MB3J1-cases and concepts

Case 1: Apollo Tyres: Growth strategy-Treading global markets

Concepts

- Growth strategies
- SWOT analysis-rationale and application
- Marketing strategies
- Family-based vs. professionally-managed business

Case 2: Cocoberry: A startup’s global ambitions

Concepts

- Globalization-pros and cons
- Entrepreneurship
- Branding-brand management
- Growth strategies
CASE I: Dr. Reddy's Laboratories: Growing Pains

Concepts
1. Global Marketing Strategies
2. Market Segmentation and Targeting
3. Marketing and Competitive Strategies
4. Product and Product Lines
5. Product Differentiation and Positioning
6. Branding
7. Communication Mix in Marketing
8. Internal Environmental Analysis
9. External Environmental Analysis
10. Objectives, Grand Strategies and Functional Strategies
11. Joint Ventures and Strategic Alliances

CASE II: Ford Motor Company in India: Marketing the Ford Figo

Concepts
1. Marketing: The Development of a Concept
2. Delivering Customer Values and Satisfaction
3. Marketing Environment
4. Understanding Consumer Behavior
5. Market Segmentation and Targeting
6. Marketing and Competitive Strategies
7. Product and Product Lines
8. Product Differentiation and Positioning
9. Branding
10. New Product Development
11. Global Marketing Strategies
12. Communication Mix in Marketing
13. Business Environment Analysis
15. Joint Ventures and Strategic Alliances.
16. Operations Management