



MARKETING MANAGEMENT - II

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TYPE OF COURSE: Rerun | Elective | UG/PG
COURSE DURATION: 8 weeks (21 Feb' 22 - 15 Apr' 22)
EXAM DATE : 23 Apr 2022

INDUSTRY SUPPORT : FMCG, Automotive, Chemical,
Pharmaceutical, Engineering and
Service Industries

PRE-REQUISITES : Graduation, Marketing Management-I

INTENDED AUDIENCE : BE/ME/BBA/MBA

COURSE OUTLINE :

This is part-II of a course on Marketing Management. The objective of the course is to introduce the participants to principles and practices, theoretical building blocks of marketing, its role as an organizational engine and the evolving marketing process of today. At the end of the course, a participant will be able to understand and manage the core marketing management function.

ABOUT INSTRUCTOR :

Prof. Shashi Shekhar Mishra was working as Assistant Professor in the Department of Industrial and Management Engineering at Indian Institute of Technology Kanpur since December 2011. Dr. Mishra received his PhD (Marketing) from Indian Institute of Management, Lucknow. He holds an Engineering degree in chemical technology from H.B.T.I. Kanpur, and has worked for three years in petrochemical and automobile industry before joining the doctoral program at IIM Lucknow.

Prof. Jayanta Chatterjee is Senior Professor of Marketing, Strategy and Innovation in the Department of Industrial and Management Engineering at IIT Kanpur. An Electrical Engineering graduate from Jadavpur University, M.Tech and PhD from IIT Delhi, Prof. Chatterjee has fifteen years of Management teaching experience in India and abroad and 30 years of hands on management experience in different countries.

COURSE PLAN

Week 1 : Design, Launch, & Management of Market Offerings

Week 2 : Design, Launch, & Management of Market Offerings - contd

Week 3 : Services Marketing

Week 4 : Brand Management

Week 5 : Brand Management - contd

Week 6 : Design and Implementation of Pricing Strategies

Week 7 : Marketing Channels and Distribution System

Week 8 : Integrated Marketing Communication