



# INTEGRATED MARKETING MANAGEMENT

## PROF. R SRINIVASAN

Department of Management  
II Sc Bangalore

**INTENDED AUDIENCE :** Engineers, B.E./B Tech, ME/M Tech; Scientists(M Sc/ PhD); Professionals requiring exposure to Marketing

**INDUSTRIES APPLICABLE TO :** Almost all companies

### COURSE OUTLINE :

The course provides a good foundation on the essentials of Marketing Management required in the fiercely competitive Indian Market. It covers : Marketing function; Marketing concept; Relationship with other functions; Relevance; Marketing environment; Markets; Consumer; Buyer behaviour; Market segmentation; Marketing Planning; Marketing mix; Product policy; New products; Product life cycle; Pricing; Distribution; Advertising and promotion; Marketing organization; Sales forecasting; Management of sales force; Marketing control

### ABOUT INSTRUCTOR :

Prof. R.Srinivasan, Emeritus Professor with the Department of Management Studies, Indian Institute of Science. He holds a doctoral degree in Management (Fellowship Program) from the Indian Institute of Management, Bangalore after basic degree and post-graduate qualification in Engineering. He had his post-doctoral training in the University of Leeds, U.K. He has more than 40 years of experience in both academia and industry, having served in some of the reputed organizations in the country like Tata Consulting Engineers (TCE), Administrative Staff College of India (ASCI) and National Institute for Training in Industrial Engineering (NITIE). He has served on the board of several assisted companies. He is a visiting faculty and examiner in many reputed institutions in the country. He has more than 200 publications in leading international and national journals and has authored 9 Books. He is also a recipient of a number of awards, notably the International Statistical Institute Award (1983) and the Colombo Plan Award (1989). He has the distinction of contributing to Advertising in India in the Reader Advertising Worldwide by Springer International, Germany (2000). He has been invited to serve on the panel to develop International Technology Indicators by the Georgia Institute of Technology, Atlanta, USA, for 2002-04, 2005-2006 and again for 2007-08. His paper on Developing Measures to Assess the Extent of Sustainable Competitive Advantage Provided by Business Process Reengineering was adjudged as the Best Paper in the annual conference of International Academy of Business and Economics (IABE) at Las Vegas, USA, October 2003.

### COURSE PLAN :

**Week 1:** Marketing concept, Coordinated marketing, Meta marketing, Holistic marketing dimensions

**Week 2:** Case Analysis, Case Discussion; Marketing Environment

**Week 3:** Marketing decisions, Customer delivered value, Buyer Behaviour, Input - output map

**Week 4:** Case Discussion, Marketing Planning

**Week 5:** Marketing mix, Product policy, New products, PLC

**Week 6:** Price, Distribution, Advertising and Promotion, Case Discussion

**Week 7:** Marketing organization, Product Management

**Week 8:** Sales Management, Marketing Control, Case Discussion