



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2018-2019)**

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Programme Name: MMS

Semester: III

Name of the subject: MARKETING STRATEGY

Maximum marks: 100 MARKS

No. of Sessions: 14

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Weblink:

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**Learning Objectives:**

1. To understand the rapid changes in the macro environment and its impact on the marketing programmes.
  2. To develop an ability to respond rapidly to changes driven by consumer behaviours/ new technologies etc
  3. To develop the ability to forecast the changing purchase patterns and develop strategies around it.
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**Reference Books:**

1. Marketing Management – Philip Kotler
2. Marketing Strategy – Walker Mullins Boyd & Larreche
3. Strategic Marketing – Dr Shahjahan
4. Marketing Strategy – Luck & Ferrell



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction to Marketing Strategy – Concept Principles, Understanding of Strategy & Tactics	<b>1.</b> Marketing Management – Philip Kotler <b>2.</b> Marketing Strategy – Walker Mullins Boyd & Larreche	Understanding the basics of Marketing strategy and tactics	Case Study
2	New Product Development Process SWOT Analysis, PARTS Framework and design of the demand landscape.	<b>1.</b> Strategic Marketing – Dr Shahjahan <b>2.</b> Marketing Strategy – Luck & Ferrell	To Understand the strategic aspects of New Product Development & Commercialization	Case Study
3	New Product Development Process – Commercialization of innovation through alliances, Challenges during technology adoption life cycle.	<b>1.</b> Strategic Marketing – Dr Shahjahan <b>2.</b> Marketing Strategy – Luck & Ferrell	To Understand the strategic aspects of New Product Development & Commercialization	Short Test, Quiz
4	Marketing Intelligence – Understanding information needs for market research, assessment of key marketing metrics –	<b>1.</b> Strategic Marketing – Dr Shahjahan <b>2.</b> Marketing Strategy – Luck & Ferrell	To understand and apply various matrices to evaluate	MCQ. Case Study



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	Return on Marketing Investment		marketing programmes.	
5	Marketing Intelligence – Market Share and Payback period, Net Promoter Score, Customer Satisfaction and share of wallet, Brand Awareness , Purchase Intentions, Average Unit Price, percentage sales on deals, Inventory turns and Cannibalization	<ol style="list-style-type: none"> <li>1. Marketing Management – Philip Kotler</li> <li>2. Marketing Strategy – Walker Mullins Boyd &amp; Larreche</li> </ol>	To understand and apply various matrices to evaluate marketing programmes.	Short Test, Quiz
6	Product & Brand Policy – Line and Mix decisions, Managing across the product life cycle.	<ol style="list-style-type: none"> <li>1. Marketing Management – Philip Kotler</li> <li>2. Marketing Strategy – Walker Mullins Boyd &amp; Larreche</li> </ol>	Understanding Issues in formulating product and brand policies	MCQ, Case Study
7	Product & Brand Policy – Lead users and role in product design. Brand Culture – Aligning with organizational culture	<ol style="list-style-type: none"> <li>1. Marketing Management – Philip Kotler</li> <li>2. Marketing Strategy – Walker Mullins Boyd &amp; Larreche</li> </ol>	Understanding Issues in formulating product and brand policies	MCQ, Case Study
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9	Pricing Policy – Pricing Strategies , Types of Pricing strategies, cost plus, perceived value, etc	<ol style="list-style-type: none"> <li>1. Strategic Marketing – Dr Shahjahan</li> <li>2. Marketing Strategy – Luck &amp; Ferrell</li> <li>3. Research Papers</li> </ol>	To understand levers to manage prices.	Case Study. MCQ. Short Test
10	Pricing Policy – Pricing Band – Types and Width of price bands and its management	<ol style="list-style-type: none"> <li>1. Strategic Marketing – Dr Shahjahan</li> <li>2. Marketing Strategy – Luck &amp; Ferrell</li> <li>3. Research Papers</li> </ol>	To understand levers to manage prices.	Case Study. MCQ. Short Test
11	Marketing Plan – Situation Analysis, 5C	<ol style="list-style-type: none"> <li>1. Marketing Management – Philip Kotler</li> </ol>	Formulating a	Case Study. Short Test



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	Analysis	2. Marketing Strategy – Walker Mullins Boyd & Larreche	marketing plan	
12	Marketing Plan – Forecasting societal changes based on the PEST analysis	1. Marketing Management – Philip Kotler 2. Marketing Strategy – Walker Mullins Boyd & Larreche	Formulating a marketing plan	Case Study, Short Test
13	Channel Policy – Designing the length and breadth and modifying the dimensions of the channel	1. Strategic Marketing – Dr Shahjahan 2. Marketing Strategy – Luck & Ferrell 3. Research Papers	Understanding the issues in the design and management of channels	Management Games, Case Study
14	Channel Policy – Channel Conflicts and Omni Channels, Channel Selection Strategy	1. Strategic Marketing – Dr Shahjahan 2. Marketing Strategy – Luck & Ferrell 3. Research Papers	Understanding the issues in the design and management of channels	Management Games, Case Study
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**Practical Approach : Other activities (At least 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	<u>Pricing Policy</u>	<u>Understand Pricing Methods</u>	
2	Industry Visit			
3	Academic Projects	<u>Distribution Strategy</u>	<u>Understanding the Channel Management</u>	



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4	Book Review			
5	Group Discussion	<b><u>New Product Development</u></b>	<b><u>Ideas Generation &amp; Scanning</u></b>	
6	Business Quiz / Business News sharing	<b><u>Marketing Intelligence</u></b>	<b><u>Scanning the environment</u></b>	
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		
Presentation	Individual Topic Presentation	20 marks
Case Study	HBR Case Study Solving	10 marks
Participation	Attendance and Attention	10 marks
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**