

<b>MKTG 7001</b>	Marketing Management (UID)	L	T	P	C
<b>Version 1.0</b>		2	1	0	3
<b>Pre-requisites/Exposure</b>	Graduate				
<b>Co-requisites</b>	--				

### Course Objectives

1. To outline key marketing concepts and its application to different markets
2. To identify factors and processes essential for designing marketing strategy
3. To analyze and examine the implementation of marketing concepts and strategy to firms

### Course Outcomes

On completion of this course, the students will be able to

- CO1. Students will be able to identify the scope and significance of Marketing in Urban Infrastructure .
- CO2. Students will be able to examine marketing concepts and phenomenon to current business events
- CO3. Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms
- CO4. Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms
- CO5. Students will be able to practice marketing communication skills relevant to the corporate world.

### Catalog Description

Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects. The assignments/projects would enable students to apply the marketing concepts and marketing mix elements practically and illustrate those through a written report and presentation. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

### Course Content

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#### Unit I: **6 lecture hours**

Marketing Management concepts, customer value and satisfaction, value chain, segmentation target positioning, corporate strategy concept, strategic business units, marketing environment, significance of macro environmental factors to marketing.

#### Unit II: **6 lecture hours**

Market research, types of research and research barriers. Dealing with competitors, Porter's competitive strategy, Marketing strategy, segmentation strategies,

**Unit III:****6 lecture hours**

Product and brand management, product life cycle, product levels, types of brands, corporate brand and product branding, managing product lines and services, pricing strategies.

**Unit IV:****6 lecture hours**

Integrated Marketing communication and distribution management, significance of marketing communication in market, Advertisement objectives and mission, advertising message strategy, creativity, sales promotion, distribution and channel management, types of distribution strategy.

**Text Books**

Marketing Management, (English, Paperback, Philip Kotler, Kevin Lane Keller, Pearson education, 14<sup>th</sup> edition, 2015, ISBN: 9789332557185, 9332557187

Kotler, Keller, Koshy, Jha, Marketing Management, A south Asian Perspective, 12<sup>th</sup> Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096.

Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096.

Principles of Marketing, Kotler and Armstrong, Pearson, 12<sup>th</sup> edition., 2008, ISBN: 978-81-317-1547-5

**Reference Material**

Harvard Business Review, Business week, Forbes, Fortune 500, Journals of Marketing, Business and Advertising. *Newspaper*: Any national daily, The Economic Times

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:**

Components	Internal Assessment	ESE
Weightage (%)	50%	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1.</b>	Students will be able to identify the scope and significance of Marketing in Urban infrastructure	<b>PO2, PO4, PO7, PO8, PO9,</b>
<b>CO2.</b>	Students will be able to examine marketing concepts and phenomenon to current business events in the Infra sector.	<b>PO2, PO4, PO7, PO8</b>
<b>CO3.</b>	Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business in Urban Infrastructure Sector	<b>PO2, PO3, PO11</b>
<b>CO4.</b>	Students will be able to illustrate market research skills for designing	<b>PO1, PO3</b>

	innovative marketing strategies for business firms in Infra Structure	
<b>CO5.</b>	Students will be able to practice marketing communication skills relevant to the corporate world with a focus Urban planning.	<b>PO4, PO6</b>

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO	PO12	PO13	PO14
MKTG 7001	Marketing Mgmt.	1	3	2	3		1	1	2	2		1			
		Students will be able to develop & evaluate alternate managerial choices to arrive at optimal solutions.	Students will demonstrate effective application capabilities of their conceptual understanding to infrastructure planning ,development & Management .	Students will be able to exhibit effective decision-making skills, employing analytical and critical thinking ability for planning.	Students will demonstrate effective oral and written skills in Professional context.	Students will be able to work effectively in teams and demonstrate team-working abilities. Students will exhibit leadership and networking skills.	Students will exhibit leadership and networking skills.	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the context of urban planning,development and management including cost effective financing and good governance.	Students will demonstrate employability traits in line with the needs of changing hard and soft urban infrastructure sector.	Students will demonstrate strong conceptual knowledge in and execution in soft and hard infrastructure planning,development,management,financing,regulation and governance.	Students will demonstrate effective understanding of Infrastructure planning, and development utility &energy management , urban transportation,including metro rail,e-vechile with charging and other modes of urban surface transportation,water supply and sewerage smart city planning and effective financing urban solutions relating to urban infrastructure.	Students will demonstrate deployable skills pertinent to urban hard and soft infrastructure sector and smart city development and management.			Students will exhibit the ability to Integrate technical,economic,social and

1=weakly mapped

2= moderately mapped

3=strongly mapped

### Master's-Level Programs

In master's-level programs, knowledge of the key content areas and functional disciplines of business is assumed. Graduates of master's-level programs should acquire a depth of knowledge in these areas that exceeds that of the typical bachelor's degree graduate.

Graduates of master's-level programs in business should be able to:

1. Recognize problems

2. Integrate theory and practice for the purpose of strategic analysis
3. Employ and apply quantitative techniques and methods in the analysis of real-world business situations
4. Communicate to relevant audiences; graduates should be able to:
  - a. Compose clear, consistent, and effective written forms of communication
  - b. Compose and present effective oral business presentations
5. Work effectively with a team of colleagues on diverse projects
6. Identify and analyze the ethical obligations and responsibilities of business

### Model Question Paper

<b>Name:</b>			
<b>Enrolment No:</b>			
Course: MKTG 7001 – Marketing Management			
Programme: MBA.(UISC)			Semester: ODD-July Dec 2017
Time: 03 hrs.			Max. Marks:100
Instructions: Attempt all from Section A (each carrying 2 marks); any four Questions from Section B (each question carrying 5 marks). Section C & D is Compulsory (carrying 30 marks each).			
Section A ( Attempt all questions)			
1.	<p>Qs 1 .....pass through four stages :distinctiveness ,emulation,mass fashion and decline</p> <ol style="list-style-type: none"> <li>a)fashions</li> <li>b)fads</li> <li>c) styles</li> <li>d)product life cycles</li> </ol> <p>Qs 2 .....is the way consumers perceive an actual potential product.</p> <ol style="list-style-type: none"> <li>a) product idea</li> <li>b)product image</li> <li>c)product concept</li> <li>d) test market</li> </ol> <p>Qs 3 An example of a convenience consumer product is.....</p> <ol style="list-style-type: none"> <li>a)Stereo equipment</li> <li>b) a Motorcycle</li> </ol>	20 Marks	<b>CO1</b> <b>CO2</b>

- c) a bicycle
- d) petrol

Q4 Labelling is important for three reasons including promotional, legal reasons and .....

- a) Marketing
- b) Strategic
- c) Informational
- d) Branding

Q5 The Product life cycle describes the stages a new product goes through in the.....

- a) Introduction
- b) product development
- c) test market
- d) market place

Q 6 The Marketing Objective of product life cycle is to.....

- a) harvest
- b) brand loyalty
- c) deletion
- d) differentiation

Q7 The new product development process involves a number of stages. The best estimate of the new products likely profitability is likely to be made at.....

- a) idea generation
- b) idea evaluation
- c) market testing
- d) brainstorming

Qs8 Anything that can be offered to market for attention, acquisition, use, or consumption that might satisfy a want or a need is called as.....

- a) idea
- b) product
- c) demand
- d) service

Q9 Common pricing mistakes include.....

	<ul style="list-style-type: none"> <li>a) determining costs and only taking traditional margins</li> <li>b) failing to revise process to capitalize on market changes</li> <li>c) setting price independently of the rest of the marketing mix</li> <li>d) all of the listed errors</li> </ul>		
	<p>Q 10 .....is the most basic cause of a persons wants and behavior.</p> <ul style="list-style-type: none"> <li>a) Social Class</li> <li>b) Personality</li> <li>c) lifestyle</li> <li>d) culture</li> </ul>		
<b>SECTION B (Attempt all Questions)Short Notes</b>			
1.	Marketing Audit	<b>5M</b>	<b>CO1</b>
2.	Integrated Marketing Communication (IMC)	<b>5M</b>	<b>CO1</b>
3.	Positioning	<b>5M</b>	<b>CO4</b>
4.	Logistics	<b>5M</b>	<b>CO5</b>
5.			
<b>SECTION C is Compulsory</b> <i>(Attempt any two questions)</i>			
1.	Q1. What is channel of Distribution? explain the functions and flow of channels.	<b>15 M</b>	<b>CO2 CO3</b>
2.	Q2. Describe the customer value and value maximization strategies	<b>15 M</b>	<b>CO2 CO3</b>
3.	Q3 Describe the New Indian Consumer and how this consumer is shaping the market opportunity.	<b>15 M</b>	<b>CO2 CO3</b>
4.	Q4 Please explain the role of Advertising in Brand building.	<b>15m</b>	<b>CO2/C O3</b>
<b>SECTION D is compulsory</b> <i>Read the text and answer both questions that follow.</i>			
1.	What is the role of direct mail in relation to the other channels used in communicating with mothers? Do you think this role has changed since the rise of the Internet and interactive television?	<b>15 M</b>	<b>CO2 CO3</b>
2.	Why is relationship effective in the market for Nappies and other Baby Products.?	<b>15 M</b>	<b>CO4 CO5</b>

## **Pampers: relationship building using multiple channels (IDM Business Performance Award 2002: bronze winner)**

The disposable nappy market in the UK is worth \$ 480 million per year. However, the Pampers marketing team faced threats to their traditional brand dominance from a new, impressive rival. Huggies challenged their hitherto unquestioned leadership. Huggies were perceived as the innovator in the market place because they were constantly creating new products. The new brand had also managed to develop close relationships with mothers using interactive marketing techniques. A less direct threat came from a growing independence among mothers, particularly first time ones. Their use of widely available information from diverse sources to make decisions challenged traditional purchase patterns and reduced brand loyalty. Direct marketing gave Pampers a chance to cut through the market place 'noise' and re-establish trust and loyalty with mothers, one-to-one.

### **Market background**

The disposable nappy market is a highly lucrative one. There are approximately 750000 births in the UK each year and nappies are usually worn for three years. For Pampers this represents a relatively short customer lifetime.

In 1991 Huggies' arrival challenged Pampers' traditional dominance of the disposable nappy market. By 1997 Huggies had gained 17 per cent of the market. This had almost doubled to 30 per cent by 2000. Huggies continued to take share through a combination of competitive pricing and product innovation. The benefits of Huggies were promoted aggressively using TV and their Mother and Baby Club. Growth pattern projections showed that Huggies would be the market leader by Autumn 2001. Focus groups reflected the growing strength of the Huggies brand. When mothers were interviewed many assumed that Huggies was the market leader and there was much discussion about Huggies' latest news.

Consumer research and trend analysis revealed two key trends affecting Pampers' impact on the marketplace. The growing independence amongst UK mums in the way they make decisions and the traditional reliance on advice from parents and health professionals was being replaced by the most up-to-date information from friends, the Internet or print. The proliferation of information channels forced Pampers to explore a new approach to cut through the background noise to reach prospective customers.

### **One-to-one communication strategy**

Pampers decided to introduce a one-to-one approach in addition to their traditional TV driven campaigns. New channels were appropriated and existing one enhanced. Pampers launched their one-to-one communication strategy in August 2001.

The mailings are targeted using data captured by Bounty Euro RSCG. Bounty work with midwives and hospitals to obtain unparalleled, almost total, coverage of all mothers-to-be at the three-month check stage and in hospital shortly after the birth. Bounty packs are delivered directly to the mother. The packs include incentives such as free samples and money off coupons.

Pampers decided to send a direct mail communication to mothers at eight key points in the mother and baby's life; three pre-birth and five post-birth. Research had revealed the importance of building a relationship with the mother prior to the birth. Mothers are most keen to research and absorb information during their pregnancy. The emotional moment at the first three month check-up is the initial point of contact.

Communications are designed to bring the baby's experiences of life alive for the mother. For example, one item of interest concerned the little known fact that babies develop favorite tastes as early as three months post-conception. A baby's swallow rate increases with varying levels of sugar in the amniotic fluid. The booklets are designed to be more contemporary than many other sources of information. The communications included collectable booklets written by top baby care experts, built around the theme of the 'senses' as they develop. The booklets contain a wealth of information touching on most key aspects of baby care and development. Pampers recognized that their credibility as an information provider on subjects other than nappies was somewhat doubtful. Advertising and information from non-competing relevant major brands, such as baby food and medicine, was included in the booklets. Two CD's were also sent to mothers-to-be. One CD gives an insight into how babies experience the world while still in the womb. A post-birth CD of baby massage music was also sent. Appropriate nappy samples and discount coupons to encourage first purchase were included as well.

### **Online communication benefits mothers**

Forty per cent of mothers are now online so the Internet couldn't be ignored as an opportunity for interactive communication. These communications could be viewed at a time convenient for the mother and are personalized using data collected regarding the baby's age. A vast library of in-depth information can be delivered in this way, without being overwhelming. Pampers.com sees a spike in traffic in the early hours of the morning, circa 2 a.m., at the time when phoning a friend for helpful advice is usually out of the question. Parents can opt-in to receive a monthly newsletter that updates them about the development of their baby.

Pampers.com is built around three areas covering the aspects of childhood development that are of most interest to parents: learning, playing and sharing. These areas include unique, interactive elements so that the parents can see the world through a baby's eyes. The areas are structured by age. The learning centre includes information from baby care experts around the world. The play centre provides ideas for developmental games. The sharing centre provides tips for parents divided by age and stage of development. All website information is verified by baby care experts to ensure that it is of a high standard. The depth, diversity and reliability of information available for parents has established the Pampers website as a channel of choice for this target market. Pampers has used the opportunity for personalization to encourage parents to register on the website. Pampers has used the opportunity for personalization to encourage parents to register on the website. Being able to find the information you want is critical for the success of any website, and never more so for parents with young children. Their free time is in short supply and they often need to find information quickly. Research had identified that parents only log onto the internet when they have a specific question that needs answering.

### **The iTV future**

Trend analysis has identified it is likely that this emerging channel will become the preferred interactive device in the home. By 2001 more homes had interactive TV connections than the Internet, so this channel could not be ignored. Forrester research showed that Internet connections had reached a plateau as consumers have opted for interactive TV as an opportunity to extend brand leader communication. A channel cannot be ignored if this is where your customers are looking for information. Interactive TV was used as a bridge, combining the emotive strength and visual quality of traditional TV advertising with the depth and personalization available through the internet. Interactive TV offered the opportunity to develop consumer relationships over time, using TV e-mail to send profiled newsletters. The internet and iTV complemented each other as there was only an overlap among 20 percent of homes, and people use the services at different times of the day and in different ways.



Data was captured via a request that viewers register to receive a newsletter. The newsletter can be e-mailed to a TV or PC, or posted. Parents were offered the chance to see themselves and their babies on TV in the baby gallery or in the video area talking about baby development issues: 'real babies, real mums, real tips'. Consumers were also offered the opportunity to give feedback and visit a frequently asked question area.

### **Results**

Latest qualitative consumer research showed that there has been a turnaround in the perception of the brand and the way in which mothers relate to Pampers. Market share has risen and a clear market leadership position has been established.

AC Nielsen's Top 100 Grocery Brands survey showed Pampers ranked 14<sup>th</sup> compared with rival Huggies at 34<sup>th</sup>. Consumers consistently give positive feedback, showing that the right messages are being communicated. Focus group research among parents with babies of different ages showed that the interactive TV experience being able to contrast opinions of experts and parents together. Feedback suggested that loyalty had improved towards the pampers brand. Loyalty was measured using frequency and depth of contact between Pampers and parents. The provision of free information using a choice of interactive media also provided positive feedback. Pampers' interactive TV technology won best use of interactive TV in Marketing magazine's 2001 Connection Awards.

### **Read the case carefully and answer the following questions:**

- a) What is the role of direct mail in relation to the other channels used in communicating with mothers? Do you think this role has changed since the rise of the Internet and interactive television?
- b) Why is relationship marketing effective in the market for nappies and other baby products?