

Xavier Institute of Management, Bhubaneswar
XIM University

Course Name	Marketing Management-I
Programme	EMBA
Batch	2023- 2024
Term	I
Credits	3
Course Instructor	Prof. Punyaslok Dhall Email: punya@xim.edu.in Office: Room 150, New Academic Building

1. Course Introduction:

Marketing is one of the prime verticals of management. The ways company do business has undergone several changes over past few years, particularly with the concepts of globalization and digital marketing. The very existence of the company is dependent on the marketing of products and services. With business going beyond the national boundaries the marketing programs are not only becoming critical for the company, but also becoming highly complex to implement. Hence the exposure to the concepts and practices of marketing is highly essential for all students of management.

2. Course Objectives:

The overall objective of this course is to help the students to understand the various marketing theories and practices. This course will cover the basic marketing concepts and importance of marketing in business environment. The prime objective of this course is to provide a marketing orientation to all the students irrespective of their specialization in second year and subsequent career.

The course has following specific objectives.

- a. The students will develop an understanding of the marketing concepts
- b. The students will be able to analyze the segmentation, targeting, and positioning of the firms.
- c. The students will be able to plan marketing research.
- d. The students will be able to evaluate the competitive strategies in consumer, business, and international market.
- e. The students will be able to apply marketing principles in the market-oriented place.
- f. The students will have fair exposure to pricing, promotion and distribution of offerings.

3. Course Content:

The course comprises the following broad topics:

- a) Marketing philosophies
- b) Marketing environment
- c) Consumer behavior and Customer value
- d) Basics of marketing research
- e) The concept of STP (segmentation, targeting, and positioning)
- f) Products and its attributes
- g) Pricing concepts

- h) Advertising and Promotion
- i) Business marketing
- j) Distribution Strategies

4. Course Learning Outcomes (CLO):

The course envisages the following learning outcomes:

- a) CLO 1: Understand and apply key marketing concepts in real-world scenario.
- b) CLO 2: Apply frameworks and techniques to solve marketing problems.
- c) CLO 3: Evaluate and develop a marketing plan.

5. Readings and References:

a. Marketing Management by Philip Kotler, Keven Lane Keller, Chernev, Sheth, Sainesh. Pearson 16th Edition

b. Publication

a. Journals:

- Journal of Management
- Harvard Business Review

b. Periodicals:

- Business Week
- The Economist
- The Marketer

6. Pedagogy:

The pedagogy will include a mix of lecture, cases, assignments.

7. Session Plan:

Session	Topic	Session Learnings	Reading Materials
1-2	Introduction	Marketing definition, philosophies, and other marketing concepts	Article: Marketing Myopia
3	Marketing Strategy	Exploring the marketplace, Understanding the marketing environment, Value chain, Strategic planning, and developing a marketing plan	Online article
4-5	Consumer Behavior	Consumer behavior, decision-making models, and customer journey	Lecture/Discussion
6	Business Marketing	Organization buying behavior, Purchasing process, B2B branding, green attributes, Sustainability	Lecture/Discussion
7	Case study	Application of major concepts.	
8	Marketing Research	Marketing research process, Research design, Marketing mix modelling	Lecture/Articles on research design
9-10	Segmentation, Targeting and Positioning	Segmentation bases, segmentation process,	Lecture/Case Study-Part I
11-12	Designing and Managing Products	Product differentiation, product portfolios and product lines, product life cycle	Lecture/Case Study

13-14	Pricing	Pricing fundamental, pricing strategies	Lecture/ Articles
15	Case study	Application of major concepts	
16-17	Distribution Channels	Flow fundamentals, Basics of channel management	Lecture/ Book extracts
18-19	Promotion	Advertising and Sales Promotion basics	Audio-visual advertisement analysis and reviews
20		Review and consolidation	

8. Assessment Scheme:

Component	Weightage	Duration (Minutes)	Assessment of Course Learning Outcome(s) (CLO)
Quizzes (MCQ, ten marks*2 quizzes)	20	6 minute each	CLO 1
Assignments (group submission)	20	NA	CLO 1, CLO 2, and CLO 3
Class Participation (Poll quiz)	10	NA	CLO 1 and CLO 2
Case Analysis and Presentation	20	NA	CLO 1 and CLO 2
End-term	30	60	CLO 1 and CLO 2

Case and Presentation:

Cases will be provided separately.

9. Academic Discipline and Integrity:

As per Manual of Policy

10. Policy on plagiarism:

Any plagiarism beyond 20% found in the submission (including reproduction from books, online sources, journals or from peers) will just award zero.

11. Mapping Course Learning Outcomes (CLO) with the Program Learning Goals (PLG):

PLG#	Program Learning Goal	Trait	Addressed by Course	
			Yes	No
PLG1	Functional and Business Skills	Demonstrate understanding of elements of all functional areas.	Yes	
PLG2	Analytical Skills	Use analytical techniques to identify a business problem and suggest a solution.	Yes	

PLG3	Collaboration and teamwork attributes	Exhibit voluntary cooperation and effective teamwork in a group setting.	Yes	
PLG4	Ethical responsibility	Understand the ethical complexities of conducting business.	Yes	
PLG5	Communication	Produce reasonably good quality business documents.	Yes	