



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2016-2017)**

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Programme Name: MMS / PGDM: MMS

Name of the Course: Marketing Management

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Prof. Krunal K Punjani

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Weblink:

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**Learning Objectives:**

- This coursework is designed to introduce the student to the basic elements of the marketing management terms, implementation of studied term in the industry and related process.
- The scope of marketing management is quite broad and the students will be exposed to the marketing concepts that will enable them to acquaint with contemporary marketing practices.
- This module is to learn the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.
- This module will give the student a very broad understanding of what marketing is all about and the vital role that it plays in every organization, every department and every specialization.
- The module will help the student to identify and solve many business problems by using a marketing perspective, as a universal concept.

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**Reference Books:**

- Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education
- Marketing Management - Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillan
- Marketing Management by Rajan Saxena, Tata McGraw Hill
- Marketing Management by R. Varshney, S. Chand



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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 of Subject, Introduction to Marketing & Marketing Management  Concept, What is Marketed, Who is Customer, Types of Needs	<u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education  <u>Video:</u> A Short history of Marketing  Case Discussion: Fevicol	Students will develop basic understanding of concepts in the marketing	Case Discussion
2	Marketing Vs. Selling; Concepts of Customer, Client, Consumer, Influencer, Decision maker; Evolution of Marketing	<u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education  <u>Video:</u> S Oil – HERE Balloons Campaign	Understanding of difference between Marketing & Selling; Historical development of Marketing	Group Discussion
3	Concepts of Need, Want and Demand; Product and Demand; Micro Environment of Marketing	<u>Books:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education Marketing Management – Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillian	Making students familiar with the Fundamental concepts and vocabulary or practices from business perspective in the Organization.	Class Discussion & Activity
4	Macro Environment of Marketing, Market Research & Sampling	<u>Books:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education Marketing Management – Planning, Implementation and Control	Understanding of the Marketing	Case Discussion



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		by V.S. Ramswamy and S. Namakumari, McMillian  <u>Case Discussion:</u> Horlicks	environment & Market Research to help students to compare various opportunities available in various sectors.	
5	MIS, Demand Forecasting, Market Potential Analysis	<u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education Marketing Management by Rajan Saxena, Tata McGraw Hill  <u>Case Discussion:</u> Tata ACE	To familiarize students with various concepts related to MIS, Demand Forecasting, Market Potential Analysis and its utility	Case Discussion
6	Consumer Buying Behavior, Stages, Process, Factors, Types of Buying decisions, Roles in consumer decision making process, Organizational Buying Behaviour, Stages & Factors	<u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education Marketing Management by Rajan Saxena, Tata McGraw Hill Marketing Management - Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillian	Helping students to focus on important issues related to success in consumer buying behavioural process vis a vis organizational buying behaviour process.	Class Discussion & Activity
7	Pillars of Marketing - Market Segmentation, Target Marketing, Positioning & Differentiation, Marketing Mix - 4P's	<u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education Marketing Management by Rajan Saxena, Tata McGraw Hill Marketing Management - Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillian	Imparting knowledge & understanding of various important marketing concepts and practices.	Class Discussion



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8	Product Decisions, Levels of Product, Classification of Product, PLC (Product Life Cycle), Product Mix & Product Line decisions	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&amp;MithileshwarJha, Pearson Education</p> <p>Marketing Management by Rajan Saxsena, Tata McGraw Hill</p> <p>Marketing Management – Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillian</p> <p><u>Case Discussion:</u> Royal Enfield</p>	Enable students to understand Various practices related to Product Decisions from business perspective.	Case Discussion
9	New Product Development, Factors, Process, Customer Adaption Process, Pricing Decisions, factors, Strategies	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&amp;MithileshwarJha, Pearson Education</p> <p>Marketing Management by Rajan Saxsena, Tata McGraw Hill</p> <p>Marketing Management – Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillian</p> <p><u>Case Discussion:</u> Renault Duster</p>	Understanding mechanism of developing a new product and pricing dynamics being practiced by the organizations in different Sectors	Case Discussion
10	Distribution Decisions, Channel Decisions, Channel Members	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&amp;MithileshwarJha, Pearson Education</p> <p>Marketing Management by Rajan Saxsena, Tata McGraw Hill</p>	Understanding of operational issues in order to support marketingprocess	Class discussion
11	Promotion Decisions – Promotion Mix – (IMC), Elements of Promitions, Push & Pull Promotion Startegies, Developing Promotion Program	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&amp;MithileshwarJha, Pearson Education</p> <p>Marketing Management by Rajan Saxsena, Tata McGraw Hill</p> <p><u>Case Discussion:</u> Godrej Appliances</p> <p><u>Marketing Simulation</u></p>	To familiarize students with various concepts related to Promotion Decisions & Strategies	Case Discussion & Simulation
12	Personal Selling, Sales Process, Transaction Vs. Relationship Focused Selling, Sales	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&amp;MithileshwarJha, Pearson Education</p> <p>Marketing Management by Rajan Saxsena, Tata McGraw Hill</p>	Enable students to understand the important Aspects Personal	Class Discussion



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	Channels, Sales Management – Functions & Structures	Marketing Management - Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillian	Selling & Sales management in the Changing circumstance	
13	Overview of Marketing Strategies: Ansoff, BCG, GE, Porter Generic Model, 5 Forces Model	<u>Book</u> : Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileshwarJha, Pearson Education Strategic Management – Thompson & Strickland McGraw Hill Irwin  <u>Case Discussion</u> : Kurkure	To familiarize students with Marketing Strategy Models	Case Discussion

**2. Practical Approach : Other activities (At least 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	<b><u>Consumer Buying Behavior</u></b>	<b><u>Practical understanding of the topics</u></b>	
2	Industry Visit			
3	Academic Projects			
4	Book Review (Nawabs, Nudes, Noodles: India Through 50 Years of Advertising)	<b><u>Promotion Decisions, Marketing Mix, Pillars of Marketing - STPD</u></b>	<b><u>Practical understanding of the topics</u></b>	
5	Group Discussion	<b><u>Promotion Decisions</u></b>	<b><u>Understanding importance of Promotion campagins</u></b>	
6	Business Quiz / Business News sharing	<b><u>Latest Marketing Trends</u></b>	<b><u>Keep up with latest updates</u></b>	



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		<b><u>Overall Marketing Management</u></b>	<b><u>Practical implication</u></b>	
7	Videos			
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		10
Presentation		20
Case Study		5
Participation		5
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**