



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

---

Programme PGDM

Semester: II

Name of the subject: Marketing Management II

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

Mobile No: 9820226845

Email: [kpandey@vpmthane.org](mailto:kpandey@vpmthane.org)

Weblink:

---

**Learning Objectives:**

- Understand marketing perspective from the point of view of marketing Mix
  - To understand Brand and Branding & its related concepts
- 

**Reference Books:**

- New Product Development: From Initial Idea To Product Management / by Marc A. Annacchino - Elsevier Butterworth-heinemann, 2003.
- Marketing management the millennium 10th edition /by Kotler Philip- Delhi: PHI,1999.
- Strategic Brand Management – Keller , Jacob, & Permeswaran



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

**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction to the Marketing Management and related concepts		<ul style="list-style-type: none"><li>• What is Marketing / Importance of it</li><li>• Evolution of Marketing /Things that are marketed</li><li>• Marketing framework/Basic concepts</li><li>• Marketing Process / Types of markets</li></ul>	
2	Marketing Mix concepts – Product		<ul style="list-style-type: none"><li>• Functions of Marketing / understanding marketing Mix and uses</li><li>• Difference between Product / service</li><li>• Product levels / Hierarchies</li><li>• Product Classification / Product mix Decisions</li></ul>	



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

			<ul style="list-style-type: none"><li>● Product Portfolio analysis</li></ul>	
3	New Product Development		<ul style="list-style-type: none"><li>● Whats is the new product and how it is</li><li>● Factors for developing new products</li><li>● New product development process &amp; its implications</li></ul>	
4	Product Life Cycle & Internal Test		<ul style="list-style-type: none"><li>● What is the PLC &amp; Its Importance</li><li>● What are the stages of PLC</li><li>● Marketing Strategies &amp; Examples of each</li></ul>	
5	Introduction to brand & brand Management		<ul style="list-style-type: none"><li>● Difference between Product / Brand</li><li>● Meaning / Examples / Scope / Importance of Brand &amp; Branding</li><li>● Branding for consumers &amp; Manufactures</li></ul>	
6	Branding Elements & related decisions		<ul style="list-style-type: none"><li>● What are brand elements? How do you decide them</li></ul>	
7	Brand Equity & Model		<ul style="list-style-type: none"><li>● BAV Model / Aker Model</li><li>● Brand resonance model</li></ul>	
8	Brand Extensions & extensions Strategies		<ul style="list-style-type: none"><li>● What is brand Extensions &amp; related Strategies</li></ul>	



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

9	Brand Positioning and repositioning Decisions		<ul style="list-style-type: none"><li>• Positioning &amp; its related Concepts</li><li>• How do branding helps in positioning</li></ul>	
10	Project presentations		<ul style="list-style-type: none"><li>• Project evaluations</li></ul>	
11				
12				
13				
14				
15				

**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			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			



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

--	--	--	--	--



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

**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	yes	20
Presentation	yes	20
Case Study	yes	0
Participation	yes	10
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**