

Marketing
Sem III

I> Course Content:

Semester	III-Core
Subject	Marketing Strategy
Course Code	MMSMC302 (RGCMS)
Credits	4
Duration	40 hrs

Learning Objective:

1.	To understand and predict changes in the macroeconomic environment and its impact on marketing programmes
2.	To develop an ability to respond rapidly to changes driven by consumer behaviours / new technologies etc.

Module

Sr. No.	Content	Activity	Course Outcome
1.	Introduction to Marketing strategy - Concept, Principles, Understanding of Strategy & Tactics	Lecture	MMSMC301.1
2.	New Product Development process <ul style="list-style-type: none"> • SWOT analysis, PARTS framework and design of the demand landscape • Commercialization of innovation through alliances • Challenges during the technology adoption life cycle 	Lecture / Case studies / discussion	MMSMC301.2
3.	Marketing Intelligence <ul style="list-style-type: none"> • Understanding information needs for market Research • Assessment of key marketing metrics – Return on Marketing Investment; Market share and payback period; Net Promoter score; Customer satisfaction and share of wallet; Brand awareness/ preference; purchase intentions; Average Unit retail price, percentage sales on deals; All commodity volume; Inventory turns, same store sales, Cannibalization 	Case studies discussions, Videos (TED Talks), Referrals to Research papers	MMSMC301.3
4.	Product and Brand Policy <ul style="list-style-type: none"> • Product Policy decisions – Line and Mix decisions • Managing across the product life cycle from pre-launch, pruning and withdrawal from the market • Lead users and role in product design • Brand Culture – Aligning with organizational culture 	Lecture/Cases /Simulations	MMSMC301.4
5.	Pricing Policy <ul style="list-style-type: none"> • Pricing strategies – Types of pricing strategies: Cost-plus, Perceived value, etc. • Price band – Types and width of price bands and its management 	Lecture/Cases	MMSMC301.4

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	<ul style="list-style-type: none"> Using promotions as a lever to manage the price band 		
6.	<p>Marketing Plan</p> <ul style="list-style-type: none"> Situation Analysis – 5C’s analysis (customer/competitor/collaborator/company/context); Forecasting societal changes based on PEST analysis Preparing and Presenting the Marketing plan 	Lecture/Cases	MMSMC301.5
7.	<p>Channel Policy</p> <ul style="list-style-type: none"> Designing the length, breadth, and modifying the dimensions of the channel Need for control and availability of resources and role in channel design Channel selection strategy – direct, corporate, contractual systems Omni-channels Channel conflicts and resolution 	Lectures/Cases/Games (Beer Games)	MMSMC301.6

II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to:	<u>Cognition</u>
MMSMC301.1	CO1: To understand the basics of marketing strategy and tactics	Understand
MMSMC301.2	CO2: To analyze strategic aspects of new product development and commercialization	Analyze
MMSMC301.3	CO3: To evaluate marketing programmes using various matrices	Evaluate
MMSMC301.4	CO4: To analyze issues in formulating product, brand policies and levers to manage prices	Analyze
MMSMC301.5	CO5: To formulate a marketing plan	Create
MMSMC301.6	CO6: To analyze the issues in design and management of channels	Analyze

Reference Books

1.	Marketing Strategy, Walker Mullins Boyd & Larreche, Tata McGraw-Hill
2.	Marketing Strategy, Luck & Ferrell, Southwestern
3.	Marketing Strategy, Stephen Schnaars, Free Press
4.	Marketing Metrics, Reibstein, Farris, Bendle, Pfeifer, Pearson
5.	Strategic Marketing, Dr. Shahjahan
6.	New Product Policy & Plans, Yoram Wind
7.	Lead Users, Eric Von Hippel