



INTRODUCTION TO MARKETING ESSENTIALS

PROF. ZILLUR RAHMAN

Department of Management Studies
IIT Roorkee

PRE-REQUISITES : Marketing Graduate

INTENDED AUDIENCE : MBA, MIB, MCom. with Marketing Specialization

COURSE OUTLINE :

The world of marketing is changing every day, and in order for students to have a competitive edge, they need to be well versed in today's marketing theory and practices. This course provides a comprehensive review and analysis of marketing issues, practices, and strategies. I have tried to use an active - learning approach that involves students in this course by combining facts, figures, information and photos in an engaging and experiential fashion. We have incorporate examples of companies, products and services that students recognize and may have purchased as consumers. I hope that you will find this course a useful companion in your exploration of the knowledge, skills, and tools of the marketing discipline.

ABOUT INSTRUCTOR :

Prof. Zillur Rahman is Professor at the Department of Management Studies, Indian Institute of Technology, Roorkee. He received his B.Sc. (Hon.) Mathematics, MBA and Ph.D. from Aligarh Muslim University, India. Dr. Rahman has more than 20 years of experience in academia. He has delivered research talk in many countries including USA, Switzerland, Germany, France, Italy and Turkey. He has published research papers in reputed international papers including the Journal of Service Marketing, International Journal of Contemporary Hospitality Management, Journal of Cleaner Production, Telematics and Informatics, among others. Prof. Rahman is recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence, 2016. Prof. Rahman is also the recipient of Commendable Faculty Award in the domain Business, Management and Accounting, 2018

COURSE PLAN :

Week 1: Creating Customer Relationships and Value Through Marketing, Developing successful Marketing and Organizational Strategies, Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility

Week 2: Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility (Contd.), Understanding Consumer Behavior, Understanding Organizations as Customers

Week 3: Understanding Organizations as Customers (Contd.), Understanding and Reaching Global Consumers and Markets, Marketing Research: From Customer Insights to Actions

Week 4: Market Segmentation, Targeting, and Positioning, Developing New Products and Services

Week 5: Developing New Products and Services (Contd.), Managing Successful Products, Services, and Brands, Pricing Products and Services

Week 6: Pricing Products and Services (Contd.), Managing Marketing Channels and Supply Chains, Retailing and Wholesaling

Week 7: Integrated Marketing Communications and Direct Marketing, Advertising, Sales Promotion, and Public Relations, Using Social Media to Connect with Consumers

Week 8: Using Social Media to Connect with Consumers (Contd.), Personal Selling and Sales Management, Implementing Interactive and Multichannel Marketing