

# Indian Institute of Technology, Kanpur

## Proposal for a New Course

1. **Course No:** MBA\*\*\* (PG Level)
2. **Course Title:** FMCG Marketing
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:** FMCG marketing role is a dream come true for a majority of the business school graduates specializing in marketing domain. The course covers the related concepts in two broad modules. One module covers related concepts from the marketer/seller viewpoint while the other details from a customer/buyer view. Taken together, the course intends to provide a basic understanding of the FMCG industry through the lenses of the involved stakeholders.

### **A). Course objective/s**

The course introduces the participants to the challenging FMCG industry. Hence, the focus will be on developing an appreciation of the FMCG landscape, related theories and linking theories with practice. Students will develop the ability to comprehend different aspects of FMCG 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 (with sub-topics and description)	Reading Reference/Cases	NO. OF LECTURES
1	History of marketing thought; Brand management system; FMCG Personal selling; Distribution channel  Overview of Dealer Management System (+ demo of Dealer Management System)	To be Provided	2
2	FMCG Retailing Strategy and Tactics; Category management benefits & challenges; Assortment planning; White labelling, competition with Retail Private Labels	Suggested book - Private Label Strategy by Nirmalaya Kumar  Suggested Case Study –Category Management @ HUL	3
3	FMCG landscape; Brand elements – Indian FMCG perspective	Articles/ Case Study – AMUL	2
4	Role of Analytics in FMCG Marketing	Target + Tesco case Study	3
5	Conducting market research for new product launch	Chapter 9 Ford Fiesta Movement: Using Social Media and Viral Marketing to Launch Ford's Global Car in the United States	2
6	New Trends & concepts in FMCG Marketing - Shrinkflation, skimpflation, Decoy Effect etc.	To Be provided	2

**8. Pre-requisites, if any:** Marketing Management

**9. Short summary for including in the Courses of Study Booklet:** The course delves into introduction of FMCG Marketing Best Practices i.e. Sacle revolution, market research, understanding customer better etc, as well as marketing strategies to grow a business.

### 10. Recommended Books:

- Fmcg: The Power of Fast-Moving Consumer Goods Paperback - by Greg Thain (Author), John Bradley (Author)
- Market Segmentation in the FMCG Industry: 1 Paperback – Import, 15 February 2020 by Mark Freeman (Author)
- Positioning Fmcg Brands: Findings from the Indian Market Paperback by Subho Chattopadhyay (Author)

- The Shopper Marketing Revolution: Consumer - Shopper - Retailer: How Marketing Must Reinvent Itself in the Age of the Shopper - by Mike Anthony (Author), Toby Desforges (Author)

**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/s:** Jitender Kumar and Vivek Rastogi

**Dated:** \_\_\_\_\_

**DUGC/DPGC Convener:** Vinay Ramani

**The course is approved / not approved**

**Chairman, SUGC/SPGC**

**Dated:** \_\_\_\_\_