

**Special Paper IV
Project and Cases in Marketing**

Semester VI	✓ Subject Code: BB61706B	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To impart the students latest and relevant knowledge from the field of marketing theory and practice.
- To assess market opportunities by analysing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- To develop effective marketing strategies to achieve organizational objectives.
- To design a strategy implementation program to maximize its chance of success.

Unit 1: Project Report

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The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both Viva Voce (20 marks) and Report (30 marks). For external evaluation there will be a viva voce. Such viva- voce shall be conducted by apanel.

Unit 2: Introduction to Case Studies:

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- Case – Meaning
- Objectives of Case Studies
- Characteristics of Case Studies
- Guidelines for Case Studies & Case Discussion.

Topics for Case Studies:

- Goods Marketing
- Services Marketing
- Advertising
- Consumer Behavior
- Marketing Research
- Rural Marketing
- International Marketing
- Sustainable Marketing



Unit 3: Marketing Mix Design:	10
<p>The marketing mix example of a popular beauty and skin care company. At first, the company targeted older individuals who need to keep their skin looking younger forever. However, after an intense research, they later discovered that young people need to be catered for too.</p> <p>That led to the development of a beauty and skin care product catered to young people. In accordance to all the elements of the marketing mix strategy, the company identified the product, priced it correctly, did tremendous promotions and availed it to the customers. This marketing mix example belongs to Nivea, one of the most renowned companies in the beauty and skin care niche. Following these rules clearly has managed to make the company untouchable by all the other competitors in the market. This makes Nivea, the giant we know and love today!</p>	

***contact hours – 12 hours**

Criteria for Marks
<p>Project Report– 50</p> <ul style="list-style-type: none"> • Viva Voce - 20 marks • Report - 30 marks <p>Cases in Marketing - 50</p> <ul style="list-style-type: none"> • Marketing Mix Design Exercise – 10marks • Role Play -10 marks • Written (Test / Assignment) – 30 marks

Reference Books:
<ol style="list-style-type: none"> 1. Forsyth Patrick , <i>Sales Management handbook</i> Jaico 2. Richard R Still Edward W. Cundiff, <i>Sales Management</i> Pearson 3. Gibson Vedamani, <i>Retail Management</i> Jaico 4. Minal Dhotre, <i>Channel Management & Retail Management</i> Himalay 5. Belch & Belch, <i>Advertising and Promotions</i> Tata McG. 6. Rajan Saxena, <i>Marketing Management</i> MCG. 7. Philip Kotler and Garry Armstrong, <i>Principles of Marketing 9th Edition</i> Pearson. 8. Chetan Bajaj, Rajnesh Tuli, Nidhi V Srivastava, <i>Sales Management</i> OUP

