



SURANA COLLEGE

Department of MBA

CA-17, Kengeri Satellite Town, Bengaluru – 560060.

DEPARTMENT OF MANAGEMENT STUDIES

Instructor's Course File

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Subject Code	1.5				
Subject Description	Marketing for Customer Value				
Type the course	Core Paper : Marketing				
AY / Semester	2020 – 21 /I Semester 'A' Section				
No. of Hours	Lecture	Case Discussion	Role Play	Simulation	Live Project
	40	03	02	00	01

1. INTRODUCTION OF THE COURSE

Marketing is an important function that brings companies and clients closer and together. It is the application, tracking, and review of a Company's marketing resources and activities and helps make marketing and business decisions. Establishing a marketing orientated organization emphasizing the customer is a core component in an organization's success. Students will obtain useful knowledge and understanding of the key principles of marketing and will be able to relate what they learn in this paper to situations in their workplace.

2. COURSE OBJECTIVES

2.1 To elevate students' awareness of an organization's resources required for marketing in today's age of information

2.2 To develop marketing skills

2.3 To understand the requirements of a career in marketing

3. COURSE OUTCOMES (COs)

1. Students will be able to identify and relate the basic concepts of Marketing from the era of production concept to holistic marketing concept.
2. Students will be able to demonstrate live and practical experiences of marketing encounters in day to day life.
3. Students will be able to apply live marketing issues and develop techniques to solve latent problems.
4. Students will be able to *critically* examine the strategies of marketing and develop competitive strategies to gain a competitive advantage.
5. Students will be able to compare and evaluate various strategies and choose the best alternative to justify its practical implementation.
6. Students will be able to develop and create a marketing plan for need identification.

Faculty

Director

4. GENERIC CURRICULUM

Module No.	Framework	No. of Hours
1	ESSENTIALS OF MARKETING: Importance of marketing, Core marketing concepts, Company orientation towards market place, Marketing management tasks, Marketing strategies and plans, SWOT analysis, Marketing environment, Competitive dynamics	04
2	CREATING/CHOOSING CUSTOMER VALUE: Customer value, satisfaction and loyalty, Customer relationships, Life time value of customers, Customer databases, Buying decision process, Market segments and targets, Product life cycle strategies, Brand positioning, Brand equity	06
3	DESIGNING CUSTOMER VALUE: Characteristics and classifications of products, Product and service differentiation, Product mix, hierarchy, line etc., Nature and characteristics of services, Excellence in services Pricing strategies: Pricing environment, Steps in price setting, Methods of pricing, Initiating and responding to price changes.	08

4	DELIVERING CUSTOMER VALUE : Marketing channels and value networks, Decisions on design and management of channels, Channel conflict and competition, Channel integration, E-Commerce marketing practices, New retail environment, Market logistics, Supply chain management	08
5	COMMUNICATING CUSTOMER VALUE : Role of Integrated marketing communications, Steps in designing effective communications, Communication mix, Managing mass communications like advertising, sales promotion, events and experiences, public relations etc.; Managing personal communications like direct marketing, interactive marketing, Email, SMS, Social media, sales force etc.	08
6	SUSTAINING GROWTH AND CUSTOMER VALUE : New product development strategy, Steps in new product development Managing holistic marketing organization: Internal marketing, CSR, Cause related and socially responsible marketing, Marketing control	06

5. AUGMENTED CURRICULUM

1. Guest lectures and workshops will be conducted to add value and enrich students to learn beyond the syllabus based on contemporary requirements and advance industry-ready skills.

2. Live Projects will be allocated to the individual student to relate basic concepts with real application.

6. LIST OF RECOMMENDED TEXTBOOKS

S. No.	Name of the Book	Author(s)	Publisher	Edition
1	Marketing Management	Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha	Pearson Education	Latest
2	Marketing	Etzel, Walker, Stanton & Pandit.	Tata Mcgrahill	Latest

7. LIST OF REFERENCE TEXT BOOKS

S. No.	Name of the Book	Author(s)	Publisher	Edition
1.	“Marketing Management, Global Perspective”, Indian context”	Ramaswamy and Namakumari	McGraw Hill	Latest
2.	Marketing Management	Paul Baines, Chris Hill and Kelly Page	Asian Edition, Oxford University Press	Latest
3.	Introduction to Marketing	Adrian Palmer	Oxford	Latest

8. LIST OF URLs TO BE REFERRED

S. No.	Name of the URL	How does it augment the Teaching-Learning Process
1.	www.mplans.com	This platform will help students erudite in preparing marketing plans, referring articles, and learning to apply marketing tools.
2	www.marketingtoday.com	The intensity of learning current trends from this platform will make students updated with the changes in the marketing arena.
3	www.indianjournalofmarketing.com	Students will gain knowledge through referring journal articles on marketing. This platform will enlighten students to refer to articles of research carried on various marketing concepts.
4	www.marketingteacher.com	The platform will help students learn marketing concepts through case studies, videos, and good examples.

9. LESSON PLAN

M. No.	Planned Date	Actual Date	Description	Mapped CO	Methodology	Competencies	Remarks
1			Core marketing Concepts	1,2	Lecture	Remembering & Understanding	
1			Importance of Marketing	1,2	Lecture	Remembering & Understanding	
1			Marketing management tasks	1,2	Lecture	Remembering & Understanding	
1			Marketing strategies and plans	1,2	Lecture	Remembering & Understanding	
1			SWOT analysis, & Marketing environment	1,2	Lecture & Case Study	Remembering & Understanding	
1			Competitive dynamics	1,2	Lecture	Remembering & Understanding	
2			Customer Value, Satisfaction and Loyalty Concept	1,2	Lecture	Remembering & Understanding	
2			Lifetime value of customer- Customer Funnel	1,2	Lecture	Remembering & Understanding	
2			Buying decision process	3,4	Lecture & Role Play	Applying & Analysing	
2			Market segments and targets	3,4	Lecture & Case Study	Applying & Analysing	
2			Product life cycle strategies	3,4	Lecture & Presentation	Applying & Analysing	
2			Brand positioning, Brand equity	1,2	Lecture	Remembering & Understanding	
3			classifications of products	1,2	Lecture	Remembering & Understanding	
3			Product and service differentiation	1,2	Lecture	Remembering & Understanding	

3			Nature and characteristics of services Excellence in services	1,2	Lecture	Remembering & Understanding	
3			Pricing strategies	3,4	Lecture & Case Study	Applying & Analysing	
3			Pricing environment & Steps in Price setting	1,2,3	Lecture	Remembering Understanding & Applying	
3			Methods of pricing & responding to price change	2,3,4	Lecture & Role Play	Understanding Applying & Analysing	
4			Introduction of Marketing channels	1,2	Lecture	Remembering & Understanding	
4			Designing strategies of marketing channels	3,4	Lecture	Applying & Analysing	
4			Managing channel conflicts & Integration	1,2	Lecture	Remembering & Understanding	
4			Modern marketing practices	1,2,3	Lecture & Presentations	Remembering Understanding & Applying	
4			Application of Logistics and SCM	3,4	Lecture	Applying & Analysing	
5			Role of Integrated marketing communications	1,2	Lecture	Remembering & Understanding	
5			Steps in designing effective communications	1,2	Lecture	Remembering & Understanding	
5			Communication mix Concept	1,2	Lecture	Remembering & Understanding	

5			Managing Mass communication & Personal communication	1,2	Lecture & Video	Remembering & Understanding	
6			New product development Strategy	5,6	Lecture & Video	Evaluating & Creating	
6			Steps in new product development	5,6	Live Project	Evaluating & Creating	
6			Managing holistic marketing organization	5,6	Lecture & Video	Evaluating & Creating	
6			Internal marketing, CSR Cause related	5,6	Lecture & field assignment	Evaluating & Creating	
6			socially responsible marketing, Marketing control	1,5,6	Lecture	Remembering Evaluating & Creating	
6			Product Presentation	5 & 6	Presentation	Evaluating & Creating	

10. LIST OF ASSIGNMENTS

A. No.	Description	Start Date	End Date	Remarks/Submission Status

11. METHODOLOGY FOR CONTINUOUS INTERNAL EVALUATION & EXTERNAL ASSESSMENT

S. No.	Parameters for Evaluation	I
1	Internal Test (10,5) [#]	10
2	Assignments (5,0) [#]	5
3	Presentation (5,0) [#]	5
4	Books/Journal Review (5,0) [#]	5
5	Attendance (5,5) [#]	5
6	Case Study Preparation (0,10) [#]	--
7	Mini Project (0,10) [#]	--
Total Internal Assessment		30
Total External Assessment (UE)		70
Total		100

depicts the applicability of parameters in respective semesters. The marks distribution in brackets shall be read as (I&II, III&IV) accordingly. For I & II semester, the average internal test score shall be considered for final assessment.

12. COs & POs MAPPING FRAMEWORK

POs → COs ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1									
CO2									
CO3									
CO4									
CO5									
CO6									

13. ATTAINMENT FRAMEWORK

Internal Assessment	CO1	CO2	CO3	CO4	CO5	CO6	Total
Test 1							
Test 2							
Average of CO							

14. PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1: To imbibe inquisitiveness towards critical thinking, innovation and envisioning new business paradigms amongst future leaders of business enterprises through synthesising cognitive management knowledge and thriving wealth creation to stakeholders of the organisation

PEO 2: To instil the spirit of entrepreneurship by demystifying plethora of small business opportunities and facilitate to become progressive serial entrepreneurs, which enable them to significantly contribute to the trajectory of national mission

PEO 3: To intensely develop values-based leadership traits among management graduates to effectively manage cross-cultural work force in a globally competitive work environment

PEO 4: To cultivate the spirit of inquiry, honesty, ethical comportment in work culture, value creation to society and sensitise towards sustainable use of natural resources

15. PROGRAMME OUTCOMES

By the end of completing 2 years full time Masters Programme in Management Science, Graduates of MBA will be able to:

1. Introspect and manage themselves through better understanding of self-personality traits and lead others to achieve organizational goals
2. Nurture and contribute effectively in a cohesive team environment
3. Foresee, contemplate and examine complex business data for effective managerial decisions and its impact on strategic direction of the organization
4. Envisage organization's expectations and communicate effectively to stakeholders
5. Unleash innovative ideas and strategic skills to devise strategic and tactical business plans in dynamic business environment
6. Optimal utilization of resources for the betterment of organization and society
7. Understand the global management perspectives and function effectively in culturally diverse settings
8. Commit themselves for sustainable career growth and learn robust management principles through life-long learning
9. Act with highest business ethics and integrity by perceiving deeper insights about complex global business environment



Dr. Bhavani M. R.