

Strategic Marketing - Contemporary Issues - Video course

COURSE OUTLINE

The 21st Century is well on its way and over the last decade Marketing as a subject and as practice evolved continuously due to technological, sociological and other global game changing forces. This course will attempt to probe into these profound as well as currently peripheral but potentially significant changes from the perspective of certain base premises that possibly will never change.

This course will discuss marketing theories as well as a range of real life current and classical examples & cases to help participants improve their strategic marketing thinking and activation skills.

Course Contents:

Marketing as strategy:

Understanding new era organizations and the marketing environment today, the role of market orientation, technological advances, global marketing imperative, marketing ethics & social responsibility.

Market opportunity recognition and evaluation:

Internal analysis, External analysis, The marketing information system, Buyer behavior, Segmentation & targeting.

Broader Concerns today:

- Stake holder Concerns & issues
- Sustainable & Green marketing
- New paradigms for Organizations & Consumers

Products, Services & Innovation:

- Marketing's role in new product/new service development
- Managing across the life cycle
- Marketing channels and the marketing ecosystems

Marketing Planning and Execution

- Different approaches to planning for Marketing.
- Forecasting & Scenario planning
- Marketing mix & Resource allocation
- Marketing communication – Multi channel integration
- Pricing, Branding, Value driven Relationship

New Challenges

- Marketing & the creative industries
- Marketing & the new media
- Marketing to the bottom of the pyramid
- Frugal & grass root Marketing

COURSE DETAIL

Sl. No.	Schedule of Modules	No. of lectures
1	<ul style="list-style-type: none"> • Foundation concepts on Strategy, Marketing and Strategic Marketing • Foundation concepts from Finance for Marketing Decisions 	3 Lectures 2 Lectures
2	Marketing implications of Corporate strategy decisions	3 Lectures

NPTEL

<http://nptel.iitm.ac.in>

Management

Pre-requisites:

- Background courses like: Introduction to marketing, Finance & Accounting, Marketing management.
- Awareness of Indian & global market environment

Coordinators:

Prof. Jayanta Chatterjee

Industrial & Management Engineering IIT Kanpur

3	Competitive strategies of Strategic Business Units & Marketing implications	3 Lectures
4	Identifying Market opportunities <ul style="list-style-type: none"> • External & Internal Analysis 	2 Lectures
5	Assessing Market Opportunities <ul style="list-style-type: none"> • Forecasting & Scenario Building for strategic flexibility 	3 Lectures
6	<ul style="list-style-type: none"> • Understanding Customers, Segmentation, Targeting, Differentiation & Positioning • Pricing Strategy & Management 	3 Lectures 2 Lectures
7	Entrepreneurial Marketing & New Product -Service Marketing Strategies	2 Lectures
8	Strategies for Growth Markets – Defenders & Prospectors	1 Lecture
9	Strategies for Matured Markets and during decline.	1 Lectures
10	Marketing Ethics, Sustainable Marketing, Green Marketing & Developmental Marketing	4 Lectures
11	Brand management and integrated approach to Marketing Communication across marketing channels.	3 Lectures
12	Information and Communication Technologies and New Economy Marketing	2 Lectures
13	Strategic Approach to Marketing & Sales Organization	2 Lectures
14	Measuring Marketing Performance	2 Lectures
15	Global – Local Markets, Diffusing boundaries Marketing Strategy Dynamics	2 Lectures
	Total	40 Lectures

References:

1. Marketing Strategies, A contemporary approach by Ranchod & Gurau, Pearson India, 2012.
2. Strategic Marketing by Xavier, Response Books, 2010.
3. Marketing: Planning, Implementation, Control by Pride and Ferrell, Cengage, 2010.
4. Strategic marketing problems: Cases & Comments by Kerin & Peterson, Pearson 2012.

