

ACHARYA BANGALORE B SCHOOL

MBA PROGRAMME

2016-18 Batch

SUBJECT: MARKETING FOR CUSTOMER VALUE

COURSE OUTCOMES:

CO 1: Students will be able to understand the basics of marketing.

CO 2: Students will be able to design and implement marketing plan.

CO 3: Students develop skills to create customer value

CO 4: Students will be able to optimize resource utilization for greater customer satisfaction.

CO 5: Students will imbibe sustainable marketing practices.

PROGRAM OUTCOMES (POs)

- **PO 1:** Apply knowledge of management theories and practices to solve business problems.
- **PO 2:** Foster Analytical and Critical thinking abilities for data-based decision making in chosen specialized areas.
- **PO 3:** Ability to develop leadership competency with values.
- **PO 4:** Ability to understand, analyze and communicate economic, legal, global, and ethical perspectives of business.
- **PO 5:** Ability to lead and achieve organization goals, contributing effectively to a team environment.
- **PO 6:** Communication Skills: Honing varied formats of communication skills.
- **PO 7:** Imbibe diverse and multicultural perspectives.
- **PO 8:** Ability to be a lifelong learner leading to holistic development.

COURSE OUTCOMES: (COs as framed for mapping with PO, Min:1 – Max:3)

		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		3	2	2	2	2	3	2	2
CO2		3	3	3	3	2	3	3	3
CO3		2	3	3	2	3	2	2	3
CO4		3	3	3	3	3	3	3	3
CO5		2	2	2	2	3	3	2	2
	Sum	13	13	13	12	13	14	12	13
	Average	2.6	2.6	2.6	2.4	2.6	2.8	2.4	2.6

ACHARYA BANGALORE B SCHOOL**MBA PROGRAMME****SESSION PLAN**

COURSE NAME:	Marketing for Customer Value
COURSE CODE:	1.5
SEMESTER:	01
COURSE CREDITS:	04

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CE : Class Room Engagement : Class room teaching and Learning includes – Theory sessions, situations & case discussions, presentations, in – class exercises, continuous internal assessment, Q&A Sessions etc.	40 hrs
DL : Direct Learning : Experiential learning, Laboratory Sessions, Project Works, Guest Lectures, Role-plays, Industrial visits etc.	16 Hrs
Total :	56 Hrs.

(Note: The total number of Hrs, must match with Summation of all the hours Module wise as per Bangalore University syllabus)

SESSION PLAN:

Session No	Topic Name	Reference Book/Text book	No of Sessions	Cumulative hours (total should be 56)	L/T/P (Lecture, tutorial, practical)	Assessment tools	CO	
1 - 3	Importance of marketing, Core marketing concepts	Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education, Latest edition	3	3	Lecture And mini case study	Q & A	CO1	
4 - 6	Company orientation towards market place, Marketing management tasks, Marketing strategies and plans	Adrian Palmer, Introduction to Marketing, Oxford Publishing.	3	6	Lecture	MCQ	CO1, CO3	
7	SWOT analysis & Marketing environment, Competitive dynamics.	Adrian Palmer, Introduction to Marketing, Oxford Publishing	1	7	Lecture And Mini case study on CCD and Cadbury	Case Study Analysis	CO1, CO3, CO4	
8 - 9	Case Study Analysis and Presentations		2	9		Case Study Analysis		
10 - 11	Direct Learning	Guest Lecture						
12 - 13	Customer value, satisfaction and loyalty, Customer relationships	Paul baines, Chris Hill and Kelly Page, Marketing Management, Adapted by Piyush Sinha, Asian Edition, Oxford Univeristy Press	2	13	Lecture And Role play by students as Customer and CRM team of an Organization	-	CO1, CO4	
14 - 15	Life time value of customers, Customer databases & Buying decision process	Adrian Palmer, Introduction to Marketing, Oxford Publishing	2	15	Lecture	Written Assignment	CO3, CO4	
16 - 19	Market segments and targets, Product life cycle strategies, Brand positioning & Brand equity.	Ramaswamy and Namakumari, Marketing Management, Global Perspective, Indian Context, Mc Graw Hill, Fifth Edition, 2013	4	19	Lecture And mini Case Study	MCQ	CO2, CO5	
20-21	Direct Learning	Product Launch Practical Experience: Design and Presentation						

22	Introduction on Designing Customer value	Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education, Latest edition	1	22	Lecture	-	CO1
23 - 26	Characteristics and classifications of products, Product and service differentiation, Product mix, hierarchy, line etc,	Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education, Latest edition	4	26	Lecture And Mini case studies	Written Assignment	CO1, CO3
27	Direct Learning	Guest Lecture					
28- 29	Nature and characteristics of services, Excellence in services	Adrian Palmer, Introduction to Marketing, Oxford Publishing	2	28	Lecture	-	CO1
30 – 33	Pricing strategies: Pricing environment, Steps in price setting, Methods of pricing, Initiating and responding to price changes.	Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education, Latest edition	4	33	Lecture Mini case study	Written Assignment	CO1, CO2
33	Presentation	Students Presentation					
34 – 36	Marketing channels and value networks, Decisions on design and management of channels	Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education, Latest edition	3	36	Lecture Case Study	Case Study Analysis	CO1, CO2, CO5
37	Channel conflict and competition, Channel integration	Adrian Palmer, Introduction to Marketing, Oxford Publishing	1	37	Lecture Mini case study	MCQ	CO5, CO2
38	Direct Learning	Role Play					
39 – 40	E-Commerce marketing practices. New retail environment, Market logistics, Supply chain management	Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education	2	40	Lecture	MCQ	CO1
41 – 42	Direct Learning	Industrial Visit					
43 - 44	Role of Integrated marketing communications,	Paul baines, Chris Hill and Kelly Page, Marketing	2	44	Lecture	MCQ	CO1, CO3

	Steps in designing effective communications	Management, Adapted by Piyush Sinha, Asian Edition, Oxford Univeristy Press					
45 - 46	Communication mix & Managing mass communications like advertising, sales promotion, events and experiences, public relations etc;	Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education	2	46	Lecture	Written Assignment	CO1, CO2
47 - 48	Managing personal communications like direct marketing, interactive marketing, Email, SMS, Social media, sales force etc.	Paul baines, Chris Hill and Kelly Page, Marketing Management, Adapted by Piyush Sinha, Asian Edition, Oxford Univeristy Press	2	48	Lecture	MCQ	CO3, CO5
49	Presentations	Students Presentation					
50 - 51	New product development strategy, Steps in new product development	Adrian Palmer, Introduction to Marketing, Oxford Publishing	2	51	Lecture	Written Assignment	CO2, CO4, CO5
52 - 53	Managing holistic marketing organization: Internal marketing	Adrian Palmer, Introduction to Marketing, Oxford Publishing	2	53	Lecture	MCQ	CO1, CO3
54-55	Managing holistic marketing organization: CSR, Cause related and socially responsible marketing, Marketing control	Paul baines, Chris Hill and Kelly Page, Marketing Management, Adapted by Piyush Sinha, Asian Edition, Oxford Univeristy Press	2	55	Lecture	-	CO1, CO3, CO5
56	Direct Learning	Guest Lecture					

RECOMMENDED READING:

Essential readings:

ESSENTIAL READINGS

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileshwarJha, Marketing Management. Pearson Education, Latest edition.
2. Etzel, Walker, Stanton & Pandit, Marketing, Tata McGrawhill, Latest edition.

REFERENCES:

1. Ramaswamy and Namakumari, “ Marketing Management, Global Perspective, Indian context”, McGraw Hill, Fifth edition, 2013
2. Paul Baines, Chris Hill and Kelly Page, Marketing Management, Adapted by PiyushSinha, Asian Edition, Oxford University Press.
3. Lambhair Sharma, McDaniel, Marketing Management. Cengage Learning Pvt. Ltd., 2012.
4. William D Perreault and Jerome McCarthy, “ Basic Marketing: A Global Managerial Approach”, Tata McGraw Hill, 2006
5. Adrian Palmer, Introduction to Marketing, Oxford