



## JAIPURIA INSTITUTE OF MANAGEMENT

### 1. Course Information

Course Code and Title	<b>MKT ; Marketing Planning and Control</b>
Credits	<b>3</b>
Term and Year	Term-III; AY 2019-20
Course Pre-requisite(s)	FOM and MM
Course Requirement(s)	N/A
Course Schedule (Day and time of class)	As scheduled by PMC
Classroom # (Location)	As allocated
Course Instructor	Dr. S.R. Singhvi
Email	
Telephone Number (for office appointments)	
Student Consultation Hours	
Office location	Designated cabin

### 2. Course Overview

Marketing planning and control aims at imparting an understanding of all aspects of marketing planning and implementation. The primary objective of this course is to help the students in developing skills and gaining experience in analyzing a business situation in a given marketing environment with an objective to formulate, implement, and monitor marketing strategy. The course provides a hands-on approach to the development of a comprehensive marketing plan and develops the key capabilities required to construct and implement marketing objectives.

The course is conceptualized as being supplementary in nature to the fundamental course of marketing management. Therefore the focus here is to expose the students to marketing as it happens in the field, which may include field visits to the point of sale, interviews with practicing marketing managers, observation and recording of consumer behaviour in actual field setting, and conducting research into various aspects of marketing function. This information is then synthesized in the determination of company's marketing objectives. This understanding will help students in the advanced marketing courses and in dealing with practical scenarios in the field of marketing.

### 3. Course Learning Outcomes

CLO1: Apply marketing concepts for decision-making in a real-life marketing situation.

CLO2: Analyze a given marketing plan of a firm.

CLO3: Create a Marketing Plan for an organization.

#### 4. Mapping of CLOs with PLOs and GAs\*

	PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO 6	PLO-7	PLO-8
CLO1			X (H)					
CLO2					X (M)			
CLO3				X (L)				

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	GA 8
CLO 1		X						
CLO 2			X					
CLO 3								X

\* *Highlighted cells are key differentiators*

\* *CLO (Course Learning Outcome), PLO (Program Learning Outcome), GA (Graduate Attribute)*

#### Books/ References:

- Kotler, P., Armstrong, G., and Prafulla Agnihotri (2018). Principles of Marketing 17/E. Pearson Education India. (KAA)
- Kotler, Philip, Keller, K., Koshy, A., Jha, M., Marketing Management, a South Asian Perspective, 14<sup>th</sup> edition, N. Delhi, Pearson Education. (KKKJ)
- Ramaswamy, V S, Namakumari, S, Marketing Management – Global Perspective, the Indian Context, 6<sup>th</sup> edition, New Delhi, Macmillan Publications. (RN)
- Bains, P., Fill, C., Page, K., Sinha, PK, (2013), Marketing – Asian Edition, New Delhi, Oxford University Press. (BFPS)

#### Internet Resources

- [www.mplans.com](http://www.mplans.com): This website gives details of how to write marketing plans by offering sample marketing plans.
- [www.cim.co.uk/resources/home.aspx](http://www.cim.co.uk/resources/home.aspx): This website gives wide variety of market reports, marketing facts and marketing research papers.
- [www.marketingprofessor.com](http://www.marketingprofessor.com): This website gives information about the latest happenings in the area of marketing.
- [www.blueoceanstrategy.com](http://www.blueoceanstrategy.com): This website gives information on non-conventional approach of blue ocean strategy in detail.

### Instructions:

- Students will be expected to maintain a daily log of their learning and make an action plan. The continuous evaluation tools would be implemented as per schedule and collected for evaluation.
- Students are encouraged to visit videos available on Impartus, you tube on TED talks, and readings available at websites like course era, etc.

### 5. Assessment

Assessment Component	Description	Weightage	CLO
<b>Assessment 1:</b> Viva-voce	Viva-voce would be taken during mid-term period. This would be based on FOM and MM concepts and the work that has been undertaken by students /future plans on their project. <ul style="list-style-type: none"><li>• <b>Individual Assessment</b></li></ul>	20%	CLO1
<b>Assessment 2:</b> Field visit Reports	A brief one-page report on deliverables given at the end of each module has to be submitted by each group. They may attach field visit evidence in the form of records of photos, videos etc. along with the report. (Template to be provided). One report for each of the first four field visits needs to be submitted. <ul style="list-style-type: none"><li>• <b>Group Assessment</b></li></ul>	20% (4*5=20 marks)	CLO1, CLO2
<b>Assessment 3:</b> Field Visit Presentations	Students have to present their learning regarding the field visit deliverables after each of the first four field visits. Students would be marked individually for their presentations. <ul style="list-style-type: none"><li>• <b>Individual Assessment</b></li></ul>	20% (4*5=20 marks)	CLO1, CLO2
<b>Assessment 4:</b> Marketing Plan Report	Each group would submit a report on the marketing plan. The marketing plan project will be based on the product or service provided by the faculty. <ul style="list-style-type: none"><li>• <b>Group Assessment</b></li></ul>	20%	CLO3
<b>Assessment 5:</b> Marketing Plan Presentations	The Marketing plan has to be presented before a panel comprising of one faculty and an industry expert. <ul style="list-style-type: none"><li>• <b>Individual Assessment</b></li></ul>	20%	CLO3

## 6. Session Plan

Session Number	Topic	Activities	CLOs	
<p>Module 1: Introduction to Marketing Plan: An important facet of any business plan is the marketing plan. To grow your business, you need a marketing plan. The right marketing plan identifies everything from 1) who the target customers are to 2) how to will reach them, to 3) how to retain the customers so they repeatedly buy from the firm. Done properly, marketing plan will be the roadmap companies follow to get unlimited customers and dramatically improve the success of their organization.</p>				
Session 1	<ul style="list-style-type: none"> <li>Structure of a marketing plan</li> <li>Briefing of Marketing plan</li> </ul>	<p>Discussion, KAA, Ch. 2, Pp. 50, &amp; Marketing Management 5<sup>th</sup> ed., Ch. 7, Pp. 159-160</p> <p>Case : Marketing Plan: Lifebuoy</p>	<p>At the end of the session student will be able to familiarize themselves with the structure of marketing plan</p>	
Session 2	<ul style="list-style-type: none"> <li>Setting expectations and elaboration of the criteria of course evaluations</li> <li>Finalization of field visit schedule</li> <li>Assigning of companies for the field visits</li> </ul>	<p>Activity 1: Instructor aided group meeting and planning session.</p>	<p>At the end of the session student will be able to know the companies assigned to them for their field visits</p>	
Session 3	<p>Strategic Planning</p> <ul style="list-style-type: none"> <li>Steps of Strategic Planning</li> <li>Designing Business Portfolio: <ul style="list-style-type: none"> <li>BCG Matrix</li> <li>Ansoff Matrix</li> <li>SWOT Analysis</li> </ul> </li> </ul>	<p>Class Discussion</p> <p>KAA, Ch. 2 Page 34-41</p>	<p>At the end of the session student will be able to familiarize themselves with the concepts of strategic planning and understand business portfolio models</p>	CLO1
Session 4	<p>Competitor Analysis</p> <ul style="list-style-type: none"> <li>Identify &amp; Assess Competitors</li> <li>Selecting Competitors to Attack or Avoid</li> </ul>	<p>Class Discussion</p> <p>KAA, Ch. 18 Page 444-447</p>	<p>At the end of the session student will be able to familiarize themselves with competitor Analysis</p>	CLO1
Session 5	<p>Competitor Analysis</p> <p>Basic Competitive Positions</p>	<p>Class Discussion</p>	<p>At the end of the session student will be able to familiarize themselves</p>	CLO1

		KAA, Ch. 18 Page 454-458	with basic competitive positions	
<p>Module 2: Situational Analysis: Scan the External Environment for early warning signals of new opportunities &amp; threats.</p> <p>Coverage: To cover review of macro and micro environment, and existing marketing strategies used by marketers in the assigned category. In order to facilitate practical learning, the students would be working on a hands-on project that can be completed by visiting company /retail outlets. This would be a group activity. Students will be assigned specific sectors and firms. A scenario based on these will be taken up for developing a comprehensive marketing plan. Students are expected to develop a robust understanding of the elements of a formal structured marketing plan; which is discussed in module one.</p> <p>Field Visit One: Scan the External Environment for early warning signals of new opportunities and emerging threats that could affect the success of the company. Discuss the overall market, identify the market segments, and provide information about company's current situation.</p> <p>Field Visit One : Objectives</p> <ol style="list-style-type: none"> <li>1. To watch the market place and consumers in action</li> <li>2. To make sense of such observations</li> <li>3. To identify meaningful information through desk research to supplement field based study.</li> <li>4. To develop a clear understanding of marketing situation in the assigned product/service category for the specified geographical territory.</li> </ol> <p>Evidence of the field visit:</p> <ol style="list-style-type: none"> <li>1. To visit retail outlets, sales offices, dealerships, wholesale markets etc. to gain insights.</li> <li>2. He/she is required to use techniques such as audio visual recording of conversations/interactions/ visiting cards, brochures, promotional material, snapshots of billboards, shop frontage, shop floor level, point of sale.</li> <li>3. The student will be required to maintain an individual field visit log book (format for which will be provided).</li> </ol> <p>Field visit Task one: Assessing Company's current market situation :</p> <ol style="list-style-type: none"> <li>i. Desk research pointers for Module two: Start with desk research into the macro environment of the industry and firm. Industry size, growth rate, players, opportunities and threats; Review of firm's marketing strategy including current marketing mix.</li> <li>ii. Field research Pointers for Module two: what do you see in the market: location and size of outlets where brand is sold/not sold; product assortment, brand assortments, understanding reasons for non-stocking of the brand, pricing patterns, issues and challenges in marketing channels? Review of various promotional tools being currently used in the location as well as at national level.</li> <li>iii. Concept application</li> <li>iv. Deliverables: SWOT Analysis; Ansoff's growth matrix, comprehensive review of the current marketing situation (Marketing description, product review &amp; competition review)</li> </ol>				
Session 6	- Briefing of field visit by faculty &	Each group to discuss their plan of field visit with	At the end of the session student will be able to understand detailed	

	discussion on the same - Desk Research	faculty in the class e.g. details related to field visit like appointments taken, areas/outlets to be visited for observations, specific questions to be posed and other information requirements.	requirements and expectations of the field visit.	
Field Visit One: Day1			At the end of the field visits student would have been able to complete his task of field visit one	CLO2
Field Visit One: Day 2				CLO2
Session 7	Presentations on the Deliverables of Field Visit One	Group 1-5: Each group to discuss and present their work in the class *Submission of field visit report 1 by groups 1-5 in this session.	At the end of the session student would have successfully presented & discussed their field visit report	CLO1
Session 8	Presentations on the Deliverables of Field Visit One	Group 6-10: Each group to discuss and present their work in the class *Submission of field visit report 1 by groups 1-5 in this session.	At the end of the session student would have successfully presented & discussed their field visit report	CLO1
<p>Module 3: Market Opportunity Identification: The students are expected to develop a marketing plan for a new product/service to be launched in one particular city by a national/international level marketing organization. Module 3 aims at developing an in-depth understanding of the market opportunity available to the firm. The students will be required to review the consumer behavior in the assigned category; both with an objective to gain understanding as also to design meaningful marketing intervention. Estimation of demand which leads to a realistic planning of capacity, as well as understanding all potential direct and indirect competitors while sizing up the market are in focus here. Students will be required to clearly outline what they consider as substitutes/competing products or services and why.</p> <p>Field Visit Two : objectives</p> <ol style="list-style-type: none"> <li>1. To watch the market place and consumers in action</li> <li>2. To unravel the existing segments, potential targets for making the market offering to, and to unpack the positioning of the various existing brands.</li> <li>3. To identify meaningful information through desk research to supplement field based study.</li> </ol>				

4. To develop a clear understanding of the patterns of demand and market potential in the assigned product/service category for the specified geographical territory.

Evidence of the field visit:

1. To visit retail outlets, sales offices, dealerships, wholesale markets etc. to gain insights.
2. He/she is required to use techniques such as audio visual recording of conversations/interactions/ visiting cards, brochures, promotional material, snapshots of billboards, shop frontage, shop floor level, point of sale.
3. The student will be required to maintain an individual field visit log book (format for which will be provided).

Field visit Task Two: Market Sizing and Opportunity Identification

- i. Desk research pointers for Module three: To start with web/desk research into the size of demand for similar products and services in the assigned category. Look for the total demand nationally as well locally for the assigned product/service category.
- ii. Field research Pointers Module three: what is the size of local market (talk to trade associations, retail counters, and practicing managers to supplement desk research)? What is the nature of consumer decision making? What are the key consumer characteristics? How many segments are present? Which segment will be more attractive and why? Using approximations, interview data and analytical thinking address the total size of the market and make a forecast of sales that can be made in the first year; and subsequently.
- iii. Concept application: Module 2 to 8 of MM
- iv. Deliverables: Key consumer characteristics, available STP choices, potential size of the market and forecast of sales for the first year.

Session 9	<ul style="list-style-type: none"> <li>- Briefing of field visit by faculty &amp; discussion on the same</li> <li>- Desk Research</li> <li>- Case-based/scenario approach</li> </ul>	Each group to discuss their plan of field visit with faculty in the class e.g. details related to field visit like appointments taken, areas/outlets to be visited for observations, specific questions to be posed and other information requirements.	At the end of the session student will be able to understand detailed requirements and expectations of the next field visit.	
Field Visit Two: Day1			At the end of the field visits student would have been able to complete his	CLO2
Field Visit Two: Day 2			task of field visit two	CLO2

Session 10	Presentations on the Deliverables of Field Visit Two	Group 1-5: Each group to discuss and present their work in the class *Submission of field visit report 2 by groups 1-5 in this session.	At the end of the session student would have successfully presented & discussed their field visit report	CLO1
Session 11	Presentations on the Deliverables of Field Visit Two	Group 6-10: Each group to discuss and present their work in the class *Submission of field visit report 2 by groups 1-5 in this session.	At the end of the session student would have successfully presented & discussed their field visit report	CLO1

Module 4: Designing the market offering: The focus of this module is on understanding of the key considerations behind the decisions made by marketing managers regarding the product and pricing. It aims to help students appreciate the decisions companies make regarding individual products and services, product lines and product mixes as well as branding efforts. This module would also sensitize students regarding the importance of pricing in today's fast-changing environment. The importance of understanding customer value perceptions, company and product costs in setting prices and the factors affecting a firm's pricing decisions would be emphasized here.

Field Visit Three : Objectives

1. To watch the market place and consumers in action
2. To understand the product portfolio and pricing patterns
3. To identify meaningful information through desk research to supplement field based study.
4. To develop a clear understanding of the product and pricing strategies of the company and its competitors for the specified geographical territory.

Evidence of the field visit:

1. To visit retail outlets, sales offices, dealerships, wholesale markets etc. to gain insights.
2. He/she is required to use techniques such as audio visual recording of conversations/interactions/ visiting cards, brochures, promotional material, snapshots of billboards, shop frontage, shop floor level, point of sale.
3. The student will be required to maintain an individual field visit log book (format for which will be shared by us).

Field visit Task Three: Designing the Market Offering

- i. Desk research pointers for Module Four: Product Portfolio of the assigned company (Product mix, brands, market shares, current prices of various brands, prices of competitors)



- ii. Field research Pointers Module for Four: Talk to product/brand managers/ sales team in order to understand the current product and pricing strategies. What are the basic product features? What are the various pack sizes? What role does packaging playing in this product category? What kind of after-sales and product support services are offered by the company? In which stages of PLC are their various products in? What aspects of product differentiation would be most valuable vis-à-vis competitors? How have their brands been positioned? What kind of branding strategies are the companies using for its brands? Do they have private labels? Any specific product line or product mix decisions that has been taken recently? Have any new products been launched in last two years/ any new product launches being planned? What should the company's primary pricing objectives be? At present, is a value-based or cost-based pricing strategy being followed by the company? What pricing techniques is the company using to stimulate early purchase? Are they following any differentiated pricing strategies? Price changes, if any, initiated by the company? Is company responding to competitor's price changes?
- iii. Concept application: Module 4 to 5 of MM-1

Deliverables: Product Mix, Key product decisions, Brand positioning, Branding strategies, Pricing objectives, major pricing strategies

Session 12	Marketing Mix Decisions – Strategic Considerations	Class Discussion	At the end of the session student will be able to revise & familiarize themselves with the Marketing mix decisions	CLO1
Session 13	<ul style="list-style-type: none"> <li>- Briefing of field visit by faculty &amp; discussion on the same</li> <li>- Desk Research</li> </ul>	Each group to discuss their plan of field visit with faculty in the class e.g. details related to field visit like appointments taken, areas/outlets to be visited for observations, specific questions to be posed and other information requirements.	At the end of the session student will be able to understand detailed requirements and expectations of the next field visit.	
Field Visit Three: Day1			At the end of the field visits student would have been able to complete his task of field visit three	CLO2
Field Visit Three: Day 2				CLO2
Session 14	Presentations on the Deliverables of Field Visit Three	Group 1-5: Each group to discuss	At the end of the session student would have successfully presented &	CLO1

		and present their work in the class *Submission of field visit report 3 by groups 1-5 in this session.	discussed their field visit report	
Session 15	Presentations on the Deliverables of Field Visit Three	Group 6-10: Each group to discuss and present their work in the class *Submission of field visit report 3 by groups 1-5 in this session.	At the end of the session student would have successfully presented & discussed their field visit report	CLO1

Module 5: Delivering and Communicating customer Value: Marketing communication strategies covers all efforts to communicate to target audiences and channel members. The firms' success depends not only on how well it performs but also on how well its entire marketing channels deliver value. This module explores how an organization makes an offer to its target consumers that will entice them to buy and keep buying. It also deals with how distribution channel needs to generate consumer demand and create time and place utility for target consumers as the key marketing function for the distribution channel is to deliver the value offered, and in the process to support the customer value proposition and brand position.

Field Visit Four : Objectives

1. To watch the market place and consumers in action
2. To explore the various channel alternatives open to a company and understand how companies select, motivate and evaluate channel members
3. To identify meaningful information through desk research to supplement field based study.
4. To develop a clear understanding of the company's communication process and the promotional mix used by them.

Evidence of the field visit:

1. To visit retail outlets, sales offices, dealerships, wholesale markets etc. to gain insights.
2. He/she is required to use techniques such as audio visual recording of conversations/interactions/ visiting cards, brochures, promotional material, snapshots of billboards, shop frontage, shop floor level, point of sale.
3. The student will be required to maintain an individual field visit log book (format for which will be shared by us).

Field visit Task Four: Delivering and Communicating customer Value

- i. Desk research pointers for Module five: Browse on various channel options used by companies in this industry, Look for latest advertisements as well as other promotional strategies used by the company for its various brands

- ii. Field research Pointers for Module five: Visit channel members such as wholesalers and retailers and try to understand how they perform the various channel functions? What challenges do they face? Ask them how companies select, motivate and evaluate channel members? What are the perceptions of retailers about the company and its competitors? Meet the company managers and understand how channel members add value for manufacturers and consumers? How do they design their channels? Do they face channel conflict? Find out the number of channel levels and types of channels used in the organization? Interview the practicing managers, business owners on why or why not the channel strategy is sound? What is the company's overall promotional mix? Which is their target audience? What are the communication objectives? How do design the message? How do they choose communication media? What percentage of budget is allocated to ATL versus BTL activations? Do you think that the company is aware of ethical and social issues pertaining to marketing communications? Which ad agencies do they employ for their various promotional needs? Interview the practicing managers, business owners on why or why not the channel strategy is sound?
- iii. Concept application: Module 6-7 of MM-1

Deliverables: Recommend appropriate Channel design, Developing communication strategy, presenting product concept at established blogs of product experts

Session 16	<ul style="list-style-type: none"> <li>- Briefing of field visit by faculty &amp; discussion on the same</li> <li>- Desk Research</li> </ul>	Each group to discuss their plan of field visit with faculty in the class e.g. details related to field visit like appointments taken, areas/outlets to be visited for observations, specific questions to be posed and other information requirements.	At the end of the session student will be able to understand detailed requirements and expectations of the next field visit.	
Field Visit Four: Day1			At the end of the field visits student would have been able to complete his task of field visit four	CLO2
Field Visit Four: Day 2				CLO2
Session 17	Presentations on the Deliverables of Field Visit Four	Group 1-5: Each group to discuss and present their work in the class *Submission of field visit report 4 by groups 1-5 in this session.	At the end of the session student would have successfully presented & discussed their field visit report	CLO1

Session 18	Presentations on the Deliverables of Field Visit Four	Group 6-10: Each group to discuss and present their work in the class *Submission of field visit report 4 by groups 1-5 in this session.	At the end of the session student would have successfully presented & discussed their field visit report	CLO1
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Module 6: Budgeting, Implementation and control of Marketing Plan: The strategy section of a marketing plan describes the market position the business hopes to achieve given the current economic climate and competition. The implementation section outlines the exact steps the business will take to achieve the strategy. Both are equally important. A great strategy with poor implementation won't help the business achieve its goals, because it won't take the proper steps to achieve the strategy. A poor strategy with great implementation is also a waste of time and money; the tactical steps may be flawlessly executed, but without a strong strategic vision, they won't achieve the company's goals. Both must be equally well-conceived and executed to successfully achieve marketing goals.

#### Field Visit Five : Objectives

1. To understand tools available to help companies monitor and improve their marketing activities
2. To identify meaningful information through desk research to supplement field based study.

#### Evidence of the field visit:

3. To visit retail outlets, sales offices, dealerships, wholesale markets etc. to gain insights.
4. He/she is required to use techniques such as audio visual recording of conversations/interactions/ visiting cards, brochures, promotional material, snapshots of billboards, shop frontage, shop floor level, point of sale.
5. The student will be required to maintain an individual field visit log book (format for which will be shared by us).

#### Field visit Task Five: Budgeting, Implementation and control of Marketing Plan

- i. Desk research pointers for Module six: To understand the components of marketing audit and the types of marketing control.
- ii. Filed research Pointers for Module six: Talk to marketing managers to find out how do they make their budget allocation? Talk to practicing managers to understand what challenges they face in implementation of their marketing plan? Which type of marketing control does the company follow?
- iii. Concept application: Concepts of budgeting, implementation and control (Reading: Session 19)

Deliverables: Prepare a budget and planned returns on marketing investments

Session 19	Budgeting, implementation and control of marketing plan	Reading: Evaluating and controlling strategic marketing  Class discussion	At the end of the session student will be able to familiarize themselves with the concepts of Budgeting, implementation and control of marketing plan	CLO1
Session 20	<ul style="list-style-type: none"> <li>- Briefing of field visit by faculty &amp; discussion on the same</li> <li>- Desk Research</li> </ul>	Each group to discuss their plan of field visit with faculty in the class e.g. details related to field visit like appointments taken, areas/outlets to be visited for observations, specific questions to be posed and other information requirements.	At the end of the session student will be able to understand detailed requirements and expectations of the next field visit.	
Field Visit Five: Day1			At the end of the field visits student would have been able to complete his task of field visit five	CLO2
Field Visit Five: Day 2				CLO2
Session 21	Final Presentations	<p>Each group will present their final marketing plan before the expert panel.</p> <p>Submission: The Final report on the Marketing plan has to be submitted by the group presenting their report during this session.</p>	At the end of the session student would have successfully presented & defended their final marketing plan report	CLO3
Session 22	Final Presentations	<p>Each group will present their final marketing plan before the expert panel.</p> <p>Submission: The Final report on the</p>	At the end of the session student would have successfully presented & defended their final marketing plan report	CLO3

		Marketing plan has to be submitted by the group presenting their report during this session.		
Session 23	Final Presentations	Each group will present their final marketing plan before the expert panel.  Submission: The Final report on the Marketing plan has to be submitted by the group presenting their report during this session.	At the end of the session student would have successfully presented & defended their final marketing plan report	CLO3
Session 24	Summing up & Takeaways	Experience Sharing	At the end of the session student will be able to make sense of marketing information, Analyze a given marketing situation, worked in teams to create marketing plan and have understood the value of ethical marketing practices	CLO1, CLO2

## 7. Institute's Policy Statements

It is the responsibility of every student to be aware of the requirements for this course, and understand the specific details included in this document. It is emphasized that this course requires a significant commitment outside of formal class contact. The learning tasks in this course may include classes (lectures or seminars), required readings, flipped-videos, preparation of answers to set questions, exercises and problems, and self-study. In addition, students may be required to complete an assignment, test or examination.

### **LMS-Moodle/Impartus:**

LMS-Moodle/Impartus is used to host course resources for all courses. Students can download lecture, additional reading materials, and tutorial notes to support class participation.

### **Late Submission**

Assessment tasks submitted after the due date, without prior approval/arrangement, will be not be accepted. Requests for extension of time must be made with the faculty member concerned and based on Special Consideration guidelines.

### Plagiarism:

Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to Plagiarism Policy of the institute. It is advisable that students should read student handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalised equally; an exception will be if the student can demonstrate the work is their own and they took reasonable care to safeguard against copying.

## 8. RUBRICS FOR ASSESSMENT COMPONENTS

### 1. VIVA-VOCE

CLO1: Apply marketing concepts for decision-making in a real-life marketing situation.

<b>CRITERIA (Max 20)</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Analysis of Marketing situation</b> Max. 10 (BE <3.5, ME-4-8, EE >8)	Unable to analyze given marketing situations and information	Able to analyze some marketing situations and information	Able to analyze most of the given marketing situations and information really well
<b>Application through real life examples</b> Max. 10 (BE <3.5, ME-4-8, EE >8)	Fails to explain concepts with examples, unable to relate concepts with practical applications and scenarios	Demonstrates ability to explain most concepts with practical examples and apply these in real-life scenarios	Displays excellent application orientation

### 2. FIELD VISIT REPORT

CLO1: Apply marketing concepts for decision-making in a real-life marketing situation.

CLO2: Analyze a given marketing plan of a firm.

<b>Criteria (Max. 20)</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Application of concepts to gauge firm's marketing situation</b> Max. 7 (BE <2, ME-2.5-5, EE >5)	Reflects superficial application to gauge marketing situation, certain dimensions of marketing environment not covered	Reflects proper application to gauge marketing situation, most of the environmental dimensions have been covered in the report	Reflects in-depth application to gauge marketing situation covering all environmental dimensions

<b>Analysis of firm's marketing strategies</b> Max. 7 (BE <2, ME- 2.5-5, EE >5)	Unable to do a comprehensive critical analysis of the firms marketing strategies	Is able to do a comprehensive analysis of the firm's marketing strategies , but in depth analysis missing	Is able to do a comprehensive in-depth analysis of the firm's marketing strategies ,
<b>Collaborative approach</b> Max. 6 (BE <2, ME- 2.5-4, EE >4)	Teammates did not share ideas and only a few members contributed.	A few among team members worked upon shared ideas and not all members contributed equally.	Teammates worked upon shared ideas and every member contributed equally.

### 3. FIELD VISIT PRESENTATION

CLO1: Apply marketing concepts for decision-making in a real-life marketing situation.

CLO2: Analyze a given marketing plan of a firm.

<b>CRITERIA (Max 20)</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Content and Application &amp; Analysis</b> Max. 10 (BE <3.5, ME- 3.5-8, EE >8)	Weak content/ inadequate application & analysis	Sufficient content/ adequate application & analysis	Excellent content/ superior application & analysis
<b>Presentation Style</b> Max. 10 (BE <3.5, ME- 3.5-8, EE >8)	Not able to communicate clearly the content, less confidence in his delivery	Able to communicate clearly the content, shows reasonable confidence in his delivery	Excellent communication of content, very confident delivery

### 4. MARKETING PLAN REPORT

CLO3: Create a Marketing Plan for an organization.

<b>CRITERIA (Max 20)</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Content</b> Max. 6 (BE <2, ME- 2.5-4, EE >4)	Demonstrates insufficient knowledge and capability to apply concepts and marketing strategies in the analysis of the marketing plan.	Demonstrates sufficient knowledge and capability to apply concepts and marketing strategies in the analysis of the marketing plan.	Demonstrates excellent knowledge and capability to apply concepts and marketing strategies in the analysis of the marketing plan.
<b>Organization</b>	Incoherent flow of the thematic topics offered,	Coherent and specified flow of the	Completely as per defined matrices and



Max. 4 (BE <1.5, ME-1.5-3, EE >3)	fails to follow prescribed format	theme/ topics offered, mostly follows prescribed format	clearly leads to logical conclusion, follows prescribed format in detail
<b>Quality of critical review and suggestions</b> Max. 6 (BE <2, ME-2.5-4, EE >4)	Little effort is made on critical analysis and review and no suggestions are provided.	Critical analysis and review is done but limited or no suggestions are provided.	Critical analysis and review is done which is also supported by some suggestions.
<b>Collaborative approach</b> Max. 4 (BE <1.5, ME-1.5-3, EE >3)	Teammates did not share ideas and only a few members contributed.	A few among team members worked upon shared ideas and not all members contributed equally.	Teammates worked upon shared ideas and every member contributed equally.

## 5. MARKETING PLAN PRESENTATIONS

CLO3: Create a Marketing Plan for an organization.

<b>CRITERIA (Max. 20)</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Structure</b> Max. 6 (BE <2.5, ME-2.5-5, EE >5)	Presentation lacked clarity of structure.	Basic suggested structure was followed.	Good use of IT interface and marketing concepts in making a well-structured presentation.
<b>Analysis</b> Max. 8 (BE <3, ME-3.5-6, EE >6)	Demonstrates some thinking and reasoning but ideas are largely underdeveloped.	Indicates original thinking and develops ideas with sufficient evidences.	Demonstrates synthesis of ideas, and in-depth analysis.
<b>Quality of suggestions</b> Max. 6 (BE <2.5, ME-2.5-5, EE >5)	Presentation offered no suggestions are provided.	Presentation offered limited suggestions are provided.	Presentation was supported by a few suggestions.

*#Max- Maximum Points, BE- Below Expectations, ME-Meets Expectations, EE-Exceeds Expectations*