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# **JAIPURIA INSTITUTE OF MANAGEMENT**

1. **Course Information**

**Post Graduate Diploma in Management**

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| Course Code and Title | **MKT 101; Fundamentals of Marketing** |
| Credits | **1.5** |
| Term and Year | Term-I; AY 2020 -21 |
| Course Pre-requisite(s) | NA |
| Course Requirement(s) | NA |
| Course Schedule (Day and time of class) | As scheduled by PMC |
| Classroom # (Location) | As allocated |
| Course Instructor | Dr. Poonam Sharma |
| Email | Poonam.sharma@jaipuria.ac.in |
| Telephone Number (for office appointments) | 348 |
| Student Consultation Hours | As offered by faculty after discussion |
| Office location | FFC3 |

1. **Course Overview**

Marketing lies as central to all business entities. The revenues and profits stream in from market place and hence every member of a firm needs to understand its market place activities. MKT 101 has been designed to provide an introduction to the basic concepts of marketing to students as applied to any organization of which they may be part of. The course focuses on the fundamental concepts of Marketing as a domain of study. It also addresses the significance of Marketing as a field of practice and its salience for business entities, social institutions as well as community at large.

During the course of studying MKT 101, students are expected to comprehend the basic concepts and theories of Marketing. They are also expected to unpack the domain of marketing using practical examples, and relate the same to business situation. The major objective of the course is to highlight the core marketing activities that interface between the consumers and producers. This course is therefore a pre-requisite for students interested in the advanced course of marketing as well as elective courses in the area of marketing.

1. **Course Learning Outcomes**

After completion of this course, students will be able to:

**CLO 1**: Summarize fundamental concepts of marketing \* ***(Understand-Factual);***

**CLO 2:** Carry out marketing environment analysis for a firm in a given business situation ***(Apply-Procedural).***

*\*****Key******concepts****: Customer Need, Market offerings, Customer value, Exchanges, Marketing orientations, Marketing mix, Customer Engagement, Loyalty, Marketing environment, Customer Insight.*

1. **Mapping of CLOs with PLOs\*\* and GAs\***

List of PLOs

PLO1: Communicate effectively

PLO2: Demonstrate ability to work in teams to achieve desired goals

PLO3: Reflect on business situations applying relevant conceptual frameworks

PLO4: Evaluate different ethical business perspectives.

PLO5: Determine sustainability issues

PLO 6: Exhibit creative thinking

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|  | **PLO-1** | **PLO-2** | **PLO-3** | **PLO-4** | **PLO-5** | **PLO6** |
| **CLO1** | **I** |  |  | **I** |  |  |
| **CLO2** . |  |  | **I** |  | **I** |  |

*\*\* M: Mastered; R: Reinforced; I: Introduced*

List of GAs

GA 1: Self-initiative

GA 2: Deep discipline knowledge

GA 3: Critical thinking and Problem solving

GA 4: Humility, Team-Building and Leadership Skills

GA 5: Open and Clear Communication

GA 6: Global outlook

GA 7: Ethical competency and sustainable mindset

GA 8: Entrepreneurial and innovative

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|  | **GA 1** | **GA 2** | **GA 3** | **GA 4** | **GA 5** | **GA 6** | **GA 7** | **GA 8** |
| **CLO1** |  |  |  |  |  |  | **X** |  |
| **CLO2** | **X** |  |  |  |  |  |  |  |

*\* PLOs, CLOs & GAs stand for Programme Level Outcomes; Course Level Outcomes & Graduate Attributes, respectively.*

**Prescribed VED framework**

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| **Module** | **Vital****(Prerequisite or basic knowledge or skills)** | **Essential****(Non-imperative yet significant)** | **Desirable****(Adds substance, breadth, or interest to a subject or skill)** |
| **Module I:** **Basics of Marketing** | -Fundamental concepts of marketing-Marketing orientation-Marketing process-Value Philosophy of Marketing-Overview of marketing mix | -Changing marketing landscape -Development of marketing as a field of study | -how does marketing function work in different industries, countries, different types of organizations  |
| **Module II: Marketing Environment** | -Overview of Marketing Environment-Responding to Marketing Environment-Contemporary India’s Marketing Environment | -Building Competitive Advantage-Marketing in Recession | -Emergence of a New consuming class |
| **Module III: Issues in Marketing** | -Market and its Types-Managing Marketing Information-Ethical & sustainability Issues | -Forecasting demand & sales-Marketing 3.0 | -Ethical & Societal Dilemma |

1. **Books and References:**
* Kotler, P., Armstrong, G., Agnihotri, P.Y., (2018). Principles of Marketing, 17/E. Pearson Education India. (KAA)
* Ramaswamy, V S, Namakumari, S, (2018) Marketing Management – Indian Context-Global Perspective, 6th edition, New Delhi, Macmillan Publications (RN)
* Grewal D, Levy M, (2016) Marketing, 5th Edition, McGraw Hill Education. (GL)
* Kotler, P., Keller, K., Koshy, A., Jha, A., Marketing Management, 14th edition, Pearson Education (KKKJ)
* Journal of Marketing
* Journal of the Academy of Marketing Science
* Journal of Consumer Behavior
* Harvard Business Review

**Internet Resources**

* [*http://study.com/academy/topic/marketing-philosophies-and-ethics.html*](http://study.com/academy/topic/marketing-philosophies-and-ethics.html)*:* This website offers an introduction to marketing terminology and the types of market orientation. Lessons also explore cause-related marketing and the social responsibility of corporations.
* [*http://moodle.jaipuria.ac.in/moodle/login/index.php*](http://moodle.jaipuria.ac.in/moodle/login/index.php)*:* This website offers you the entire learning pack as curated by the course faculty.
1. **Flipped Videos:**

The instructor would share following flipped videos/reading material related to following topics\*:

* *What is marketing (Session 1) https://www.marketingteacher.com/what-is-marketing-2/*
* *Marketing to Millennials/ Gen Z, (Session 2)* [*https://www.youtube.com/watch?v=P-enHH-r\_FM*](https://www.youtube.com/watch?v=P-enHH-r_FM)
* *Core Marketing concepts (Session 2)* [*https://www.youtube.com/watch?v=Wbtc1BOGhkQ*](https://www.youtube.com/watch?v=Wbtc1BOGhkQ)
* *Times like these: the good and the bad of Covid-19 responses (Session 7)*
* *Sustainability in Marketing (Session 12)* [*https://www.youtube.com/watch?v=buH\_vs7LFzw*](https://www.youtube.com/watch?v=buH_vs7LFzw)

***\*The above list is suggestive and not exhaustive.***

**Online Live Streaming session:** For session 9 and 12.

1. **Assessment**

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| --- | --- | --- | --- |
| **Assessment Component** | **Description**  | **Weightage**  | **CLO** |
| **Assessment 1:** **Quiz** | There will be 2 quizzes as per announcement. These will have MCQs/ T & F/ Fill-in-blanks/ Open ended. The duration of each quiz will be 10 minutes with 10 questions per quiz.* **Individual assessment (**Moodle based)
* After 4th sessions and 8th sessions
* Pre/In/beyond class: Beyond class
* Feedback: Moodle grades
 | 20% | CLO 1 |
| **Assessment 2:** **Written Assignment on Marketing Environment** | Students would be assigned at least two firms in a select industry for review of marketing environment and would undertake an Experiential Exercise on Industry Forces Analysis Matrix & Environmental forces analysis matrix.* **Individual Assessment**
* After 8th session
* Pre/In/beyond class: Beyond class
* Feedback: Through rubrics and counselling as required.
 | 20% | CLO 2 |
| **Viva Voce** | Viva Voce will start after completion of 08 session of the Course and will focus on evaluating the core concepts of marketing and their application covered in the course.* After 08th Session
* Feedback: Oral and Rubrics.
 | 20% | CLO 1 |
| **Assessment 3:** **End-Term Exam** | Description: Conceptual and application based questions.* As per schedule
* Feedback: Showing of assessed answer sheets
 | 40% | CLO 1 andCLO 2 |

1. **Mapping CLOs with Assessment Components**

|  |  |  |
| --- | --- | --- |
|  | **CLO 1**: | **CLO 2**: |
| Quiz | Embedded |  |
| Written Assignment |  | Embedded |
| V**iva Voce** | Embedded |  |
| End Term | Embedded | Embedded |

1. **Session Plan**

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| --- | --- | --- | --- | --- | --- |
| **Session** | **Topic/ Sub Topic** | **Reading****Reference** | **Pedagogy** | **Session Learning Outcomes** | **CLO** |
| **Module I:** **Basics of Marketing** |
|  | Understanding Marketing:* Definition
* Marketing Myopia
* Careers in Marketing
 | Instructor Handout:*Marketing Described in Different Ways*Pre- Reads: *Marketing Myopia @HBR* **Video 1:** *https://www.marketingteacher.com/what-is-marketing-2/* | * Class Discussion
 | At the end of session, the student will be able to familiarize themselves with the meaning and significance of marketingfunction for a firm. | 1 |
|  | Marketing Process:* Creating value for customers
* Capturing value from customers
* Needs, wants and Demand
* Marketing Offers
 | * Instructor Handout: *Marketing is All About Creating, Delivering & Communicating Value*.
* **Video 2**

Pre Reads: *Byju’s- The Learning App, Giving Value & Capturing Value.* | * Class discussion
 | At the end of session, the student will be able to understand the process, various constituents of marketing and basics of need, wants and demands. | 1 |
|  | Core Marketing Concepts:* Value & Satisfaction
* Exchanges, Relationships
* Markets

Marketing Orientations:* Production concept
* Product concept
* Selling concept
 | KAA, Ch1,Page 5-29 Flipped video: [*https://www.youtube.com/watch?v=Wbtc1BOGhkQ*](https://www.youtube.com/watch?v=Wbtc1BOGhkQ)Pre Reads: *Evolution of Marketing @Journal of Marketing* | ClassDiscussion | At the end of session, the student will be able to comprehend role and relevance of need want and demand and key concepts at marketplace and can differentiate between them. The student will be able to appreciate the evolution of marketing landscape.  | 1 |
|  | Marketing Orientations:* Marketing concept
* Societal Marketing concept Marketing vs Selling
* Difference between marketing & selling
 | RN, Ch 2Page 15-17Pre Reads: *Marketing Concept @ Journal of Marketing* | ClassDiscussion | At the end of session, the student will be able to clearly differentiate between marketing and selling.  | 1 |
|  | * Value Philosophy of Marketing
* Meaning of Value
* Value Delivery Process
* Marketing Mix
 | * RN, Ch 1 Page 19-29

Pre Reads: *Customer Value @ Kellogg School* | * Experiential Exercise
 | At the end of session, the student will be able to understand and assimilate the idea of value proposition for a winning marketing strategy.  | 1, 2 |
| **Module II: Marketing Environment** |
|  | * Overview of Marketing Environment
* Elements of Micro Environment
* Elements of Macro Environment
 | * KAA, Ch-3, Page 65-86;
* Marketing Insight: *Disruption becomes the New Normal*

***Video 3*** | Class* Discussion
 | * At the end of session, the student will be able to identify factors in the company’s comprising of micro and macro environmental forces and their effect on organizations.
 | * 1
 |
|  | * Responding to Marketing Environment and Contemporary Issues
 | RN, Ch-2, Page 42-49; | Experiential Exercise  | * At the end of the session the student will be able to internalize and apply the knowledge of environmental factors on the marketing strategy of a firm.
 | * 2
 |
| **Module III: Issues in Marketing** |
|  | Market and its Types; Managing Marketing Information. Challenges & Growth story in changing environment | Instructor HandoutsKAA, Ch-4, Pages 95-101Marketing Insight: ***Live Stream1 : How the World Views India******(External Resource)*** | Class discussion | At the end of session, the student will be able to comprehend various types of markets and their constituents.  | 1 |
|  | Ethical issues in Marketing | * GL, Ch 4, Page 112-132
* Marketing Insights:
* *Green Marketing & Green Economy*
* ***Live Stream 2***
* Pre-class room work: *Green Marketing*
 | * Class Discussion
 | * At the end of session, the student will be able to appreciate the varied ethical issues in marketing.
 | * 1, 2
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|  | Sustainability Challenges:* Social Criticisms
* Consumer Actions to promote sustainable marketing
* Business Actions towards Sustainable marketing
 | * KAA, Ch 20, Page 577-603

**Video 4** | * Guest Talk
 | * At the end of session, the student will be able to understand the challenges faced by firms during implementation of sustainable marketing strategies.
 | 1, 2 |

1. **Rubrics for Assessment Component**

### **QUIZ**

**CLO 1:** Summarize Fundamental Concepts of Marketing.

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| --- | --- | --- | --- |
| **Criteria**(Max. 20) | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** |
| **Conceptual Understanding** | Does not recall and define most of the core concepts of marketing & the student is unable to illustrate the same. | Able to recall and define some of the core concepts of marketing while the student is able to illustrate the same in a limited manner. | Able to recall and define most of core concepts of marketing and the student is able to illustrate them with ease. |

### **WRITTEN ASSIGNMENT (MARKETING ENVIRONMENT)**

**CLO 2:** Carry out marketing environment analysis for a firm in a given business situation.

*PLO3: Apply relevant conceptual frameworks to business situations: Be able to identify and apply knowledge of disciplinary or interdisciplinary theory and frameworks to business situations.*

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| --- | --- | --- | --- |
| **Criteria**(Max. 20) | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** |
| **Gathers Relevant Information**Max 10 | Struggles to pinpoint the information needed. Gathers information from one source. Minimal evidence of search/selection criteria. | Clearly identifies the information required. Gathers information from multiple valid and reliable sources. Evidence of search/selection criteria. | Demonstrates a sophisticated understanding of what information is needed.Gathers extensive information from a variety of valid and reliable sources including journals, texts, etc., specific to the subject. Clear evidence ofSearch/selection criteria. |
| **Usage of relevant concepts and comprehensive written presentation**Max.05 | Has limited knowledge on using relevant concepts and frameworks. Does not support factors with compelling evidences/ sources. No effort is made to compare with other industry players.Fails to present the entire information comprehensively | Selects and uses relevant concepts and frameworks. Requires minimal assistance in choosing relevant concepts and frameworks.Does support factors with compelling evidences/ sources but in a limited manner. Effort is made to compare with other industry players.Is able to present the information in a logical manner. | Selects and uses relevant concepts and frameworks. Needs no assistance in selecting relevant concepts and frameworks.Does support each factor with compelling evidences/ sources which are contemporary. Comparisons with key industry players are quite comprehensiveInformation is presented comprehensively in a logical manner. |
| **Quality of critical review and suggestions through lens of sustainability**Max. 5  | Does not exhibit knowledge of sustainability nor make any effort to critically analyse the supporting factors to review & offers no practical suggestions for the identified firm. | Does exhibit knowledge of sustainability and makes effort to critically analyse the supporting factors to review & offers some practical suggestions for the identified firm. | Does demonstrate superior knowledge of sustainability and makes effort to critically analyse the supporting factors to review & offers good practical suggestions for the identified firm. |

### **Viva Voce**

**CLO 1:** Summarize Fundamental Concepts of Marketing.

*PLO 1: Communicate effectively*

*PLO3: Apply relevant conceptual frameworks to business situations: Be able to identify and apply knowledge of disciplinary or interdisciplinary theory and frameworks to business situations.*

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| **Criteria** | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** |
| **Conceptual Clarity** **(CLO1)**Max. 10 | Lacks clarity in understanding of marketing concepts asked. Is not able to answer even half of the questions asked satisfactorily.  | Demonstrates some clarity in marketing concepts asked and is able to explain at least half of the questions and could relate them with contemporary examples. | Demonstrates superior level of clarity of marketing concepts asked and student is able to explain most of them through contemporary examples. |
| **Confidence in Communication**Max 05 | Student exhibits lacks of communication and struggles to express his thoughts effectively. | Student is able to express effectively although on occasions exhibits lacks of confidence and fails to pick the right words to express the content | Student expresses his thoughts with full confidence and makes use of right words. The communication is perfect. |
| **Quality of contemporary content**Max 05 | The student fails to relate the concepts with current scenario or companies and fails to cite relevant examples. | On some occasion students cites some relevant examples suited for the context or content. | Student is able to cite relevant examples and contemporary information with his answers on most occasions reflecting his awareness about happening in corporate world. |

### **END TERM**

**CLO 1:** Summarize fundamental concepts of marketing.

**CLO 2:** Carry out marketing environment analysis for a firm in a given business situation.

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| --- | --- | --- | --- |
| **Criteria** | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** |
| **Conceptual Clarity** **(CLO1)**Max. 20  | Does not demonstrate clarity of marketing concepts asked and student makes strained/ no explanation through contemporary examples. | Does demonstrate a limited amount of clarity of marketing concepts asked and student is able to explain some of them with contemporary examples. | Does demonstrate a superior level of clarity of marketing concepts asked and student is able to explain most of them through contemporary examples. |
| **Application & analysis** **(CLO2)**Max. 20 | Unable to offer application and analysis of the conceptual frameworks with evidences in a given business situation. | Able to apply and analyze some of the conceptual frameworks with limited evidences in a given business situation. | Able to apply and analyze a majority/ all of the conceptual frameworks with suitable evidences in a given business situation. |

*#Max- Maximum Points, BE- Below Expectations, ME-Meets Expectations, EE-Exceeds Expectations*

**Institute’s Policy Statements**

It is the responsibility of every student to be aware of the requirements for this course, and understand the specific details included in this document. It is emphasized that this course requires a significant commitment outside of formal class contact.  The learning tasks in this course may include classes (lectures or seminars), required reading, the preparation of answers to set questions, exercises and problems, and self-study. In addition, students may be required to complete an assignment, test or examination.

**LMS-Moodle/Impartus:**

LMS-Moodle/Impartus is used to host course resources for all courses. Students can download lecture, additional reading materials, and tutorial notes to support class participation.

**Late Submission**

Assessment tasks submitted after the due date, without prior approval/arrangement, will be not be accepted. Requests for extension of time must be made with the faculty member concerned and based on Special Consideration guidelines.

**Plagiarism**:

Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to Plagiarism Policy of the institute. It is advisable that students should read student handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalised equally; an exception will be if the student can demonstrate the work is their own and they took reasonable care to safeguard against copying.