



**Dr. V. N. Bedekar Institute of Management Studies, Thane**  
**Teaching Plan (MMS / PGDM)**  
**Academic Year (2014-15)**

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**Programme:** MMS / PGDM

**Name of the Course:** Strategic Marketing Management

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**Maximum marks:** 100 **No. of Sessions:** 15

**Name of the Faculty:** Bedi S.S

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**Mobile No:** 9324816914 **Email :** [sbedi@vpmthane.org](mailto:sbedi@vpmthane.org)

**Weblink:**

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**Learning Objectives:**

Strategic Marketing Management is an immersion in the core principles of successful marketing. You'll uncover the winning formulas of market leading brands, learn how to use analytics to pinpoint your most profitable customers and package solutions that fulfill their unmet needs.

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**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 - Cravern
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**Plan:**

DR VN BRIMS/FRM/ACA/08, Rev 00



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| <b>Session No</b> | <b>Topics to be covered</b>  | <b>Pedagogy</b>      | <b>Remark</b> |
|-------------------|--|----------------------|---------------|
| 1                 | Introduction to Strategic Marketing Management : Strategic Marketing Management - Objectives & concept of Strategic Marketing Management - Strategy Definition.                                    | Lecture/Slides/Cases |               |
| 2                 | Principles of Strategic Marketing Management   | Lecture/Slides/Cases |               |
| 3                 | business and their relationship with Strategic Marketing Management.<br>4Ps : Product, Price, Place and Promotion  | Lecture/Slides/Cases |               |
| 4/5               | Strategic Marketing Analysis :<br>SWOT Analysis, GAP Analysis -<br>Competitive Analysis - Porter's 5 forces Model of competition, GE 9 Cell Model, Product Portfolio Analysis - BCG Matrix, Ansoff | Lecture/Slides/Cases |               |



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|   |   |                      |  |
|---|---|----------------------|--|
|   | Matrix, McKinsey's 7s framework for analyzing and improving organizational effectiveness.   |                      |  |
| 6 | Marketing Strategy<br>Implementation : Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services etc.              | Lecture/Slides/Cases |  |
| 7 | Constraints in marketing strategy implementation. Specific strategy initiatives : Product Life Cycle.<br>Marketing Warfare strategies.<br>Competitive Strategies.               | Lecture/Slides/Cases |  |
| 8 | New product development and introduction strategies, Planned or unplanned strategic withdrawals (Exit Strategies / Obsolescence, Contingency / Alternative strategic planning). | Lecture/Slides/Cases |  |



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|----|---|----------------------|--|
| 9  | Brand Strategies in FMCG markets. Rural and Export marketing strategies - Introduction  | Lecture/Slides/Cases |  |
| 10 | Pricing Strategies : Introduction to Pricing, Types of Pricing, Pricing Strategies, pricing New Products, Market Segmentation and Pricing | Lecture/Slides/Cases |  |
| 11 | Marketing Plan Formulation : Go to Market Strategies.   | Lecture/Slides/Cases |  |
| 12 | Marketing Strategy Evaluation : Marketing Audit Introduction & Scope.   | Lecture/Slides/Cases |  |
| 13 | Case Studies and Presentations  | Lecture/Slides/Cases |  |



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**Evaluation:**

**I) Internal:**

| <b>Component</b>                 | <b>Details</b> | <b>Marks</b> |
|----------------------------------|----------------|--------------|
| Class Test                       |                |              |
| Presentation,<br>Assignment etc. |                |              |
| Class<br>Participation           |                |              |
| Student Conduct                  |                |              |

**Dr.Bedi.SS**

**Signature of Faculty**

**Signature of Co-ordinator**