MARKETING MANAGEMENT - I

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TYPE OF COURSE : Rerun | Elective | UG
INTENDED AUDIENCE : Any one can learn
COURSE DURATION : 8 weeks (23 Aug’21 - 15 Oct’21)
EXAM DATE : 23 Oct 2021

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 Senior Professor of Marketing, Strategy and Innovation 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.

Dr. 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.

COURSE PLAN :
Week 02 : Scanning the Business Environment: The value chain, Core Competencies, Strategic Planning Process, PESTEL, Competition Analysis, SWOT Analysis.
Week 03 : Marketing Information System and Marketing Research: Role of Marketing Information, System in Managerial Decision Making Process, Components of Marketing Information systems.
Week 04 : 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 06 : 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 07 : Generic Marketing Strategies: Defining Market Segmentation, Bases of segmentation
Week 08 : Generic Marketing Strategies: Evaluation and Targeting Market Segments, Brand Positioning and Differentiation.