

**Name of Institute: Institute of Management Studies (IMS)**  
**Name of Faculty: Dr Daisy Kurien**

**Course code: MB0203**

**Course name:** Contemporary Issues in Marketing

Pre-requisites: Marketing Specialisation

Credit points: 3 Credits

Offered Semester: II

### **Course Lecturer (Weeks 01 – 15)**

Full Name: Dr Daisy Kurien

Department with siting location: Management

Telephone:9428412928

Email: daisykurien.mba@indusuni.ac.in

Consultation times:2:00 pm to 4:00 pm

Students will be contacted throughout the Session via Mail with important information relating to this Course.

### **Course Objectives**

By participating in and understanding all facets of this Course a student will:

- 1) Develop an understanding of various contemporary issues in marketing field
- 2) Recognize business situations which are critical for marketers
- 3) Understand role of marketers in businesses equipping the students to become competent to handle contemporary issues
- 4) Identify and understand possible strategies to handle contemporary issues
- 5) Apply principles and techniques in marketing which will help resolve the issues and result in delivering value to customers

### **Course Outcomes (CO)**

At the completion of the course, the student will be able to:

CO1 Demonstrate meaningful understanding of contemporary issues in marketing.

CO2 Apply marketing concepts and skills across various types of situation in diverse organizations.

CO3 Familiarize with marketing strategies used by established business players

CO4 Describe and understand the importance of contemporary issues and ways to deftly handle them.

CO5 Analyze complex situations prevalent in marketing arena

CO6: To make students aware of the current marketing practices

### Course Outline

Module 1 – Contemporary Issues in marketing (CIM) – An Introduction, Pivot Strategy, Changing role of E-commerce- Contactless delivery, Social Marketing

Module 2 – Contemporary issues –Sensible consumption, Frugal marketing, Role of Technology in marketing

Module 3 - Contemporary issues - Relationship marketing –Customer business development (CBD), Consumer privacy, Digital, Social & Mobile marketing for B2B firms

Module 4 – Contemporary issues – Role of consumer research, Marketing communication tools, Global marketing

Module 5 – Contemporary issues - Environmental sustainability, Green marketing, Societal Marketing

### Method of delivery

Lectures, Role plays, Case studies, Video Cases

### Study time

Three hours per week

### CO-PO Mapping (PO: Program Outcomes)

|      | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
|------|------|------|------|------|------|------|
| CO 1 | 3    | 3    | 3    | 3    | 1    | 1    |
| CO 2 | 3    | 3    | 1    | 3    | 3    | 1    |
| CO 3 | 3    | 2    | 1    | 3    | 3    | 3    |
| CO 4 | 1    | 3    | 3    | 1    | 3    | 3    |
| CO 5 | 2    | 2    | 3    | 2    | 1    | 1    |
| CO6  | 3    | 1    | 1    | 1    | 1    | 1    |

### Blooms Taxonomy and Knowledge retention(For reference)

(Blooms taxonomy has been given for reference)

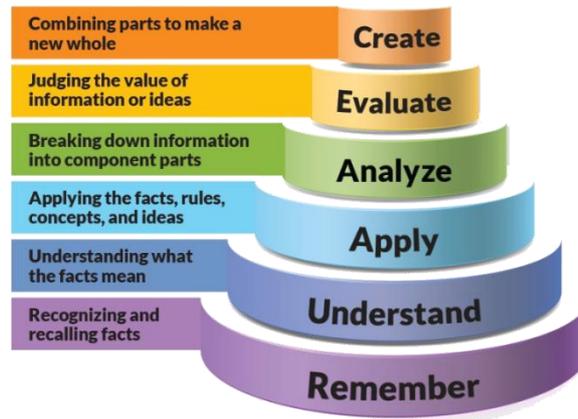


Figure 1: Blooms Taxonomy

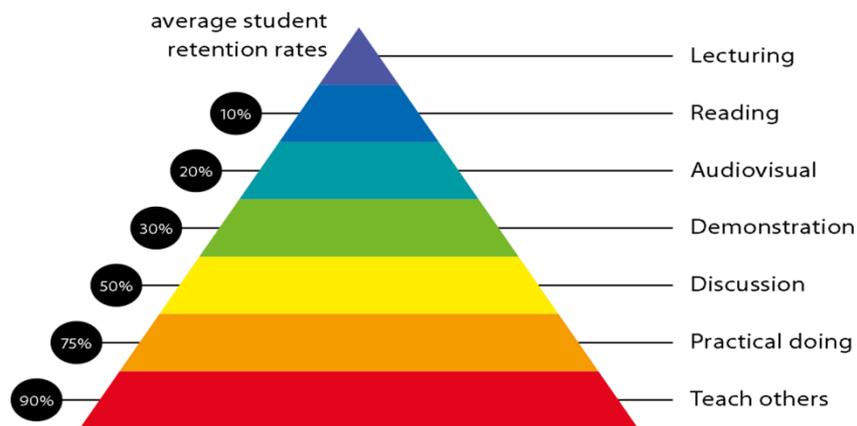


Figure 2: Knowledge retention

**Graduate Qualities and Capabilities covered**  
 (Qualities graduates harness crediting this Course)

| General Graduate Qualities  | Specific Department of Management Graduate Capabilities          |
|---|--|
| <p><b>Informed</b><br/>                     Gain an understanding of marketing issues dominating the market in present time which may pose as a threat in marketing but is handled well may lead to better marketer- customer relation.</p>         | <p><b>1 Market knowledge, &amp; awareness</b></p>                |
| <p><b>Independent learners</b><br/>                     Locate, evaluate and synthesize complex situations and offer perspectives. Opportunities to acquire these abilities are developed through lectures, and case discussion.</p>                | <p><b>2 Information literacy, gathering &amp; processing</b></p> |
| <p><b>Problem solvers</b><br/>                     Developing critical thinking skills that are pertinent for problem solving and innovation in today's competitive market. Critically analyze the situation and offer solutions to situations.</p> | <p><b>4 Problem solving skills</b></p>                           |
| <p><b>Effective communicators</b></p>   | <p><b>5 Written communication</b></p>                            |

|   |   |
|---|---|
| Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals. | <b>6 Oral communication</b>                                   |
|   | <b>7 Teamwork</b>   |
| <b>Responsible</b><br>Gain a better understanding of sustainable market. Being responsible in dealing and delivering value to all stakeholders  | <b>10 Sustainability, societal &amp; environmental impact</b> |

### Practical work:

Live project/ Assignments

### Lecture/tutorial times:

|         |          |                    |            |
|---------|----------|--------------------|------------|
| Lecture | Monday   | 11:10 - 12:10 pm   | Room LH 35 |
| Lecture | Tuesday  | 3:10 – 4:10 p.m.   | Room LH 35 |
| Lecture | Thursday | 10:05 – 11:05 p.m. | Room LH 35 |

### Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

### Details of referencing system to be used in written work

#### Text books

1. Contemporary Issues in Marketing by Dr. Rakesh Kumar, Global Vision Publishing House, 1<sup>st</sup> Edition

#### Additional Materials

- Newspaper articles
- Video cases on current business issues

### ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

|                                 |            |
|---------------------------------|------------|
| <b>Assignment 1</b>             | <b>5%</b>  |
| <b>Assignment 2</b>             | <b>5%</b>  |
| <b>Presentation</b>             | <b>5%</b>  |
| <b>Attendance</b>               | <b>5 %</b> |
| <b>Mid semester</b>             | <b>40%</b> |
| <b>Final exam (closed book)</b> | <b>40%</b> |

### **SUPPLEMENTARY ASSESSMENT**

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 60% marks to clear the concerned components.

### **Practical Work Report/Laboratory Report:**

A report on the practical work is due the subsequent week after completion of the class by each group.

### **Late Work**

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of 5% of the maximum mark per calendar day

### **Format**

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

### **Retention of Written Work**

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

### **University and Faculty Policies**

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

**Plagiarism** - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

***Do not copy the work of other students.***

***Do not share your work with other students (except where required for a group activity or assessment)***

## Courseschedule(subject to change)

| Week #  | Topic & contents  | CO Addressed | Teaching Learning Activity (TLA)  |
|---------|---|--------------|-----------------------------------|
| Weeks 1 | Contemporary Issues in marketing (CIM) – An Introduction, Pivot Strategy,           | CO1 ,CO2     | Lecture, Video, & Case Discussion |
| Weeks 2 | Changing role of E-commerce-Contactless delivery                                    | CO3          | Lecture, Video, & Case Discussion |
| Week 3  | Social Marketing  | CO3          | Lecture, Video, & Case Discussion |
| Week 4  | Contemporary issues –Sensible consumption   | CO4          | Lecture, Video, & Case Discussion |
| Week 5  | Frugal marketing  | CO4          | Lecture, Video, & Case Discussion |
| Week 6  | Role of Technology in marketing   | CO6          | Lecture, Video, & Case Discussion |
| Week 7  | Contemporary issues - Relationship marketing , Customer business development (CBD), | CO5          | Lecture, Video, & Case Discussion |
| Week 8  | Consumer privacy  | CO5          | Lecture, Video, & Case Discussion |
| Week 9  | Digital, Social & Mobile marketing for B2B firms                                    | CO6          | Lecture, Video, & Case Discussion |
| Week 10 | Contemporary issues – Role of consumer research                                     | CO5, CO6     | Lecture, Video, & Case Discussion |
| Week 11 | Mid sem exam  | NA           | NA                                |
| Week 12 | Marketing communication tools, Global Marketing                                     | CO1, CO2     | Lecture, Video, & Case Discussion |
| Week 13 | Contemporary issues - Environmental sustainability                                  | CO3          | Lecture, Video, & Case Discussion |
| Week 14 | Green marketing   | CO6          | Lecture, Video, & Case Discussion |

|  |         |                    |     |                                   |
|--|---------|--------------------|-----|-----------------------------------|
|  | Week 15 | Societal Marketing | CO2 | Lecture, Video, & Case Discussion |
|--|---------|--------------------|-----|-----------------------------------|