



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

Programme Name: MMS

Semester: II

Name of the subject: Marketing Management

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Kala Mahadevan

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Learning Objectives:

To understand the basic concepts of Marketing and their application in today's business world.

Reference Books:

1. Marketing Management – Philip Kotler



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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	Defining Marketing for the 21 st century	Marketing Management – Philip Kotler	To understand the relevance of marketing in today's competitive business world	<ul style="list-style-type: none"> • Class Participation
2	Scanning the Marketing Environment – Demand Forecasting- Market Research	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> • Use of Pestle Analysis • Importance of forecasting and demand measurement and methods thereof • Market research and its methods 	<ul style="list-style-type: none"> • Class Participation
3	Creating Customer Value and CRM	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> • How is Value Created and delivered to the customer 	Case Presentation and discussion
4	Creating Customer Value and CRM	Creating Customer value – the case study of Tata Steel	<ul style="list-style-type: none"> • Analysing the issues in the case study on Tata Steel 	Case Presentation and discussion
5	Consumer Behaviour and Organizational Buying	Marketing Management – Philip Kotler Video – State Farm Insurance ad	<ul style="list-style-type: none"> • Determinants of Consumer 	Class Participation Class Activity – Brands and



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		<p>Video – McDonald’s ad for Hispanics</p> <p>Video – JK Tyres Wheels of Joy</p> <p>Video – Coca Cola America is beautiful</p> <p>Video – JK Tyres Family Film</p>	<p>behaviour</p> <ul style="list-style-type: none"> ● Maslow’s Hierarchy of needs model ● Consumer decision making process 	<p>their personalities</p>
6	<p>Consumer Behaviour and Organizational Buying</p> <p>Internal Test no 1</p>	<p>Marketing Management – Philip Kotler</p>	<ul style="list-style-type: none"> ● Consumer Decision making process ● Organizational buying 	<p>Class Participation and Discussion</p> <p>MCQ test</p> <p>Internal test no 1</p>
7	<p>Segmentation, Targeting and Positioning</p>	<p>Marketing Management – Philip Kotler</p> <p>Video – McDonald’s ad for the older generation</p> <p>Video – Dettol v/s Savlon</p> <p>Case Study: Market segmentation of Horlicks</p> <p>Case Study: Market segmentation of Nivea</p> <p>Class activity- Defining POPs and PODs for Jet and Indigo</p>	<ul style="list-style-type: none"> ● Need for Segmentation ● Bases of segmentation ● Targeting ● Positioning ● Porter’s Five Forces Model ● Perceptual Mapping 	<p>Case study</p> <p>Class activity</p>
8	<p>Marketing Mix and Product Decisions</p>	<p>Marketing Management – Philip Kotler</p> <p>Case Study: Product portfolio and Product Strategies followed by Britannia Industries</p>	<ul style="list-style-type: none"> ● Marketing Mix ● 4Ps v/s 4 Cs ● Product characteristics and 	<p>Class Participation</p>



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			classifications <ul style="list-style-type: none"> ● Setting Product strategy 	
9	Pricing and Distribution Decisions	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> ● Understanding Price ● Price adaptation strategies ● Channel Decisions 	Class Participation and discussions
10	Promotion – Integrated Marketing Communications	Marketing Management – Philip Kotler Case Study: Understanding the IMC mix used by Vodafone Case Study: IMC Mix for Incredible India	<ul style="list-style-type: none"> ● Development of IMC Plan ● Appeals and Execution Styles 	Class Participation Case Study
11	Personal selling and Sales Management	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> ● Overview of Personal selling 	Class Participation
12	New Product Development	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> ● How are new products introduced ● PLC ● Make v/s buy 	Class Participation
13	Overview of Marketing Strategies	Marketing Management – Philip Kotler	<ul style="list-style-type: none"> ● SWOT ● BCG ● GE 9 Cell 	Class Participation Internal Test no 2



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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion	<ol style="list-style-type: none">1. Class Activity – Brands and their personalities2. Defining POPs and PODs for Jet and Indigo		
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Video – State Farm Insurance ad Video – McDonald’s ad for Hispanics Video – JK Tyres Wheels of Joy Video – Coca Cola America is beautiful		



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		Video – JK Tyres Family Film Video – McDonald’s ad for the older generation Video – Dettol v/s Savlon		
8	Use of Softwares and Labs			
9	Any other activity – Case Studies	1. Creating Customer value at Tata Steel 2. Market Segmentation – Nivea 3. Market segmentation – Horlicks 4. Product Strategies followed by Britannia 5. IMC Mix of Vodafone		



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Assessment of concepts and applications thereof	20
Presentation	Group Presentations on case studies	10
Case Study		
Participation		5
Others		5

Signature of Faculty

Signature of the Co-ordinator