



MARKETING MANAGEMENT - I

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INTENDED AUDIENCE : Anyone interested in learning about it

INDUSTRIES APPLICABLE TO : FMCG, Automotive, Chemical, Pharmaceutical, Engineering and Service Industries

COURSE OUTLINE :

This is part-I of a course on Marketing Management. The objective of the course is to introduce the participants to principles and practices, theoretical building blocks of marketing, its role as an organizational engine and the evolving marketing process of today. At the end of the course, a participant will be able to understand and manage the core marketing management function.

ABOUT INSTRUCTOR :

Prof. Jayanta Chatterjee is an Adjunct Senior Professor of Marketing, Sales and Strategy in the Department of Industrial and Management Engineering at IIT Kanpur. An Electrical Engineering graduate from Jadavpur University, M.Tech and PhD from IIT Delhi. Prof. Chatterjee has eighteen years of Management teaching experience in India and abroad and 30 years of hands on management experience in different countries. He has risen through Sales, Marketing, Project Management, Technology and Business development functions in top multinationals like Siemens, Allen Bradley, and Rockwell International to CEO and Executive Director positions. He has founded two successful start-ups and mentored many. His earlier courses on Marketing Management I and II, Strategic marketing and Managing Services on NPTEL are well subscribed. The book on Services marketing co-authored by Prof Chatterjee and published by Pearson India is also well known.

Prof. Shashi Shekhar Mishra is currently working as Assistant Professor in the Department of Industrial and Management Engineering at Indian Institute of Technology Kanpur since December 2011. Dr. Mishra has received his PhD (Marketing) from Indian Institute of Management, Lucknow. He holds an Engineering degree in chemical technology from H.B.T.I. Kanpur, and has worked for three years in petrochemical and automobile industry before joining the doctoral program at IIM Lucknow. He has professional experience in the area of Product Management, Technology Strategy, and Business-to-Business marketing. With more than eight years of industrial, teaching, research, training and consulting experience, Dr. Mishra has several research publications in internationally acclaimed journals and conferences. His research interest include: New Product Development, Marketing Strategy, High-technology Product Marketing, and Advanced Marketing Research & Analytics.

COURSE PLAN :

Week-1 Introduction to Marketing

- Defining Marketing
- Core concepts in Marketing
- Evolution of Marketing
- Marketing Planning Process
- Contemporary Issues and Practices

Week-2 Scanning the Business Environment

- The value chain
- Core Competencies
- Strategic Planning Process
- PESTEL
- Competition Analysis
- SWOT Analysis

Week-3&4 Marketing Information System and Marketing Research

- Role of Marketing Information
- System in Managerial Decision Making Process
- Components of Marketing Information systems
- The Marketing Research Process: An overview
- Defining the Management Decision Problem and Marketing Research Problem
- Framing Research Objectives and developing the research plan
- Exploratory vs. Conclusive Research

Week-5&6 Buyer Behavior

- Consumer Behavior
- Consumer buying process model
- What Influences Consumer Behavior
- Key Psychological Processes
- The Buying Decision Process: The Five Stage Model
- Other Theories of Consumer Decision Making
- Industrial Buyer Behavior
- Concept of Buying Center
- Industrial buying process model
- Influence of Economic and Behavioral Factors
- Influence of Procurement Organization
- Role of Negotiation Process

Week-7&8 Generic Marketing Strategies

- Defining Market Segmentation
- Bases of segmentation
- Evaluation and Targeting Market Segments
- Brand Positioning and Differentiation