



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

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Programme Name: MMS

Name of the Course: Financial Aspects of Marketing

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Prof. Krunal K Punjani

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Weblink:

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**Learning Objectives:**

By the end of this course, students should be able to,

- Understand Interdependence of Marketing & Finance; Analyse Sales Revenues and Marketing Costs
- Understand and explain the Receivables Management, Inventory Management, Credit Decisions and Return on Marketing Investment
- Gain insight into Pricing of Joint product & New product, ROI pricing & Dual pricing, Tendering, Marketing Budget, Export Marketing & Finance, Warehousing & Distribution Decisions
- Summarise the concepts of Turnkey Project pricing, Notional pricing, Brand Valuation, Transfer Pricing and Value Chain analysis.

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**Reference Books:**

- 1. Marketing Management A Financial Emphasis – B. K. Chatterjee**
- 2. Marketing Finance – Vilas Kabre**
- 3. Cost Accounting – A. Murthy, S. Gurusamy**



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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	Brief Introduction of subject, syllabus topics and their applications	<u>Books:</u> Marketing Management A Financial Emphasis, Marketing Finance	Basic understanding of the subject and overall syllabus	Class Discussion
2	Interdependence between Marketing & Finance, Management of Sales Revenue, Analysis of Revenue by Products, Analysis of Revenue by Territories	<u>Books:</u> Marketing Management A Financial Emphasis, Marketing Finance <u>Websites:</u> smallbusiness.chron.com, reports.zoho.com, business-case-analysis.com	How Marketing & Finance are interdependent, how to analyse sales revenue by Products and by Territories	Quiz
3	Analysis of Revenue by Channels, Analysis of Marketing Costs, Limitations of Cost allocation for Managerial Decisions	<u>Books:</u> Marketing Management A Financial Emphasis, Marketing Finance	How to analyse sales revenue by channels, understanding of Marketing Costs and it's limitations	Class Discussion



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4	Receivables Management - Meaning, Objectives, Benefits, Steps, Numerical, Inventory Management, Case Study of Dell	<u>Books:</u> Marketing Management A Financial Emphasis, Marketing Finance <u>Research Paper:</u> Receivables Management in A Public Limited Company – M. Kannadhasan <u>Case Study:</u> Dell Computer Corporation A Zero-Time Organisation	Learning the concept of Receivables Management and Inventory Management	Numerical and Case Study discussion
5	Numerical of Inventory Management, Credit Decision & Credit Policy – Concept & Numerical	<u>Books:</u> Marketing Management A Financial Emphasis, Marketing Finance	Understand and evaluate the criticality of Credit Decisions	Numerical and discussion
6	Advertising & Promotion Expenditure, Measuring Advertising Effectiveness, ROPI (Return On Promotional Investment) Analysis through Case Study – Modern Pharmaceuticals Limited	<u>Book:</u> Marketing Management A Financial Emphasis <u>Case Study:</u> Cycle Agarbatti	How much to spend in Advertising & Promotion, measuring it's effectiveness & ROI	Case Discussion and analysis
7	Cost Benefit Evaluation of Market Research, Return on Marketing Investment, ROI Numerical, Concept of Investment in the Life cycle of the product	<u>Books:</u> Marketing Management A Financial Emphasis, Marketing Finance	Evaluating cost benefit of market research, Measuring Marketing ROI, analyse investment	Numerical and Quiz



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			options in different stages of PLC	
8	DCF Numerical for Marketing Investment Decisions, Pricing of Joint Product, Pricing of New Product	<u>Books</u> : Marketing Management A Financial Emphasis, Marketing Finance	Quantifying decisions of Marketing Investment, understanding the concepts of Joint Product Pricing & New Product Pricing	Numerical and class discussion
9	ROI Pricing – Concept and Numerical, Govt. Price Control, Dual Pricing	<u>Books</u> : Marketing Management A Financial Emphasis, Marketing Finance  <u>Website</u> : <a href="http://thismatter.com/economics">thismatter.com/economics</a> , <a href="http://www.investopedia.com">www.investopedia.com</a> , <a href="http://www.mbaskool.com/business-concepts">www.mbaskool.com/business-concepts</a>	Understanding the concept and application of ROI Pricing, Dual Pricing and Govt. Price Control	Numerical and Quiz
10	Approaches of Government Bodies to Development "Fair Price", Tendering – Process and Submission, Export Marketing, Export Finance and Incentives	<u>Book</u> : Marketing Finance  <u>Website</u> : <a href="http://pib.nic.in">pib.nic.in</a> , <a href="http://indianexpress.com">indianexpress.com</a> , <a href="http://vikaspedia.in">vikaspedia.in</a> , <a href="http://smallb.sidbi.in">smallb.sidbi.in</a>	Analyse Govt. Initiatives & approach towards development of Fair Price, learning of	Class discussion



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			Tendering Process, Export Marketing & Finance, Incentives for export	
11	Export Costing and Pricing, Marketing Budgeting, Marketing Budget Sample, Warehousing Decisions, Distribution Cost Analysis	<u>Book</u> : Marketing Management A Financial Emphasis <u>Website</u> : marketingteacher.com	Learning and application of concepts	Quiz
12	Marketing Cost and value, Value Added by Marketing Efforts, Measuring Marketing Productivity	<u>Website</u> : citeman.com, smartamarketing.wordpress.com, www.exinfm.com, smallbusiness.chron.com	Evaluate Marketing cost & value, assessing value added by Marketing efforts and measuring marketing productivity	Quiz
13	Turnkey Projects & It's Pricing, Notional Pricing, Brand Valuation	<u>Book</u> : Marketing Finance, Cost Accounting <u>Website</u> : timesofindia.indiatimes.com <u>Research Paper</u> : Brand Valuation - Tatjana Anti, Ladislav Anti, Mladen Panci <u>Case Study</u> : Alibaba.com	Understanding Turnkey project, it's pricing; Notional Pricing and Brand Valuation	Case discussion



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14	Transfer Price, Value Chain Analysis, Case Study	<u>Website</u> : investopedia.com, strategicmanagementinsight.com, mindtools.com <u>Case Study</u> : Starbucks	Learning and application of concepts	Case Discussion
15	Presentations			

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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	Analysis of Sales Revenue by Products, Territories & Channels; Analysis of Credit Policy & Credit Decisions; Investments during different stages of PLC	Practical understanding of the topics	
2	Industry Visit			
3	Academic Projects			
4	Book Review			



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5	Group Discussion – (Is Advertising an Expense or Investment?)	Measuring Advertising effectiveness	Understanding the criticality of spending in Advertising and evaluate it's ROI	
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Return on Marketing Investments		
8	Use of Softwares and Labs	DCF Numerical for Marketing Investment Decisions	Quantifying Marketing Investment Decisions	
9	Any other activity			



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		15
Presentation		10
Case Study		5
Participation		5
Others		5

**Signature of Faculty**

**Signature of the Co-ordinator**