

**Indian Institute of Technology Kanpur**  
**Industrial and Management Engineering**

**Course Name and Code:** Marketing Management (MBA 631A)

**Credit:** 3-0-0-1-10

**Pre-requisites:** None

**Objective of the Course**

The core course on *Marketing Management* is aimed at facilitating understanding of theoretical and practical insights of marketing in today's competitive world. The course conceptualizes marketing as a value centric process comprising three stages - creation, communication, and delivery. Broadly, participants are sensitized about assessment of external and internal factors (for competitors analysis and capability estimation), need identification and fulfillment process (for value generation), and continual nurturance of the same (for long term sustainability). Specific aspects of the marketing process are explained with the use of cases, articles, and audio-visual material collected from eclectic sources. At the end, participants should be able to understand and appreciate fundamentals of marketing planning, design and implementation to achieve long-term business objectives.

**Course Contents**

<b>Module</b>	<b>No. of Sessions</b>	<b>Major Contents</b>
Introduction to Business and Marketing	04	<ul style="list-style-type: none"> <li>- General Business Strategy</li> <li>- Marketing Environment</li> <li>- Environmental Scanning</li> <li>- Company Analysis (SWOT)</li> </ul>
Marketing: Value Identification	06	<ul style="list-style-type: none"> <li>- Marketing Research</li> <li>- Consumer Behaviour</li> <li>- Marketing Mix (4 Ps)</li> <li>- Strategic Marketing (STP)</li> <li>- Brand Management</li> <li>- Competitors and Marketing Strategy</li> </ul>
Marketing: Value Design	04	<ul style="list-style-type: none"> <li>- Product Strategy</li> <li>- Pricing Strategy</li> </ul>
Marketing: Value Delivery	04	<ul style="list-style-type: none"> <li>- Channel Strategy</li> <li>- Sales</li> </ul>
Marketing: Value Communication	05	<ul style="list-style-type: none"> <li>- Advertisement</li> <li>- Integrated Marketing Communication</li> <li>- E-Marketing</li> <li>- Social Media Marketing (Inbound)</li> </ul>
Marketing: Specialized Efforts	04	<ul style="list-style-type: none"> <li>- Service Marketing</li> <li>- B2B Marketing</li> <li>- Rural Marketing</li> </ul>
<b>Total</b>	<b>27</b>	

**Instructor:** Dr. Amit Shukla (skamit@iitk.ac.in)

**Office Hours:** Mon (1600-1700 Hours)

**Lecture Venue:** C1 (IME)

**Lecture Schedule:** Wed Fri (0900-1015 Hours)

**Course Organization:** All notices for the course will be sent by email to the course email list

### **Evaluation Criteria**

Quiz - 20 %

Group Presentations - 15 % (5 % Article + 10 % Case Solution)

\*Group Project - 15 %

Mid Term Exam - 20 %

End Term Exam - 30 %

\*Group Project will be based on developing 4Ps of marketing for a real (or imaginary) firm on the basis of a scenario analysis.

**Note:** Students are expected to attend all the sessions. Any student who is granted leave by the Convener, DPGC also must inform the instructor regarding his/her absence.

### **Recommended Text books**

1. **Marketing Management: A South Asian Perspective (14th Ed.)** by Kotler, Keller, Koshy, & Jha (Pearson)
  2. **Marketing (14th Ed.)** by Etzel, Walker, Stanton, & Pandit (McGraw Hill)
  3. Other reading material provided by the instructor
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