



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2015-2017)

Programme Name: MMS

Semester: - IV

Name of the Course: Strategic Marketing Management

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Mr. Arijit Ghosal
Mobile No:

Email: a.ghosal@vpmthane.org

Weblink: NA

Learning Objectives:

- Engage in group based decision making activities including collaborative reporting and accepting joint responsibility;
- Engage in strategic thinking including projecting future outcomes, setting goals, and reflecting on the implementation process to reach those goals;
- Integrate marketing theory, prior practice and prior learning into the strategic marketing environment;
- Communicate effectively in oral and written forms about marketing strategy using appropriate concepts, logic and rhetorical conventions.

Reference Books:

1. Marketing Strategy – Boyd, Walker and Larreche McGraw Hill Irwin
2. Marketing strategy – Stephen Schnaars Free Press
3. Strategic Market management – David Aaker John wiley & sons
4. Strategic marketing text & cases - Craverns



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Plan:

Session No	Topics to be covered	References-Print/Online	Learning outcomes
1	Introduction to Strategic Marketing Management : Strategic Marketing Management - Objectives & concept of Strategic Marketing Management - Strategy Definition	Class room lecture	Introduction to Strategic Marketing Management Strategic Marketing
2	Principles of Strategic Marketing Management	Class room lecture	To understand Strategic Marketing Principle
3	Strategy Formulation : Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. 4Ps : Product, Price, Place and Promotion.	Class room lecture	To understand Strategy Formulation
4	Strategic Marketing Analysis : SWOT Analysis, GAP Analysis - Competitive Analysis - Porter's 5 forces Model of competition, GE 9 Cell Model, Product Portfolio Analysis - BCG Matrix, Ansoff Matrix, McKinsey's 7s framework for analyzing and improving organizational effectiveness.	Class room lecture	To understand SWOT analysis
	Marketing Strategy Implementation : Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services etc. Constraints in marketing strategy implementation. Specific strategy initiatives : Product Life Cycle. Marketing Warfare strategies. Competitive Strategies. New product development and introduction strategies, Planned or unplanned strategic withdrawals (Exit Strategies / Obsolescence,	Class room lecture	



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	Contingency / Alternative strategic planning). Brand Strategies in FMCG markets. Rural and Export marketing strategies - Introduction.		
	Pricing Strategies : Introduction to Pricing, Types of Pricing, Pricing Strategies, pricing New Products, Market Segmentation and Pricing.	Class room lecture	To understand Pricing Strategies
	Marketing Plan Formulation : Go to Market Strategies	Class room lecture	To understand Marketing Plan
	Marketing Strategy Evaluation : Marketing Audit Introduction & Scope.	Class room lecture	To understand Marketing strategy
	Marketing Strategy Case Studies : One case study on each of the strategy initiatives (Product, Price, Promotion and Distribution as well as People, Process & Physical Evidence) for different business sectors.	Class room lecture	
	Governance Strategies : Corporate Governance, Corporate Ethics, and Social Responsibility.	Class room lecture	
5	Case Studies and Presentations	Class room lecture	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Multiple choice question test	20
Presentation	Group presentation	10
Case Study	Group Discussion	5
Participation		
Others	Attendance	5

II) External:

(Sample questions)

- How would you deliver an outstanding **event** on a limited budget?
- How do you go about sourcing suitable and reliable partners and suppliers for an **event**?
- Can you tell me about an **event** that was at risk of going over-budget?
- What marketing techniques do you use?
- What **event** software do you normally use?

Signature of Faculty

Signature of the Co-ordinator