



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Programme Name: MMS

Semester: IV

Name of the subject: Trends in Marketing

Maximum marks:

No. of Sessions: 13+1 Hour

Name of the Faculty: Deepak Agnihotri

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Weblink:

Learning Objectives:

- 1) Enable student to develop his/her business and marketing judgment and skills
 - 2) Understand impact of rapidly changing environment on marketing strategies and changes required
 - 3) Understand the new trends in the marketing arena and its relevance in the global business and economy
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Reference Books:

1. Marketing in the Cyber Era: Strategies and Emerging Trends Ali Ghobrani published by IGL Global
2. Marketing 3.0 Phillip Kotler
3. Fortune at the Bottom of Pyramid C.K. Prahalad
4. Handbook on Management of Non-Profit Organizations Easo John
5. Social Marketing Perspectives and Viewpoints Lazer, William
6. I have a dream Rashmi Bansal
7. The Core Competence of the Corporation C.K. Prahalad & Gary Hamel
8. The Future of Competition C.K. Prahalad & Venkat Ramaswamy (2004)
9. The New Age of Innovation M. S. Krishnan & C.K. Prahalad



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10. Analysis for Marketing Planning Lehman & Winer
11. Strategic Marketing Shahjahan
12. We are like that only Rama Bijapurkar
13. Ethics for New Millennium – Dalai Lama
14. We the Peoples – Kofi Annan
15. Luxury Marketing - A Challenge for Theory and Practice Editors: Wiedmann, Klaus-Peter, Hennigs, Nadine (Eds.)
16. Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale [Robin Lent](#) , [Genevieve Tour](#) , [Alain-Dominique Perrin](#)
17. Strategic Marketing for Non-Profit – Philip Kotler
18. Experiences: The 7th Era of Marketing by Robert Rose and Carla Johnson (2015)
19. Airline Marketing and Management – Stephen Shaw
20. The 15 Metrics Everyone in Marketing Should Know – Mark Jefferey
21. The Second Machine Age: Work, Progress and Prosperity in a Time of Brilliant Technologies - Erik Brynjolfsson and Andrew McAfee
22. Beyond "e": 12 Ways Technology is Transforming Sales & Marketing – Stephen Diorio
23. The Complete Resource for Finding, Analyzing, and Using Information about Your Competitors – Leonard M Fuld



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Marketing Trends, Technology Impact, Globalisation, Societal impact	Marketing 3.0 Phillip Kotler; Social Marketing Perspectives and Viewpoints Lazer, William	Concepts of New Marketing	MCQs / Q&A / Quiz
2	UN Millennium Development Goals	Ethics for New Millennium – Dalai Lama We the Peoples – Kofi Annan	The kind of world that we want to live in but that we can build	MCQs / Q&A / Quiz
3	Marketing Non-Profit Orgs	Handbook on Management of Non-Profit Organizations Easo John	Strategic Management of NonProfit	MCQs / Q&A / Quiz
4	Bottom of Pyramid Concept and Marketing Strategy	Fortune at the Bottom of Pyramid C.K. Prahalad; The Future of Competition C.K. Prahalad & Venkat Ramaswamy (2004)	Marketing to lower strata of society	MCQs / Q&A / Quiz
5	Luxury Marketing	Luxury Marketing - A Challenge for Theory and Practice Editors: Wiedmann, Klaus-Peter, Hennigs, Nadine (Eds.) Selling Luxury: Connect with Affluent	What does it take to sell high-end luxury	MCQs / Q&A / Quiz



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		Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale Robin Lent , Genevieve Tour , Alain-Dominique Perrin	creations to the richest clients; Why consumers buy luxury, what they believe luxury is, and how their perception of luxury value impacts their buying behavior.	
6	Experiential Marketing	Experiences: The 7th Era of Marketing by Robert Rose and Carla Johnson (2015)	Using data and experience to create customers	MCQs / Q&A / Quiz
7	Airline Marketing	Airline Marketing and Management – Stephen Shaw	Application of PoM to today's airline industry	MCQs / Q&A / Quiz
8	Data Driven Marketing	The 15 Metrics Everyone in Marketing Should Know – Mark Jefferey	How organizations can deliver significant performance gains through strategic investment in marketing in	MCQs / Q&A / Quiz



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			the new era of tight marketing budgets	
9	Role of Technology in Marketing	Beyond "e": 12 Ways Technology is Transforming Sales & Marketing – Stephen Diorio	Help beyond current e-business fads to understand the fundamentals that will distinguish sales and marketing leaders in the future.	MCQs / Q&A / Quiz
10	Internet of Things	The Second Machine Age: Work, Progress and Prosperity in a Time of Brilliant Technologies - Erik Brynjolfsson and Andrew McAfee	Influence of technological advancements on businesses around the world.	MCQs / Q&A / Quiz
11	Competitive Intelligence	The Core Competence of the Corporation C.K. Prahalad & Gary Hamel	strategic objectives should not focus on fighting off the competition, but on creating a new competitive	MCQs / Q&A / Quiz



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			space	
12	Cyber war – Role of Competitor Intelligence	The Complete Resource for Finding, Analyzing, and Using Information about Your Competitors – Leonard M Fuld	How to find and use the up-to-the-minute intelligence you need to win your fight for market share and glory	MCQs / Q&A / Quiz
13	Cases / Presentation	Student Presentation		
14				
15				



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Practical Approach : Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Academic Topics	Practical-real scenarios	
4	Book Review			
5	Group Discussion	Topic Debates and discussions	Clarity on subject matter	
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			

Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences: -

Periodic Assignments, Discussions and debates on subject matter, raising awareness. Role play and scenario analysis exposing students to decision making. Furthering the interest of the student and the institution, facilitating students to gain knowledge, bringing humour in teaching to make environment lively, strengthening relationship with students, reduce stress, relax students and make the environment conducive to learning.



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Use of ICT for effective teaching with Learning Management Systems (LMS), E-Learning resources etc.: -

Promote cognitive constructivist approach, where individual students construct meaning based on their prior knowledge developing positive beliefs. Blend content knowledge with pedagogical knowledge thus making the connection between the subject content and the delivery of that content and also grouping students to learn from each other, set up routines, using discipline techniques to enhance learning in the classroom.

Innovation and Creativity in teaching- learning: -

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.

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



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Evaluation:

Internal:

Component	Details	Marks
Class Test	Test MCQs	20
Presentation	Overall Conduct	5
Case Study	Case present - Group	10
Participation	Active, Answers in class, debate on a topic	5
Others		

Signature of Faculty

Signature of the Co-ordinator