

Indian Institute of Technology, Kanpur

Proposal for a New Course

1. **Course No:** MBA*** (PG Level)
2. **Course Title:** EVOLUTION OF MARKETING 1.0 TO 6.0
3. **Credits:** 3-0-0-0 [05]
4. **Duration of Course:** Modular
5. **Proposing Department:** Department of Management Sciences (DoMS)
Other Departments/IDPs which may be interested in the proposed course: NA
Other faculty members interested in teaching the proposed course: NA
6. **Proposing Instructor/s:** Jitender Kumar and Vivek Rastogi
7. **Course Description:** Course is designed for MBA (2nd Year - 3rd/4th semester) graduates. First year (2nd semester) students who have studied a course on 'Marketing Management' in their 1st semester may opt for it in 2nd and following semesters.

About the course:

Marketing has evolved from a product-centric focus (1.0) to human-centric, tech-driven experiences (5.0) and now immersive, sustainable, and "phygital" (physical + digital) experiences in 6.0. The mix shifted from 4Ps (Product, Price, Place, Promotion) to 4Cs (Consumer, Cost, Convenience, Communication), eventually incorporating artificial intelligence and ethical, sustainable practices.

- **Marketing 1.0 (Product-Centric):** Focused on industrial production, functionality, and mass marketing. The goal was to sell products, often with one-way communication.
- **Marketing 2.0 (Consumer-Centric):** Shifted to segmenting markets and understanding consumer needs. Emphasized loyalty, bidirectional communication, and emotional connection.
- **Marketing 3.0 (Values-Driven):** Recognized customers as whole human beings with minds, hearts, and spirits. Focused on corporate social responsibility and making the world better.
- **Marketing 4.0 (Digital Transformation):** Merged traditional and digital marketing (moving from 4P to 4C). Focused on personalization, big data, and high-tech/high-touch interactions.
- **Marketing 5.0 (Human-Centric Technology):** Leveraged AI, IoT, and automated technology to create personalized customer experiences, aiming to augment human marketers.
- **Marketing 6.0 (Immersive "Phygital"):** Blurs the lines between digital and physical worlds. Focuses on immersive, meta-channel experiences, sustainability, and ethical, personalized, "always-on" engagement

A). Course objective/s

The course introduces the participants to the changing & challenging world of Marketing. Hence, the focus will be on developing an appreciation of the fast-changing landscape of Marketing.

Corre course idea is to prepare Marketer’s evolution from Right brain to Golden Brain, which is not only creative but also Analytical. Students will develop the ability to comprehend different aspects of Marketing and the factors that drive or challenge the industry. Case discussion in class and simulation will help students develop an application-level understanding of theory and experience in a controlled environment.

B). Course content

S. No	Topics <i>(with sub-topics and description)</i>	Reading Reference/Cases	NO. OF LECTURES
1	Psychology of Marketing – Understand emotional side of Marketing Decoy Effect, framing Effect, Diderot Effect Role of Psychology in pricing	The psychology of Marketing by Harinder Singh Pelia	2
2	digitalization of Marketing (Marketing 4.0) New 4 C’s of Marketing Evolution from AIDA to 5 A Model Decision Making –Then vs Now Corrective action for non-working 50% through example of Customer E-com journey	Marketing 4.0 by Kotler	3
3	Leveraging AI in Marketing (Marketing 5.0) Artificial Intelligence for marketing automation, Agile marketing, Segments of one” marketing, Contextual technology	Marketing 5.0 by Kotler	3
4	Leveraging AI in Marketing (Marketing 5.0) The future of Customer Experience (CX) · Transmedia storytelling · The Whatever-Whenever-Wherever” service delivery · Everything-As-A-Service” business model · Internet of Things and block chain for marketing	Marketing 5.0 by Kotler	2
5	Quantum Marketing Key attributes of Quantum Marketers	<i>Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow's Consumers</i> is Raja Rajamannar	2
6	Marketing 6.0 How to tap into meta verses and extended reality; the potential obstacles and solutions for creating a more interactive and immersive experience.	Marketing 6.0 by Kotler	2

8. Pre-requisites, if any: Marketing Management

9. Short summary for including in the Courses of Study Booklet: The course delves into next generation marketing Best Practices called Quantum Marketing / Marketing 4.0/ 5.0 & 6.0.

10. Recommended Books: Shared in content

11. Any other remarks:

Classroom activity will mainly consist of lectures and case discussions. Assignments and hands-on exercises will support the classroom discussions. Class attendance is required and there is no substitute for missed sessions. More than two absences will attract penalties in the class participation component of valuation. The institute policy on attendance will also be applicable during the duration of the course.

There will be periodic evaluations of your learning. Late assignments will result in a zero grade unless in the case of a personal emergency or for medical reasons.

Dated: 10-06-2026

Proposer: Jitender Kumar and Vivek Rastogi

Dated: _____

DUGC/DPGC Convener: Vinoy Ramani

The course is approved / not approved

Chairman, SUGC/SPGC

Dated: _____