Welcome to Marketing Management course

This page will guide you through the course syllabus and provide important information related to this course.

Marketing is a crucial function in any organization. For any product or service to be successful, it is important that it is communicated in the right way, to the right people, at the right time and in the right place! This is the main function of marketing. Having said that, it is not the only function of marketing. Marketing also involves an important and critical task of creating value for the customers.

The course will provide the participants with the basic concepts of marketing. This course will explain what marketing is all about in the simplest of terms and lay the foundation to your pathway to excellence in the wonderful world of marketing.

This document contains:

- Course Agenda
- Time Commitment
- Grading Scheme
- Academic Code of Conduct
## Course Agenda

<table>
<thead>
<tr>
<th>Week</th>
<th>Section Name</th>
<th>Topics Covered</th>
</tr>
</thead>
</table>
| 0    | Welcome      | • MicroMasters programme  
|      | Guidelines for Proctored Exam | • Welcome message  
|      |              | • Navigating in edX  
|      |              | • Pre-course survey  
|      |              | • Meet MK102x team  
|      |              | • Proctored exam - An overview  
|      |              | • Proctored exam - Salient features  
|      |              | • Practice proctored exam: Instructions and guidelines  
|      |              | • Take your practice proctored exam now  
|      |              | • Proctored exam: Getting help |
| 1    | What is Marketing? | • Week 1 Overview  
|      |              | • Introduction to marketing  
|      |              | • Definition of marketing  
|      |              | • Let’s get interactive  
|      |              | • Marketing management  
|      |              | • Marketing environment and difference between Marketing and selling  
|      |              | • Business models  
|      |              | • Expert interviews  
|      |              | • Wrap-up of week 1 |
| 2    | Segmentation and Targeting | • Week 2 overview  
|      |              | • Introduction to segmentation  
|      |              | • Concept of segmentation  
|      |              | • Bases for segmentation  
|      |              | • Let’s get interactive  
|      |              | • Targeting  
|      |              | • Targeting strategies  
|      |              | • Segmentation and targeting in real life marketing  
|      |              | • Expert interviews  
<p>|      |              | • Wrap-up of week 2 |</p>
<table>
<thead>
<tr>
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<th>Topics Covered</th>
</tr>
</thead>
</table>
| 3    | Differentiation, Competition and Positioning                                 | • Week 3 overview  
• Introduction to differentiation  
• Differentiation parameters  
• Competition  
• Positioning  
• Let’s get interactive  
• Alternative approaches to positioning  
• Expert interviews  
• Wrap-up of week 3 |
| 4    | Consumer Behavior                                                            | • Week 4 overview  
• Introduction to consumer behavior  
• Consumer Decision making process  
• Factors influencing consumer behavior  
• Wrap-up of week 4 |
| 5    | B2B Marketing and Marketing Strategy (Product Decisions)                      | • Week 5 overview  
• Organizational buying  
• Buying centres and buying situation  
• Business buying process  
• Segmenting business market  
• Marketing strategy (product decisions)  
• Wrap-up of Week 5 |
| 6    | Marketing Strategy (Product, Service and Pricing Decisions)                   | • Week 6 Overview  
• Product line analysis  
• Brand decisions  
• Service strategy  
• Introduction to pricing  
• Pricing objectives and methods  
• Price setting  
• Price adaptation  
• Expert interview  
• Wrap-up of Week 6 |
| 7    | Marketing Strategy (Place Decisions)                                         | • Week 7 Overview  
• Distribution  
• Channel levels and types of intermediaries  
• Channel design decisions  
• Channel management  
• Wrap-up of Week 7 |
<table>
<thead>
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<th>Week</th>
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<th>Topics Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Marketing Strategy (Promotion)</td>
<td>• Week 8 overview&lt;br&gt;• Promotion&lt;br&gt;• Communication model&lt;br&gt;• Developing effective communication&lt;br&gt;• Promotion mix&lt;br&gt;• Promotion mix (Continued)&lt;br&gt;• Product Life Cycle (PLC)&lt;br&gt;• Expert interview&lt;br&gt;• Wrap-up of Week 8</td>
</tr>
<tr>
<td>9</td>
<td>Final Exam Wrap-up Final Exam</td>
<td>• Proctored exam - Upgrade reminder&lt;br&gt;• Post course survey&lt;br&gt;• Final exam instructions&lt;br&gt;• Final exam - Proctored for verified students</td>
</tr>
</tbody>
</table>

**TIME COMMITMENT**

**Course Length**

- This course comprise 8 weeks of content
- This is a **Self-paced Course**. The course starts on 7th September 2017 (03:30 UTC)

**Weekly Commitment**

4-5 hours per week. This includes the time spent in going through the course materials (videos and reading materials), completing the assessment(s) and participating in the discussion forums.
GRADING SCHEME

<table>
<thead>
<tr>
<th>Week</th>
<th>Weightage</th>
<th>Assessment Type</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 to Week 8</td>
<td>6% each week</td>
<td>End of Week Assessments</td>
<td>Last day of the course</td>
</tr>
<tr>
<td>Final Exam</td>
<td>52%</td>
<td>Final Exam</td>
<td>Last day of the course</td>
</tr>
</tbody>
</table>

**Note:** The ungraded assessments are interspersed throughout the course to recall what you have learnt so far. These do not count for final assessments and will not show up on the Progress tab.

**NOTE**

- Many of these dates are dynamic and subject to change during the course run. Please be sure to visit the Course Home page and refer to your weekly course email for any change in any of the dates listed above.
- It is important to remember that edX lists all times in Coordinated Universal Time (UTC).

ACADEMIC CODE OF CONDUCT

Please follow the rules for academic honesty and online conduct for this course by reading edX Terms of Services.