

Name of Institute: Indus Institute of Management Studies (IIMS)

Name of Faculty: Dr Arnaz Wadia

Course code: BB0403

Course name: Fundamentals of Marketing

Prerequisites: HSC

Credit points: 3 Credits

Offered Semester: BBA SEM IV

Course Lecturer (weeks 01 - 15)

Full name: Dr Arnaz Wadia

Department with siting location: Management

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Consultation times: 2:00 PM to 4:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

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

Programme Outcomes (PO):

PO1: Enhance Conceptual clarity & domain knowledge

PO2: Develop Awareness of Business Environment

PO3: Build Effective oral & written communication skills

PO4: Prepare Original thinkers and creative problem solvers

PO5: Comprehend Ethical and Social Responsibility

PO6: Develop Ability for team building & effective human development

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 Domain Industry

CO2. Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.

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.

CO6: To understand importance of marketing for running business

Course Content:

Unit-I Introduction

- Marketing – Definition & Meaning
- Marketing management- Definition & Meaning
- Concepts of Marketing
- Significance & functions of Marketing
- Role & functions of Marketing Manager
- 4 P's of Marketing Mix
- Understanding Consumers' Markets
 - Factors affecting consumer buying Behaviour
 - Consumer Buying Decision Process
- Understanding Business Markets
 - Business v/s consumer markets
 - Buying Situations

Unit-II Segmentation, Targeting and Positioning (STP)

- Segmentation:
 - Bases of Segmenting
 - Consumer Markets and Business Markets
- Targeting:
 - Meaning
 - Effective segmentation criteria,
 - Evaluating and selecting the market segments
- Positioning:
 - Developing and establishing Brand Positioning
 - Differentiation strategies

Unit-III Dealing with Competition

- Competitive Strategies –
 - Leaders
 - Challengers
 - Followers
 - Nichers
- Product Life Cycle (PLC) Strategies
- New Product Development: Process & Challenges
- Developing Product Strategy - Product Line and Length decisions
- Pricing strategies

Unit-IV Distribution and Integrated Marketing Communication:

- Designing and managing distribution channels;
 - Distribution Strategies
 - Direct marketing and E-commerce
 - Managing Retailing, Wholesaling and Logistics
- Designing & Managing Integrated Marketing Communications;

- Mass Communication: Advertising, Sales promotions, Public Relations.
- Managing Personal Communications:
 - Direct and Interactive Marketing, Word of Mouth, and Personal Selling

Method of delivery

Face to face lectures, Self Study Material, Active Learning Techniques, Case Studies, Audio-Visuals.

Study time

3 hours per week

CO-PO Mapping (PO: Program Outcomes)

CO	PO1	PO2	PO3	PO4	PO5	PO6
C0 1	3	2	1	2	1	2
C0 2	3	2	3	2	1	2
C0 3	2	2	-	3	2	3
C0 4	3	2	-	3	-	2
C0 5	2	1	1	2	2	2
C0 6	3	1	1	3	-	3

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

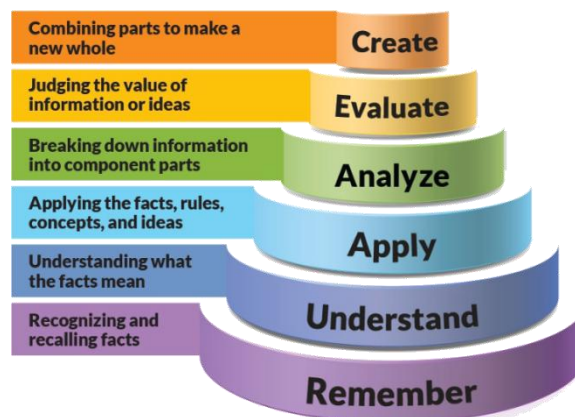


Figure 1: Blooms Taxonomy

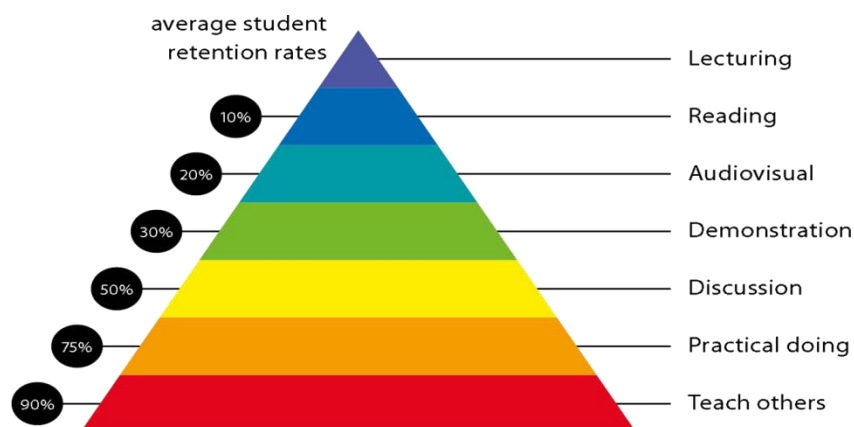


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered (Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Graduate Capabilities
<p>Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p>1 Professional knowledge, grounding & awareness</p>
<p>Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>	<p>4 Problem solving skills</p>
<p>Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage</p>	<p>5 Written communication</p>
	<p>6 Oral communication</p>
	<p>7 Teamwork</p>

with people in different settings. Recognize how culture can shape communication.	
Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	10 Sustainability, societal & environmental impact

Practical work:

1. Assignment-1: Case Study
2. Assignment-2: Case Study
3. Assignment-3: Presentation
4. Assignment-4: Quiz

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

Marketing Management by Kotler, Keller, Koshy and Jha Pearson Education

Fundamental of Marketing by Stanton, Etzel, Walker McGraw Hill Inc

Additional Material

- Marketing Management : Indian context by Ramaswami & Namakumari Macmillan(India) Limited, New Delhi
- Marketing Strategies by Rajan Saxena Tata- McGraw Hill Publishing Company
- Marketing management by Tapan panda Excel Books
- Strategic Marketing Management by Khurana & Ravihandran Global Business Press, N Delhi

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Su	Example:		
	Quiz 1	5% (week 4)	Objective (1-3)
	Quiz II	5% (week 8)	Objective (1-4)
	Mid semester	30% (due week 10)	Objectives (2-5)
	Final exam (closed book)	60%	Objectives (1-5)

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Marketing - Definition & Meaning	CO1	Lecture
Weeks 2	Concepts of Marketing	CO1	Audio-Visual
Week 3	Significance & functions of Marketing	CO1 & CO2	Audio-Visual
Week 4	7 P's of Marketing Mix	CO3	Lecture
Week 5	Understanding Consumers' Markets	CO3	Lecture
Week 6	Understanding Business Markets	CO3	Case Study
Week 7	Segmentation	CO4	Case Study
Week 8	Segmentation of consumer markets	CO5	Audio-Visual
Week 9	Targeting	CO3 & CO4	Audio-Visual
Week 10	Positioning	CO5	Lecture
Week 11	Competitive Strategies - Leaders Challengers Followers Nichers	CO6	Lecture
Week 12	Product Life Cycle (PLC) Strategies New Product Development: Process & Challenges	CO6	Case Study

Week 13	Developing Product Strategy - Product Line and Length decisions Pricing strategies	CO6	Lecture
Week 14	Designing and managing distribution channels; Distribution Strategies Direct marketing and E- commerce Managing Retailing, Wholesaling and Logistics	CO6	Lecture
Week 15	Designing & Managing Integrated Marketing Communications; Mass Communication: Advertising, Sales promotions, Public Relations. Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling	CO6	Lecture