



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2020)

Programme Name: PGDM

Trimester: I

Name of the subject: Marketing Management

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

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Weblink:

Learning Objectives:

- Defining & Understating Marketing for the Twenty- First Century and importance of learning Marketing.
 - Learning fundamental marketing concepts and relating it to firm & society
 - Developing and implementing marketing strategies that meet customer needs.
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Reference Books:

1. Marketing management the millennium /by Kotler Philip, 10th edition, PHI,
2. Marketing An Introduction /by Kotler Philip, Gray and Armstrong, Pearson education, 7edition,2007
3. Marketing Management Planning Implementation and control, Indian context, / Ramaswamy VS Namakumari,McMillan India ltd,4 th edition,2010
4. Marketing Management, the Millennium Asian perspective,/by Kotler, Keller 13th Edition

DR VN BRIMS/REC/ACA/05



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Overview of Marketing Introduction to Marketing Management	Local Mumbai Dabbawala's Strategy	<ul style="list-style-type: none">• What is Marketing / Importance of it• Evolution of Marketing / Things that are marketed	Discussion around Marketing as a concept
2	Marketing framework/Basic concepts Marketing Process / Types of markets	Principle of Customer Centricity and concept of value	<ul style="list-style-type: none">• Basics of Marketing: Meaning, Scope, Need, Want, Value,	



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			<ul style="list-style-type: none"> • Concepts in Marketing 	
3	Strategic Marketing; Marketing Environment (Analyzing needs and trends in macro environment Identifying and responding to Major Macro Environment Forces, Micro Environment Forces	Indian examples of auto, FMCG and Chocolates were discussed	<ul style="list-style-type: none"> • Market Environment analysis • Understanding the implications of environment forces 	
4	Market Segmentation, Targeting, Positioning	Nivea case to understand STP	<ul style="list-style-type: none"> • Basic concept of segmentation targeting and positioning 	
5	Pricing: Types of Pricing, Setting the price, Adapting the price	Indigo Pricing Strategies	<ul style="list-style-type: none"> • Understanding price as a important constituent of marketing mix • Learning to price the product 	
6	Internal Test			Internal Test
7	Distribution; Channel Functions & flow, Channel levels, Channel Management	Two Wheelers, Auto, Paint Industry case to	<ul style="list-style-type: none"> • Understanding the channel importance and flow of 	



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		understand Place and Channels	goods in the distribution channel <ul style="list-style-type: none"> • Selecting, training, motivating, evaluating channel members 	
8	Promotion; Integrated Marketing Communication (IMC) Advertising - Developing and Managing the Advertising program		<ul style="list-style-type: none"> • Sales Promotion - Purpose, advantages and disadvantages, major decisions in sales promotions 	
9	Personal selling, Public Relations	Role Play activity	<ul style="list-style-type: none"> • How to do personal selling • Managing public relations for the company 	
10	Project presentation			
11				
12				
13				

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			



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2	Industry Visit			
3	Academic Projects	Yes	Practical Understanding of the subject	Industry
4	Book Review			
5	Group Discussion	Yes	Clarification of concepts	Books & syllabus
6	Business Quiz / Business News sharing	Yes	Updates from the current Industry Knowledge	Newspapers
7	Videos / Simulation			
8	Use of Softwares and Labs			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	yes	20
Presentation	yes	20
Case Study	yes	
Participation	yes	
Others		

Signature of Faculty

Signature of the Co-ordinator