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 is an 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 39 years of experience in both academia and industry, having served in some of the reputed organizations 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).

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