

Strategic Marketing-Contemporary Issues

Prof. Jayanta Chatterjee, IIT Kanpur

Text/References

1. Marketing Management-A Finance Emphasis by Chatterjee, Jaico Books & Publishers.
2. Strategic Marketing Problems by Kerin & Peterson, Pearson Publications.
3. Marketing Strategies by Ranchod & Gurau, Pearson Publications.
4. Strategic Marketing by West, Ford and Ibrahim, Oxford University Press.
5. Marketing by Baines, Fill, Page & Sinha, Oxford University Press.

## **Question Bank**

1. Define Market, Marketing & the concept of Exchange in this context.
2. How should marketing evolve across the life cycle of a product?
3. How can the Ansoff Matrix advice us on developing appropriate marketing strategies?
4. Discuss SWOT analysis in the context of marketing strategy for a new liquid detergent from a herbal research company.
5. What are the key sections in a typical marketing plan for a FMCG product like after shave balm?
6. How and why do you conduct Sensitivity Analysis after a Break Even Analysis?
7. Briefly describe the Concept of Customer Life Time Value.
8. How do you distinguish between total addressable market size and total addressed market?
9. How does 'positioning' change for different product variants according to targeted segments?
10. Discuss the concept of marketing Myopia with examples & demonstrate how that can lead to a better analysis for a clearer marketing strategy.

11. Distinguish between Mass Marketing and Targeted Marketing with promotional examples from local media around you.
12. Why do firms use channel partners to reach target markets? How will you do a cost-benefit analysis of a particular market channel?
13. Describe a simple tabular approach to determine the imputed market share for a product or service.
14. In the marketing plan of a new product, which issues are strategic and which are the tactical/implementation issues?
15. What questions do we need to ask to assess the value proposition for diversifying into an adjacent market?
16. Describe any two methods for setting the price of a new product and identify appropriate context for using each one.
17. When is customer intimacy the most important constituent of the marketing strategy for a product time?

18. What key criteria should be applied to audit an incumbent firm's marketing strategy? Will you use the same criteria to evaluate the marketing plan of an entrepreneurial firm?
19. How should a market segment be assured for attractiveness? How will you decide resource allocation for marketing across different target segments?
20. Discuss the concepts of core benefits and auxiliary/supplementary benefits offered by a product or service and how they affect marketing strategy formulation.
21. When is direct marketing preferred as a strategy as opposed to marketing through channel partners?
22. What are the sources of channel conflict in mass marketing?
23. How does relationship based marketing strategy differ from transactional marketing?

24. What is total cost of ownership and how does that influence the systems approach to B2B marketing?
25. What do you understand by Green Marketing?
26. What are the stages in B2C and B2B purchase processes? What are the implications for marketing strategy for each stage?
27. What factors influence a customer's potential adoption of a new product? What are therefore the key strategies for marketing new technology based products?
28. What is the Chasm Theory and what are its implications in strategic marketing?
29. How does Knowledge of behaviours lead to strategic insights for marketing in B2C and B2B contexts?
30. How will you assess the quality of a Goods Marketing Strategy and why quality assessment of a Services Marketing Strategy may need different/additional norms and how?