



# INTRODUCTION TO MARKETING ESSENTIALS

## **PROF. ZILLUR RAHMAN**

Department of Management Studies  
IIT Roorkee

**PRE-REQUISITES :** Marketing Graduate

**INTENDED AUDIENCE :** MBA, MIB, MCom. with Marketing Specialization

### **COURSE OUTLINE :**

The world of marketing is changing every day, and in order for students to have a competitive edge, they need to be well versed in today's marketing theory and practices. This course provides a comprehensive review and analysis of marketing issues, practices, and strategies. I have tried to use an active - learning approach that involves students in this course by combining facts, figures, information and photos in an engaging and experiential fashion. We have incorporate examples of companies, products and services that students recognize and may have purchased as consumers. I hope that you will find this course a useful companion in your exploration of the knowledge, skills, and tools of the marketing discipline.

### **ABOUT INSTRUCTOR :**

Prof. Zillur Rahman is Professor at the Department of Management Studies, Indian Institute of Technology, Roorkee. He received his B.Sc. (Hon.) Mathematics, MBA and Ph.D. from Aligarh Muslim University, India. Dr. Rahman has more than 20 years of experience in academia. He has delivered research talk in many countries including USA, Switzerland, Germany, France, Italy and Turkey. He has published research papers in reputed international papers including the European Journal of Marketing, Journal of Business Research, Psychology and Marketing, Journal of Service Marketing, International Journal of Contemporary Hospitality Management, Journal of Cleaner Production, Telematics and Informatics, among others.

Prof. Rahman has been a recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence for three consecutive years (2016-18). He has also received the Commendable Faculty Award in the domain of Business, Management and Accounting.

### **COURSE PLAN :**

**Week 1:** Creating Customer Relationships and Value Through Marketing, TheNew Realities of Marketing, Developing Successful Marketing and Organizational Strategies.

**Week 2:** Organizing and Managing the Marketing Department, Developing a Marketing Strategy, Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility, Understanding Consumer Behavior.

**Week 3:** Understanding Consumer Behavior (Continued), Understanding Organizations as Customers.

**Week 4:** Understanding and Reaching Global Consumers and Markets, Marketing Research: From Customer Insights to Actions.

**Week 5:** Market Segmentation, Targeting, and Positioning, Crafting Customer Value Proposition, Sustainable Competitive Advantage and Communicating Positioning.

**Week 6:** Developing New Products and Services

**Week 7:** Developing New Products and Services(Continued), Managing Successful Products, Services, and Brands.

**Week 8:** Managing Successful Products, Services, and Brands (Continued), Pricing Products and Services.

**Week 9:** Managing Marketing Channels and Supply Chains, Retailing and Wholesaling.

**Week 10:** Integrated Marketing Communications and Direct Marketing, Advertising, Sales Promotion, and Public Relations, Using Social-Media to Connect with Consumers.

**Week 11:** Using Social-Media to Connect with Consumers (Continued), Personal Selling and Sales Management, Implementing Interactive and Multichannel Marketing.

**Week 12:** Managing Growth: Addressing Competition and Driving Growth, Building Customer Loyalty, Socially Responsible Marketing,