



# MARKETING MANAGEMENT - II

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**TYPE OF COURSE:** Rerun | Elective | UG/PG

**COURSE DURATION:** 8 weeks (21 Feb' 22 - 15 Apr' 22)

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

**EXAM DATE** : 23 Apr 2022

**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 :

Dr. 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