



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: MMS

Semester: III

Name of the subject: MARKETING STRATEGY

Maximum marks: 100 Marks

No. of Sessions: 10

Name of the Faculty: IYER KARTIKEYAN

Mobile No: 9920779082

Email: Kartikeyan.iyer@gmail.com

Weblink:

Learning Objectives:

To ensure all the students have a clear understanding of the marketing strategy concepts from Market Identification, to Product Development to Channel Policy and Evaluation. To advocate the practical applicability of the Marketing Strategies as and when required in the Industry

Reference Books:

Marketing Management : Kotler and Keller

Marketing Strategy : Walker and Mullins

Internet Resources



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

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 Strategy Introduction & Importance	Kotler & Keller, Amazon Strategy, Internet Sources	Conceptual Understanding of the Marketing Strategy Concept with Examples	Test
2	Product Strategy	Kotler & Keller, Kellogg's Case Study, Internet Sources	Understanding Product Mix, Upward and Downward Strategies	Case Study
3	New Product Development	Kotler & Keller, Pulse Case Study, Internet Sources	Stages of New Product Development	Case Study
4	Pricing Strategy	Kotler & Keller, MAMY POKO PANTS article, Internet Sources	Understanding the pricing concepts	MCQ
5	Marketing Plan	Kotler & Keller, Patanjali Article, Internet Sources	To develop a	Case Study



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

			marketing plan	
6	Situation Analysis	Kotler & Keller, Internet Sources	Understanding the PEST	Case Study
7	Distribution Strategy	Kotler & Keller, Internet Sources	Understanding the Distribution Environment Dynamics	Quiz
8	Channel Policy	Kotler & Keller, Internet Sources	Understanding the innovations in Channel Management & Challenges	Quiz
9	CASE STUDY	TRAVEL KHANA	Innovations in New Product Development	Case Study
10				
11				
12				
13				
14				
15				



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	<u>Marketing Plan</u>	<u>Executive Summary</u> <u>Preparation</u>	<u>Business World</u>
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion	<u>Product Postioning</u>	<u>Sources of Differentiation</u>	<u>Economic Times</u>
6	Business Quiz / Business News sharing	<u>Channel Policy</u>	<u>Current Distributon</u> <u>Trends</u>	<u>Economic Times</u>
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity (Case Study)	<u>New Product Develpoment</u>	<u>Product Ideas</u>	<u>Business World</u>



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Marketing Strategy Concepts, Product Development, Short Answer Type	20 Marks
Presentation	Marketing Strategy Concepts	20 Marks
Case Study		
Participation		
Others		

Signature of Faculty

Signature of the Co-ordinator