



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE	Case Studies in Marketing
Paper Number (In case of Specialization)	HONOURS - Core-3

Course Learning Outcomes:

On successful completion of the module students will be able to:

1. The students will be able to apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
2. The course will help students develop creative solutions to marketing problems.
3. Deliver an effective small business plan and Market a business of their own by developing a comprehensive business and marketing plan.
4. Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.

Gist of this course in maximum 3 to 4 lines	This course is especially designed for B.Com Marketing honour's students and is focused on helping students apply key frameworks and methods, and develop analytical skills to solve marketing problems. This course is designed to help students recognize and design various marketing tools and strategies that can be applied in varied business segments.
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Detailed syllabus

Unit	CONTENTS OF THE CURSE	No. of Hours
1.	Case Study as method & various types of case studies : <ul style="list-style-type: none"> • Description of the subject: Explain your customer's or client's history and pain points. • Subject's goal: Identify your customer's or client's goal for the project so readers understand what to expect. • Hypothesis for strategy: Tell your audience what you expected to happen after you implemented your strategy for the customer or client. • Implementation of strategy: Take the reader through the step-by-step process you used to help your customer or client. • Results of strategy: Deliver the results in as much detail as possible, preferably with a quote from the client or customer. 	6

	<ul style="list-style-type: none"> • Concluding findings: Explain what this case study has taught your specifically and how it can help other people. 	
2.	Study of Successful Indian Companies (Diversified)	2
3.	Study of Successful Multinational Companies (Diversified)	2
4.	Learning from Failures (Indian & Global companies)	4
5.	Marketing for Small & Medium scale companies	4
6.	Marketing of Business for Business Segment market (B to B market)	4
7.	Study of FMCG and Consumer Durables Companies (Indian and Global Corporations)	4
8.	<p>Models in Marketing:</p> <ul style="list-style-type: none"> ➤ Redefining and Restructuring Marketing Models: <ul style="list-style-type: none"> • Value Chain Model by Michael Porter 	4
9.	<p>New Marketing Experiments :</p> <ul style="list-style-type: none"> • New Shoppers buying behavior • Emerging trends in marketing 	5
10.	Cases from Service Sector	4
11.	<p>Cases from Social media marketing:</p> <ul style="list-style-type: none"> • Emerging Digital tools in Marketing 	4
12.	Crises management – case studies	2
	Total Number of Lectures	45
Teaching Methodology :	<ol style="list-style-type: none"> 1. Cooperative Learning 2. Enquiry-based learning methodology 3. Interactive whiteboards 4. Analytical and critical thinking 	
Suggested Reference Books:		
<ol style="list-style-type: none"> 1. Marketing Management,15th Edition, Philip Kotler, Kevin Lane, Keller, Published by-Pearson. 2. Marketing Management: Indian Context-Global Perspective, 6th Edition, Ramaswamy and Namakumari, Sage Publication 3. Fundamentals of Marketing, William Stanton, Michael Etzel,Bruce Walker, ,Mc Graw-Hill International Editions 1994 4. Introduction to Marketing, Theory & Practice, Second Edition, Adrian Palmer, Oxford University Press 		

5. Marketing Management-A South Asian Perspective, ISBN -978-0-13-600998, 13th Edition, Philip Kotler, Kevin Keller, Abraham Koshy ,Mithileshwar Jha, Published by Dorling Kindersley(India)Pvt. Ltd, Licensees of Pearson Education in South Asia
6. Marketing Management-Global Perspective -Indian Context, 4th Edition-2010V.S. Ramaswamy& S. Namakumari, Macmillan Publishers India LMT, New Delhi.
7. Marketing Management,11thth Edition, Philip Kotler, Published by-Prentice Hall of India Private Lmt, New Delhi
8. Advertising Management ,Oxford University Press ,By Jaishri Jethwaney and Shruti Jain
9. Advertising Management ,By Rajeev Batra, John Myers and Davis Aaket ,Published by Prentice Hall of India Private Limited, New Delhi
10. Advertising: Principles and Practice, Latest Edition, by William Wells, John Burnett, and Sandra Moriary, Prentice Hall.
11. Business The Dell Way – by REECA SAVNDORS
12. The Big Leap- by Sharmila Kantha
13. Inside Coca Cola-by Neville Is dell& David Beasley
14. The Mckinsey way-by Ethan M.Rasiel
15. The Greatest Company in the world- The Story of Data
16. How Google Works- by Eric Schmidt &Jonatham Rosenbery