



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS)**  
**Academic Year (2019-2020)**

Programme: MMS Semester: III Period: July'19 – October'19  
Course Code: MMS  
Name of the subject: Marketing Strategy  
Maximum marks: 100 (60+40) No. of Sessions: 13/14 (3 hrs each)  
Name of the Faculty: Deepak Agnihotri  
Mobile No: 9820029158 Email: dagnihotri@vpmthane.org

<b>Program Outcomes (PO)</b>	<b>Course Outcomes (CO)</b>
<ol style="list-style-type: none"><li>1. Nurture leadership skills, team-membership skills and mutual trust.</li><li>2. Demonstrate decision-making ability.</li><li>3. Ability to develop culture of technology usage.</li><li>4. Inculcate social sensitivity.</li><li>5. Integrate and apply business knowledge and management techniques for analytical and problem-solving skills.</li></ol>	<ol style="list-style-type: none"><li>1. Understand the scope of Strategies in Marketing and planning the same</li><li>2. Identify broad organisational market strategy alternatives</li><li>3. Describe the value of alternative portfolio models</li><li>4. Appreciate the factors that affect the level of competitive intensity within an industry</li><li>5. Understand the essential components of marketing strategy formulation</li></ol>

**Reference Books:**

1. Marketing Strategy, Steven P Schnaars, Free Press
2. Marketing Concepts and Strategies by Sally Dibb, Lyndon Simkin, William M Prode, O C Ferrell
3. Marketing Strategy, Walker Mullins Boyd & Larreche, Tata McGraw-Hill
4. Marketing Strategy, Luck & Ferrell, Southwestern
5. Marketing Strategy by Paul Fifield
6. Channel Management: Marketing 04.07 by Patrick Forsyth
7. Marketing Multiplied by Mike Moor and Peter Thomas; Barnes and Noble, Amazon
8. Strategic Marketing by Andrew Whalley
9. Positioning: The Battle for Your Mind by Al Ries & Jack Trout
10. Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation by Nirmalya Kumar
11. New Product Policy & Plans , Yoram Wind

**A. Plan:**

<b><u>Session No.</u></b>	<b><u>Pl. Date</u></b>	<b><u>Topic</u></b>	<b><u>Ref. Study Material</u></b>	<b><u>Course Outcomes</u></b>
<b>1</b>		Introduction to Marketing strategy - Concept, Principles, Understanding of Strategy & Tactics	Marketing Strategy, Walker Mullins Boyd & Larreche, Tata McGraw-	Understanding the basics of Marketing strategy and tactics



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			Hill + Notes	
<b>2</b>		Marketing Strategies: BCG, Ansoff, GE, Porter Generic Model, 5 Forces Model,	Strategic Marketing by Andrew Whalley + Notes	Understand Portfolio Management, Growth Strategies, Prioritize investments, Industry Attractiveness
<b>3</b>		Marketing Strategies: PLC, 7s Model of Marketing, Value Chain Model	Strategic Marketing by Andrew Whalley + Notes	Forecasting, planning control of products, reviewing effectiveness and alignment optimizing activities leading to competitive advantage.
<b>4</b>		<ul style="list-style-type: none"> <li>• Understanding information needs for market Research</li> <li>• Assessment of key marketing metrics – Return on Marketing Investment;</li> <li>Market share and payback period;</li> <li>Net Promoter score; Customer satisfaction and share of wallet;</li> </ul>	Marketing Strategy, Luck & Ferrell + Notes	Understand and apply various matrices to evaluate marketing programmes
<b>5</b>		Product and Brand Policy <ul style="list-style-type: none"> <li>• Product Policy decisions – Line and Mix decisions</li> <li>• Managing across the product life cycle from pre-launch, pruning and withdrawal from the market</li> </ul>	Marketing Strategy by Paul Fifield + Notes	Understanding issues in formulating product and brand policies, Brand awareness/ preference;
<b>6</b>		New Product Development process <ul style="list-style-type: none"> <li>• SWOT analysis, PARTS framework and design of the demand landscape</li> <li>• Commercialization of innovation through alliances</li> <li>• Challenges during the technology adoption life cycle</li> </ul> <p style="text-align: center;"><b>Internal Test &amp; Lecture</b></p>	New Product Policy & Plans Yoram Wind + Notes	Understand the strategic aspects of New Product Development & Commercialization
<b>7</b>		Pricing Policy <ul style="list-style-type: none"> <li>• Pricing strategies – Types of pricing strategies: Cost-plus, Perceived value, etc.</li> <li>• Price band – Types and width of price bands and its management</li> <li>• Using promotions</li> </ul>	Marketing Strategy, Steven P Schnaars, Free Press + Notes	Understand levers to manage prices.
<b>8</b>		Channel Policy <ul style="list-style-type: none"> <li>• Designing the length, breadth, and modifying the dimensions of the channel</li> <li>• Need for control and availability of</li> </ul>	Marketing Multiplied by Mike Moor and Peter Thomas;	Understanding the issues in the design and management of channels



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		resources and role in channel design <ul style="list-style-type: none"> <li>• Channel selection strategy – direct, corporate, contractual systems</li> <li>• Omni-channels</li> <li>• Channel conflicts and resolution</li> </ul>	Barnes and Noble, Amazon Strategic Marketing by Andrew Whalley + Notes	
<b>9</b>		Marketing Plan <ul style="list-style-type: none"> <li>• Situation Analysis – 5C’s analysis (customer/competitor/collaborator/company/context);</li> <li>• Forecasting societal changes based on PEST analysis</li> <li>• Preparing and Presenting the Marketing plan</li> </ul>	Strategic Marketing by Andrew Whalley + Notes	Formulating a Marketing Plan.
<b>10</b>		Communications Strategy- Managing communications mix for products, brands Advertising & Sales Promotion Strategy- Campaigns	Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, San Diego University Michael Belch, San Diego University; Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker + Notes	Understanding Communication Process, Models, Advertising Objectives , PR
<b>11</b>		Case Presentations	Above Topics	Connecting with audience, Managing Time, Speaking authoritatively – Subject Knowledge, Confidence building
<b>12</b>		Case Presentations	Above Topics	Connecting with audience, Managing Time, Speaking authoritatively –



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				Subject Knowledge, Confidence building
<b>13</b>		<b>Internal Test &amp; Lecture</b>	Revision	
<b>14</b>				

**B. Practical Approach: Other activities**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (Current Affairs)	Topics as per above plan	Listed in the plan	Industry
2	Academic Projects	Assignments	Industry Importance	Relevant topics to syllabus
3	Group Discussion	Topics Listed in the plan	More knowledge and Doubt clarification	Lecture and Questions in the class
4	Role Play			
5	Industry Visit			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Software and Labs			
9	Any other activity			

**C. Innovative pedagogy adopted:**

Interchange of views, Group projects. Evaluation throughout, suggesting improvements, making students think and express their views, challenge own assumptions, make own choices and contribute with their own thinking to the task, making changes to the pre-assumed framework.



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**Prepared by:**  
**Faculty**

**Reviewed by:**  
**Specialisation**

**Approved by:**  
**ADC**

**Date:**

**Date:**

**Date:**

**A. Execution:**

<u>Session No.</u>	<u>Actual Date</u>	<u>Topic Covered</u>	<u>Attendance %</u>	<u>Evaluation Method</u>	<u>Case Study Ref.</u>	<u>Quiz Ref.</u>	<u>CR Sign</u>
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							

**B. Evaluation:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Presentations & Viva	Mandatory	5+5
Class Test (3 for MMS )	Mandatory (MCQ, Descriptive, Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60

**C. Student Performance Analysis:**

<u>Avg. Attendance</u>	<u>Avg. Internal Marks</u>	<u>% Failed in Internals</u>	<u>Avg. Final Marks</u>	<u>% Failed in Final</u>	<u>No. of best students &gt; 80%</u>	<u>No. of students needs improvement</u>



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**D. Attainment:**

	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>		
<b>PO1</b>					
<b>PO2</b>					
<b>PO3</b>					

**Comments / Suggestions / Recommendations:**

**Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -**

Basics of Marketing - <https://www.udemy.com/marketing-fundamentals/> - get clarity about what Marketing is and how it works and how one can use it from a practical point of view.

Marketing Strategy for Business - <https://www.udemy.com/marketing-strategy-for-business/> - Create a Strategic Marketing Plan, Learn effective Market Segmentation, Analyse marketing efforts whether they are profitable

Understand Strategic Marketing - <https://www.udemy.com/understanding-strategic-marketing/> - Learn range of Marketing techniques, Design Strategy, Apply academic techniques to work, Able to take new role at work.

Marketing Management - <https://www.edx.org/course/marketing-management-2> - learn advanced theories and applications through real world business examples, illustrations, cases and exercises, how marketing management tools can be used to increase customer base, improve customer satisfaction and increase company's overall perceived value, how marketing serves as a key element within an organization's strategy.

Positioning - <https://www.coursera.org/learn/positioning?specialization=marketing-strategy> – Gain Skills in Market Segmentation, Marketing Process, Positioning, Value Proposition

Marketing Planning - <https://www.coursera.org/learn/marketingplan?specialization=marketing-strategy> – Market Analysis, Marketing Plan

Marketing Mix - <https://www.coursera.org/learn/marketing-mix?specialization=marketing-strategy> – Strategically analyse the product/service, bring the product to the market, Understand brands and product to get business results.

Pricing - <https://www.udemy.com/price-psychology-online-marketing/> - Pricing product, run promotions, Consumer perception, maximize earnings

Data Driven Marketing – <https://www.udemy.com/data-driven-marketing-a-ztm-beginners-guide-to-analytics/> - Analysis of campaigns, calculate cost, work out ROI



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**Signature of Faculty**

**Signature of the Co-ordinator / ADC**