INTRODUCTION TO MARKETING ESSENTIALS

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Department of Management Studies
IIT Roorkee

TYPE OF COURSE : New | Elective | PG
COURSE DURATION : 8 weeks (20 Jul' 20 - 11 Sep' 20)
EXAM DATE : 27 Sep 2020

PRE-REQUISITES : Marketing Graduate
INTENDED AUDIENCE : MBA, MIB, MCom. with Marketing Specialization
INDUSTRIES APPLICABLE TO : Not Applicable

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 Journal of Service Marketing, International Journal of Contemporary Hospitality Management, Journal of Cleaner Production, Telematics and Informatics, among others. Prof. Rahman is recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence, 2016. Prof. Rahman is also the recipient of Commendable Faculty Award in the domain Business, Management and Accounting, 2018

COURSE PLAN :
Week 1: Developing Customer Relationships and Value Through Marketing, Linking Marketing and Corporate Strategies, Scanning the Marketing Environment
Week 2: Scanning the Marketing Environment (Contd.), Ethics and Social Responsibility in Marketing, Consumer Behavior
Week 3: Consumer Behavior (Contd.), Organizational Markets and Buyer Behavior, Reaching Global Markets
Week 4: Turning Marketing Information into Action, Identifying Market Segments and Targets
Week 5: Developing New Products and Services, Managing Products, Services, and Brands
Week 6: Managing Products, Services, and Brands (Contd.), Pricing Products and Services, Managing Marketing Channels and Supply Chains
Week 7: Retailing and Wholesaling, Integrated Marketing Communications and Direct Marketing, Advertising, Sales Promotion, and Public Relations
Week 8: Advertising, Sales Promotion, and Public Relations (Contd.), Personal Selling and Sales Management, Implementing Interactive and Multichannel Marketing