classroom infrastructure	Computer, LCD Projector & Audio System
19.7	Site visits	

20. Design content of the course (*Percent of student time with examples, if possible*)

20.1	Design-type problems	
20.2	Open-ended problems	
20.3	Project-type activity	
20.4	Open-ended laboratory work	
20.5	Others (please specify)	

Date: 06/08/2013

(Signature of the Head of the Department)

Handwritten signature: Hani 2. Blue

INDIAN INSTITUTE OF TECHNOLOGY DELHI

SML302 (Marketing Management)

Session Plan

Course Coordinator: Dr. Mahim Sagar

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

Module 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*.

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

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

— *Identifying innate needs and desires*

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

Case Study: Bhatia, S. S., Bhattacharya, P., Sagar, M., and Jain, S. K. (2013), "Copperia: A Passage to India", *Journal of Case Research*, Vol. 4, No.1, pp.39-56.

Myth -Patented and High Quality Product, Emerging Market (India), so the product must sell.

Reality-Product not selling

Myth Busted: Marketing is essential

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

— *Satisfying innate needs and desires*

- Starting Point: Product and levels of product

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

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

— *Satisfying innate needs and desires*

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

Must Read: 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.

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

— *Satisfying innate needs and desires*

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

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

— *Satisfying innate needs and desires*

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

Case Study: To discuss the DNA Framework :NIRDOSH- Non-Smoking Device case study.

The case study will be given in Module 5, so that students can discussion in Module 6.

Module 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)

Module 8. Product Life Cycle

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

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

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Module 9. Product Life Cycle (Continued)

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.

Module 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.

Must Read: 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.

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

Must Read: 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.

Module 12. Pricing Strategies

Must Read: 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.

Module 13. Product distribution and Retailing

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

Module 14. Integrated Marketing Communication

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

INDIAN INSTITUTE OF TECHNOLOGY DELHI

SML302 (Marketing Management)

Session Plan

- 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.

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

Essential Textbook 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 Module plan and sent through mail

Evaluation-SML302

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.