



Rajeev Gandhi College of Management Studies

Fundamentals of Marketing Sem I

I> Course Content:

Semester	I (Mandatory)
Subject/ Course	Fundamentals of Marketing
Course Code	MMSC106
Credits	4
Duration	60 hours

Modules:



Rajeev Gandhi College of Management Studies

Fundamentals of Marketing Sem I

Unit / Module	Content	Course Outcome Mapping
1	Introduction to Marketing: Concept, Understanding the Basics: Transfer Vs Transactions, Concept of Need, Want and Demand, Concept of Product and Brand, Scope of Marketing	MMSC106.1
2	4C framework, DMU, Product – Company Fit, Capabilities in R&D, Finance, Manufacturing; Collaborators, and Competitors; Context.	MMSC106.1
3	New 4 Cs' Framework: Co-creation, Currency, Communal Activation, Customer Conversation,	MMSC106.2
4	Evolution of Marketing: Evolution of Marketing from Production to Sustainability & Customer Orientation,	MMSC106.2
5	Experience Economy: Time as currency, theme from history, religion, politics, psychology, art and pop culture; Types of experiences – educational, entertainment, aesthetic, escapist.	MMSC106.2
6	Marketing Environment: External Environment & Internal Environment – Components and Characteristics, Need for Analyzing the Marketing Environment. Analyzing the Demographic, Economic, Sociocultural, Natural, Technological, and Political Legal Environment (PESTLE, SWOT)	MMSC106.3



Rajeev Gandhi College of Management Studies

Fundamentals of Marketing Sem I

7	<p>Managing Marketing Information to gain customer insights:</p> <p>Market Research, Analysing and Using Marketing Information, Demand Forecasting and Market Potential Analysis</p>	MMSC106.3
8	<p>Marketing Mix – 4P's:</p> <p>Product: Definition, classification based on consumer buying behaviour, levels of involvement in the buying process, types of benefits; Product Mix-Definition, Product Line and Dimensions, Line Stretching Decisions</p>	MMSC106.5
9	<p>Product Life Cycle – Market Potential and Marketing Strategy – Resources commitment as drivers of PLC; Stages in the PLC; Diffusion of Innovation, Entry strategies at different stages of the PLC – Pioneers, follow the leader, segmenters, Me-too; New Product Development Process</p>	MMSC106.5
10	<p>Market Segmentation – Objectives, Need for Segmentation, Assumptions underline Segmentations, Criteria for Segmentation; Segmentation variables – Geographic, Psychographic, Demographic, Benefits; Segmentation Analysis – Data Collection, Profiling the segment, evaluating the segment, selecting target segment.</p>	MMSC106.4
11	<p>Targeting: Long term objectives, Segmentwise Competitor Capability Matrix – Ability to conceive and design, ability to produce, ability to market, ability finance, ability to execute.</p>	MMSC106.4



Rajeev Gandhi College of Management Studies

Fundamentals of Marketing Sem I

12	Positioning: Target Customers, need for the product; Elements of the positioning statements – Target market, frame of reference, point of parity, point of difference, reason to believe your claims; Criteria for evaluating the positioning statement – Relevance, clarity, uniqueness, attainability, sustainability; Marketing Mix linkage to the positioning statement	MMSC106.4
13	5A Framework – Aware, Appeal, Ask, Act, Advocate; Omni channel.	MMSC106.5
14	Field Based Live Projects and Presentations by capturing insights from Markets; Capstone Case – Starbucks: Delivering Customer Value (Suggested Case)	



Rajeev Gandhi College of Management Studies

Fundamentals of Marketing Sem I

II>Course Outcomes:

<u>Course Code</u>	<u>Course Outcomes</u>	<u>Cognition</u>
	Students will be able to....	
MMSC106.1	Understand fundamental concepts of marketing management.	Understand
MMSC106.2	Apply the frameworks and models to marketing situations.	Apply
MMSC106.3	Analyze the marketing environment and its impact on business	Analyze



Rajeev Gandhi College of Management Studies

Fundamentals of Marketing Sem I

MMSC106.4	Evaluate marketing decisions and choose appropriate solutions keeping in mind organizational opportunities, competition, resources and constraints	Evaluate
MMSC106.5	Create a marketing strategy applying the theories and frameworks	Create

Text Books:

1. Marketing Management, 15/16e by Kotler, Keller, Chernev, Sheth, Shainesh, Pearson Education
2. Fundamentals of Marketing – William Stanton et.al.
3. Essentials of Marketing - Charles W. Lamb, Jr., Joseph F. Hair, Carl McDaniel 4. Business to Business Marketing - Zimmerman

Reference Books:

1. Marketing Management, 4e, Russel Winer
2. Essentials of Marketing – William Perrault Jr, Joseph Cannon et al 3. Marketing Management: Text and Cases, SIE – Kasturi Rangan, Rajiv Lal, John Quelch