



Indian Institute of Management Indore

EXECUTIVE POST GRADUATE PROGRAM IN E-GOVERNANCE

2013-14

Title of the Course: MARKETING CONCEPTS

Credits: 2

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COURSE DESCRIPTION

In this introductory course on Marketing Concepts course, an attempt is made to orient participants towards understanding and appreciating the processes adopted by an organisation for creating, communicating, delivering, and capturing value. By the end of the course participants need to develop decision making capabilities based on conceptual understanding, analytical skills and knowledge gained.

COURSE OBJECTIVE

This course has following objective:

- To develop overall understanding of processes adopted by a marketing organisation

PEDAGOGY

Mutual and participatory learning being vital for professional education, pedagogy will include discussion of concepts, cases based on real life illustrations.

EVALUATION

Group Assignments ¹	:	40%
Quizzes	:	20%
Class Participation	:	10%
End-term	:	30%

SCHEDULE OF SESSIONS:

Module 1:

Module Objective(s):

- To develop an overall understanding of basics of marketing
- To broaden understanding of segmentation, targeting, and positioning

¹The guidelines for group project would be shared during sessions.

- To develop understanding of marketing mix elements, i.e. product, price, place, promotion
- To highlight the initiatives taken up by corporates in marketing their products and services through innovative ways

Session-1: Introduction to Marketing

Readings: Introduction to Marketing, HBS Note 9-584124
 Marketing Myopia, R04047L

Session-2: Understanding the Marketing Environment

Reading: The situation analysis, BEP116

Session-3: Segmentation, Targeting and Positioning

Reading: Market Segmentation, Target Market Selection, and Positioning; 9-506-509; HBS
Case: Procter & Gamble Co. (A), 584047, HBS

Session-4: Product

Reading: Principles of Product Policy, 9-506-018, HBS
Case: The Black & Decker Corporation (A): Power Tools Division, 9-595-057, HBS

Session-5: Price

Reading: Principles of Pricing, 9-506-021, HBS
Case: Going Centerstage with Pricing, Businessworld Cases

Session-6: Promotion

Reading: Marketing Promotions, 9-506-028, HBS
Case: The Runaway Brand and Other Stories, Businessworld

Session-7: Place - Distribution

Reading: Going to Market, 9-599-078
Case: Unilever in India: Hindustan Lever's Project Shakti - Marketing FMCG to the Rural Consumer, 505-056, HBS

Session-8: Services

Reading: The four things a business must get right, R0804D
Case: ITC eChoupal initiative, 604016-PDF-ENG, HBS

Session-9: E-services

Reading: Four ways to reinvent service delivery, R1212H
Case: ITC eChoupal initiative, 604016-PDF-ENG, HBS

Session-10: Managing a Holistic Marketing Organisation for the Long Run / Consolidation

Reading: Note on marketing strategy, 9-598-061, HBS