



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

Programme Name: **PGDM**

Term: II

Name of the Course: Marketing Management

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K Punjani

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Weblink:

Learning Objectives:

- This coursework is designed to introduce the student to the basic elements of the marketing management terms, implementation of studied term in the industry and related process.
 - This module is to learn the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.
 - This module will give the student a very broad understanding of what marketing is all about and the vital role that it plays in every organization, every department and every specialization.
 - The module will help the student to identify and solve many business problems by using a marketing perspective, as a universal concept.
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Reference Books:

- Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education
 - Marketing Management - Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillan
 - Marketing Management by Rajan Saxena, Tata McGraw Hill
 - Marketing Management by R. Varshney, S. Chand
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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	Introduction of Subject, Introduction to Marketing & Marketing Management Concept, What is Marketed, Who is Customer, Types of Needs, Marketing Vs. Selling	<u>Book</u> : Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education <u>Video</u> : 'S Oil Here Campaign	Students will develop basic understanding of concepts in the marketing	Class Discussion
2	Concepts of Customer, Client, Consumer, Influencer, Decision maker; Evolution of Marketing	<u>Book</u> : Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education	Understanding of various types of buyers and evolution of Marketing concept	Role Play & Discussion
3	Concepts of Need, Want and Demand; Product and Brand	<u>Books</u> : Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education Marketing Management - Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillan <u>Case Discussion</u> : Fevicol	Making students familiar with the Fundamental concepts, vocabulary and practices from business perspective in the Organization.	Case Discussion
4	Market Segmentation, Target Marketing	<u>Books</u> : Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education Marketing Management - Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillan	Imparting knowledge & understanding of Segmentation & Target Market	Class Discussion



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5	Positioning and Differentiation	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileshwarJha, Pearson Education Marketing Management by RajanSaxsena, Tata McGraw Hill</p> <p><u>Case Discussion:</u> Horlicks</p>	To familiarize students with the concepts of Positioning & Differentiation	Case Discussion
6	Internal Assessment through Activities and Management Games	Management games	Assessing students' understanding and ability to implement it in practical situations	Management Games& Activity
7	Marketing Mix – 4P's	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileshwarJha, Pearson Education Marketing Management by RajanSaxsena, Tata McGraw Hill Marketing Management – Planning, Implementation and Control by V.S. RamswamyandS. Namakumari, McMillian</p>	Enable students to understand Marketing Mix and relevant practices by different companies.	Class Discussion
8	Promotion Decisions – Promotion Mix – (IMC), Elements of Promitions, Push & Pull Promotion Startegies, Developing Promotion Program	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileshwarJha, Pearson Education Marketing Management by RajanSaxsena, Tata McGraw Hill Marketing Management – Planning, Implementation and Control by V.S. Ramswamy andS. Namakumari, McMillian</p> <p><u>Case Discussion:</u> Godrej Appliances, DaburVatika</p>	To familiarize students with various concepts related to Promotion Decisions & Strategies	Case Discussion
9	Pricing Decisions, factors, Strategies, Distribution Decisions, Channel Decisions, Channel Members	<p><u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileshwarJha, Pearson Education Marketing Management by RajanSaxsena, Tata McGraw Hill Marketing Management – Planning, Implementation and Control by V.S. Ramswamy andS. Namakumari, McMillian</p> <p><u>Case Discussion:</u> Bag Forever, Titan</p>	Understanding mechanism of pricing& distribution dynamics being practiced by the organizations	Case Discussion



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10	Sales Promotions, Marketing Environment	<u>Book:</u> Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileshwarJha, Pearson Education Marketing Management by RajanSaxsena, Tata McGraw Hill <u>Marketing Simulation</u>	Enable students to understand the important aspects of Sales Promotions and marketing environment	Class discussion& Simulation
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2. Practical Approach : Other activities (At least 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	<u>Types of Buyers</u>	<u>Practical understanding of the topics</u>	
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion			
6	Business Quiz / Business News sharing	<u>Latest Marketing Trends</u>	<u>Keep up with latest updates</u>	
7	Videos	<u>Overall Marketing Management</u>	<u>Practical implication</u>	
8	Use of Softwares and Labs (Simulation)	<u>Promotion & Pricing Decisions</u>	<u>Applying Cocepts for virtual decision making</u>	
9	Any other activity	<u>Needs, Wants & Demand; Pillars of Marketing</u>	<u>Understanding importance of Promotion campagins</u>	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation		10
Case Study		5
Participation		5
Others (Assessment Activity)		20

Signature of Faculty

Signature of the Co-ordinator