



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: MMS

Semester: II

Name of the subject: Marketing Management

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Kala Mahadevan

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Weblink:

Learning Objectives:

To understand the basic concepts of Marketing and their application in today's business world.

Reference Books:

1. Marketing Management – Philip Kotler



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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	Defining Marketing for the 21 st century	Marketing Management – Philip Kotler	To understand the relevance of marketing in today's competitive business world	<ul style="list-style-type: none"> • Class Participation
2	Scanning the Marketing Environment – Demand Forecasting- Market Research	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> • Use of Pestle Analysis • Importance of forecasting and demand measurement and methods thereof • Market research and its methods 	<ul style="list-style-type: none"> • Class Participation
3	Creating Customer Value and CRM	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> • How is Value Created and delivered to the customer 	Case Presentation and discussion
4	Creating Customer Value and CRM	Creating Customer value – the case study of Tata Steel	<ul style="list-style-type: none"> • Analysing the issues in the case study on Tata Steel 	Case Presentation and discussion
5	Consumer Behaviour and Organizational Buying	Marketing Management – Philip Kotler Video – State Farm Insurance ad Video – McDonald's ad for Hispanics Video – JK Tyres Wheels of Joy	<ul style="list-style-type: none"> • Determinants of Consumer behaviour • Maslow's Hierarchy of needs model 	Class Participation Class Activity – Brands and their personalities



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		Video – Coca Cola America is beautiful Video – JK Tyres Family Film	<ul style="list-style-type: none"> Consumer decision making process 	
6	Consumer Behaviour and Organizational Buying Internal Test no 1	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> Consumer Decision making process Organizational buying 	Class Participation and Discussion MCQ test Internal test no 1
7	Segmentation, Targeting and Positioning	Marketing Management – Philip Kotler Video – McDonald’s ad for the older generation Video – Dettol v/s Savlon Case Study: Market segmentation of Horlicks Case Study: Market segmentation of Nivea Class activity- Defining POPs and PODs for Jet and Indigo	<ul style="list-style-type: none"> Need for Segmentation Bases of segmentation Targeting Positioning Porter’s Five Forces Model Perceptual Mapping 	Case study Class activity
8	Marketing Mix and Product Decisions	Marketing Management – Philip Kotler Case Study: Product portfolio and Product Strategies followed by Britannia Industries	<ul style="list-style-type: none"> Marketing Mix 4Ps v/s 4 Cs Product characteristics and classifications Setting Product strategy 	Class Participation
9	Pricing and Distribution Decisions	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> Understanding Price Price adaptation strategies Channel Decisions 	Class Participation and discussions
10	Promotion – Integrated Marketing Communications	Marketing Management – Philip Kotler Case Study: Understanding the IMC mix used by	<ul style="list-style-type: none"> Development of IMC Plan Appeals and Execution 	Class Participation Case Study



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		Vodafone Case Study: IMC Mix for Incredible India	Styles	
11	Personal selling and Sales Management	Marketing Management – Philip Kotler	<ul style="list-style-type: none">• Overview of Personal selling	Class Participation
12	New Product Development	Marketing Management – Philip Kotler	<ul style="list-style-type: none">• How are new products introduced• PLC• Make v/s buy	Class Participation
13	Overview of Marketing Strategies	Marketing Management – Philip Kotler	<ul style="list-style-type: none">• SWOT• BCG• GE 9 Cell	Class Participation Internal Test no 2



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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion	<ol style="list-style-type: none">1. Class Activity – Brands and their personalities2. Defining POPs and PODs for Jet and Indigo		
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Video – State Farm Insurance ad Video – McDonald’s ad for Hispanics Video – JK Tyres Wheels of Joy Video – Coca Cola America is beautiful Video – JK Tyres Family Film Video – McDonald’s ad for the older generation		



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		Video – Dettol v/s Savlon		
8	Use of Softwares and Labs			
9	Any other activity – Case Studies	<ol style="list-style-type: none">1. Creating Customer value at Tata Steel2. Market Segmentation – Nivea3. Market segmentation – Horlicks4. Product Strategies followed by Britannia5. IMC Mix of Vodafone		



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Assessment of concepts and applications thereof	20
Presentation	Group Presentations on case studies	10
Case Study		
Participation		5
Others		5

Signature of Faculty

Signature of the Co-ordinator