

Spring 2024
ENT-1011-1 Fundamentals of Marketing

Class: TBA
Google Classroom Link: TBA

Instructor: Prakash Dharmarajan (PGDM, IIM-A)

Course Overview:

This course is designed to teach you the fundamentals of Marketing, keeping in mind an entrepreneurial context., We begin from the basics of understanding consumers and creating and capturing value. We then move on to key marketing concepts such as segmentation, targeting and positioning, leading up to the in-market execution of positioning using a synergistic mix of product development, pricing management, communication, and in-market execution. The course also looks at brands, brand strategy, and brand equity, and their impact on consumer value and brand strength. The course assumes no knowledge of marketing.

The course will examine marketing theory, but with a strong application bias. We will reflect on and learn from our own experiences as customers, and how we are impacted by marketing, as we seek to understand how to market products and services. To get the most out of this course, you will be well served by relying on your experiences as a consumer, and by observing how people consume and respond to marketing.

Textbooks

Text: Marketing Management, 15e, Kotler/Keller (MM15e)

Link- <https://ebookcentral.proquest.com/lib/ashoka/detail.action?docID=5185776>

Evaluation & Pedagogy

Proposed Grading:

1. **Attendance:** 10 %
2. **Class Participation:** 15%
3. **Surprise Quizzes:** 15%
4. **In-Class Presentations:**10%)
5. **Group Project**
 - i **Group Report & Presentation:** 35%
 - ii **Individual Viva:** 15%

Pedagogy:

The course will be taught through a mix of understanding marketing concepts through discussion, and the application of these concepts in real life cases. You will be expected to read the case and the background reading assigned for the day, and to come to class with a reasoned point of view on the business issues in the case.

Working in groups will be a key component of the learning process. You will be put into groups of 6-7 students, and the groups will take it in turns to present their viewpoint on the case being discussed in class. Other groups will also be expected to have prepared the case and will be expected to put forward their viewpoint.

The project is a critical and important component of the course experience and learning. Student groups will work through the launch of a brand extension for an existing brand, using an unmet consumer need in an area of their choice. They will work through identifying and quantifying that need, defining the value proposition and core target audience, enunciating the positioning statement, and building a go-to-market plan. The project will run through the course, and student groups will be expected to make multiple presentations covering the above elements as the course progresses.

Expectations (from students)

To maximise your learning in this course read the cases and texts in detail, participate in class, be curious, keeping your eyes open as a consumer, and try to understand why things around you are marketed the way they are. The project is a great platform to experiment, learn, think out of the box, and have fun! We will have office hours every Wednesday evening, and you are encouraged to clarify doubts and engage in discussions around the course and marketing inputs that you see around you.

Course Outline and Tentative Schedule:

****SYLLABUS IS SUBJECT TO CHANGE BY INSTRUCTOR, W/T ADVANCED NOTICE****

Session	Topic	Content	Case	Case Prep questions	Reading	Date
1	Introduction to marketing	Course introduction, grading rubric, student expectations, project details. Understanding what marketing is and how it works			Note on marketing strategy	
2	Customer Value	Understanding the concept of customer value- how to build it, sustain it, and monetise it	<i>A-One starch</i>	What marketing plan would you recommend for Mr Jain in 1996? Why?		
3	Market Research	Why do we need market research. Types of market research. Data collection methods; watchouts; interpretation of data	<i>Predicting Consumer Tastes with big data at Gap</i>	Was Peck correct in firing his creative directors and replacing them with a big data driven creative process? Why or why not?	MM 15e: Ch 4	
4				For which purposes is big data/ predictive analytics more or less useful in marketing? As we move into a world filled with more data, what is the role of art vs science in decision making? Under which conditions should “science” rule and under which conditions should “art” rule?		
5	Consumer Behaviour	Customer behaviour and how it impacts	<i>Starbucks: Delivering</i>	What factors accounted for the extraordinary	MM 15e: Ch 6	

Session	Topic	Content	Case	Case Prep questions	Reading	Date
6		marketing. Ways to understand customer behaviour and use it to build customer value. Project Briefing	<i>Customer Service</i>	<p>success of Starbucks in the early 1990s? What was so compelling about the Starbucks value proposition?</p> <p>Why have Starbucks' customer satisfaction scores declined? Has the company's service declined, or is it simply measuring satisfaction the wrong way?</p> <p>Describe the ideal Starbucks customer from a profitability standpoint. What would it take to ensure that this customer is highly satisfied?</p>		
7				Who is the target audience for MM LaFleur? From your knowledge, build a profile of the target consumer. You can build the profile the way you want to, but it should give us an idea of who this person is, what her values and beliefs may be, and how she may behave in the real world.		
8	Segmentation and Targeting	What is segmentation; why is it needed. Ways of segmentation; SEC classification and its implications. Primary and Secondary target audiences; understanding target audiences	<i>MM Lafleur: Market Segmentation and Targeting</i>	<p>-What are various ways in which MM LaFleur adds value to its target customer? Trace how its offering of the 'bento box' is linked to its understanding of consumer behaviour</p> <p>-If you were a consultant to Sarah LaFleur, what would your recommendation to her be in terms of expanding business from the options available. Why?</p>	MM 15e: Ch 9	

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9	Positioning	<p>What is positioning. Why is it important. What makes up a positioning statement. Identifying benefits and reasons to believe. Building emotional benefits and higher order benefits.</p>	<i>Evoe Spring Spa</i>	<p>Identify and explain the variables used to define the consumer segments in the case. On the basis of what we know of the consumer, do you think other, better variables could have been used? Why?</p>	MM 15e: Ch 10	
10				<p>Who is the target audience for Evoe Spring Spa? Why?</p> <p>Which of the three positioning concepts identified by Evoe would you recommend? Why?</p>		
11/12	Project Presentations Phase I		<i>Kia Motors in India</i>	<p>Using information given in the case, and your knowledge of the market both as consumers and observers. draw a perceptual map of the SUV market in India, using segmentation parameters for the axes of the map that draw from your understanding of the consumer and the market. Be prepared to defend your choice of axes with justification.</p> <p>Identify points of parity and points of difference for Kia, and write a positioning statement for Kia</p> <p>From your analysis above, explain how Kia should continue to maintain its distinct position in the Indian market</p> <p>What is this going to mean for the customer experience? What</p>		

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				difference might the consumer see and how will this help push differentiation further?		
13	Product and Services Development	What is the difference between a product and a service; what are the customer implications, and what does this mean for the marketer? Understanding the product and services development process	<i>Chase Sapphire: Creating a Millennial Cult Brand</i>	Why has Chase Sapphire Reserve been so successful in acquiring customers? Will this success continue over time? Why or why not?	MM 15e: Ch 13,14	
14				If you are a competing credit card provider, how do you respond to the Chase Sapphire Reserve? How should Chase position itself to be ready for these competitive responses?		
15	Advertising and Brand Equity	Translating positioning into communication. Building a communication strategy and implementing it. The concept of brand equity. Its importance in delivering value. Building and destroying brand equity.	<i>Mountain Man Brewing Company: Bringing the brand to light</i>	What has made Mountain Man Brewing Company (MMBC) successful? What distinguishes it from its competitors?	MM 15e: Ch 19,20	
16				What enabled MMBC to create such a strong brand? Should MMBC introduce a light beer?		
17/18	Project Presentations Phase II					
19	Pricing	Understanding pricing. Understanding the concept of perceived value. Pricing strategies and when to use them	<i>Eco 7: Launching a New Motor Oil</i>	How do consumers purchase motor oil?	MM 15e: Ch 16	
20				What is Avellin's position in the PCMO industry, including consumer perception and Avellin's distribution strategy How should Eco7 be distributed? What is the rationale for your recommendations?		

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21	Distribution	Understanding the role of distribution in delivering customer value. Designing distribution systems. The role of online and offline distribution systems			MM 15e: Ch 18	
22						
23	Go to market plans	Bringing the whole marketing plan together in a go to market plan. Components of the plan, execution, feedback and rapid course correction.	<i>OMD Foods Pvt Ltd</i>	Take these marketing decisions for the brand Top Dog: Target Segment, Positioning, Product Development, Pricing, Distribution, and Communication, Promotion and Course Correction.	MM 15e: Ch 17	
24						
25	Project Presentations and Feedback: Phase III					
26	Summation and Closing					

Faculty Details: Prakash Dharmarajan

Education:

- IIM Ahmedabad (PGDA)
- Presidency College, Kolkata, (B.Sc. Economics)
- La Martiniere Kolkata (Till Standard 12)

Experience

- Over 30 years in Advertising and Marketing, holding positions in **Strategy and Business**, as well as founding an Independent **Brand and Communication Advisory**
- Leadership positions at Vayana Network, Ogilvy, Publicis, Orchard, EID Parry, and McCann Erickson,
- Brand and Marketing Communication strategist for both large corporates and SME Startups. Developed region specific brand positioning and communication strategies.
- **Teaching and Training** for the past 20 years, in organizations as well as at business schools. Developed Top Dog a simulation-based marketing workshop.
- Certified **CEO coach**, certified by Coaching Foundation India (2013)
- Theatre Actor and Cultural Observer