



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

Programme Name: PGDM

Term: IV

Name of the Course: Channel Strategy, Media and Integrated Marketing

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K. Punjani

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Email: kpunjani@vpmthane.org

Weblink:

Learning Objectives:

- 1. To develop an understanding of the role of channel strategy in marketing and its importance in creating value to the customer.**
- 2. To acquaint students with different approaches of Media & Integrated Marketing**

Reference Books:

- 1. Marketing Channels: Management View by Rosenbloom B, Thomson South - Western.**
 - 2. Sales and Distribution Management , S L Gupta, Excel Books India**
 - 3. Marketing Channels, Walters, C. Glenn**
 - 4. Integrated Advertising, Promotion and Marketing Communication by Kenneth Clow, Donald Black. Pearson**
 - 5. Integrated Marketing Communication by Niraj Kumar**
 - 6. Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker**
 - 7. Advertising and Promotion: An Integrated Marketing**
 - 8. Communications Perspective, George Belch, Michael Belch, San Diego University**
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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 Channel Concepts, Why Marketing Needs Intermediaries, Evolution of Marketing Channels, Marketing Intermediaries, Marketing Channel Utility, Understanding Buying Pattern, Push & Pull Strategy | Books: Sales and Distribution Management , S L Gupta, Excel Books India Marketing Channels, Walters, C. Glenn Case: HUL Project Shakti | To understand the concepts of Marketing channels, intermediaries & Marketing channel utility. | Case Discussion |
| 2 | Channels of Distribution, Channel Members, Distribution Logistics Vs. Supply Chain Management, How to design a Distribution Logistics System, How to Design a Channel System | Books: Sales and Distribution Management , S L Gupta, Excel Books India Marketing Channels, Walters, C. Glenn Case: Bagforever | To understand the role of various channel members, difference between Distribution & SCM and designing a channel system | Case Discussion & Quiz |
| 3 | Role of the Channel in Marketing Strategy, Channel-Selection Decision, Usability of | Books: Sales and Distribution Management , S L Gupta, Excel Books India | To understand the fundamentals | Case Discussion & Quiz |



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|---|--|---|--|------------------------|
| | Channel Options | Marketing Channels, Walters, C. Glenn Case: Titan | Of channel selection decision & its usability | |
| 4 | Understanding Intermediary Requirements, Channel Conflicts & its types, Channel Modification Decisions | Books: Sales and Distribution Management , S L Gupta, Excel Books India Marketing Channels, Walters, C. Glenn | Develop understanding of Intermediary Requirements, Channel conflicts & Channel Modification Decisions | Discussion & Quiz |
| 5 | Standards of Performance for Channel members, Salesperson's Role in Controlling the Distributor | Books: Sales and Distribution Management , S L Gupta, Excel Books India Marketing Channels, Walters, C. Glenn Case: Asian Paints | Enabling students to understand the Standards of Performance for Channel members | Case Discussion |
| 6 | Measurement of Channel Performance, Macro Perspective, Micro Perspective | Books: Sales and Distribution Management , S L Gupta, Excel Books India Marketing Channels, Walters, C. Glenn | To understand how to measure the channel performance at Micro & Macro level | Discussion & Quiz |
| 7 | Print Media and Broadcasting Media – TV & | Books: | To familiarize | Case Discussion & Quiz |



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| | radio | Integrated Advertising, Promotion and Marketing Communication by Kenneth Clow, Donald Black. Pearson Communications Perspective, George Belch, Michael Belch, San Diego University Case: Fevicol | students with Print & Broadcasting media | |
| 8 | Media Planning, Media Planning Decisions, Steps for Developing The Media Plan, Setting Media Objectives, Media Scheduling Methods, Media Buying, Functions of Media buyer | Books: Integrated Advertising, Promotion and Marketing Communication by Kenneth Clow, Donald Black. Pearson Communications Perspective, George Belch, Michael Belch, San Diego University | To understand the concepts of Media Planning & Media Buying | Discussion & Quiz |
| 9 | Measuring Advertising Effectiveness, Communication Effect, Sales Effect, Return On Promotional Investment, | Books: Integrated Advertising, Promotion and Marketing Communication by Kenneth Clow, Donald Black. Pearson Communications Perspective, George Belch, Michael Belch, San Diego University Case: Cadbury's Dairy Milk | Develop understanding of how advertising effectiveness is measured | Case Discussion & Quiz |
| 10 | Internal Assessment – Test | Internal Assessment – Test | | Internal Assessment – Test |



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

| Sr. No. | Activity Name | Topic Covered | Learning outcomes | Source |
|----------------|---------------------------------------|---|---|------------------------------|
| 1 | Role Play | | | |
| 2 | Industry Visit | | | |
| 3 | Academic Projects | Channels of Distribution | Practical understanding of the channel management and publication of Research papers on the same | |
| 4 | Book Review | | | |
| 5 | Group Discussion | Measuring Advertising Effectiveness | Develop understanding of industry practices | |
| 6 | Business Quiz / Business News sharing | Recent trends in Channel Management by Automobile companies & Smartphone companies | Practical understanding of the topics | <u>Economic Times</u> |
| 7 | Videos / Simulation | Print Media & Broadcasting Media | Practical understanding of the topics | |
| 8 | Use of Softwares and Labs | | | |
| 9 | Any other activity | | | |



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Evaluation:

I) Internal:

| Component | Details | Marks |
|-------------------------|----------------|--------------|
| Class Test | | 20 |
| Presentation | | - |
| Case Study | | 5 |
| Participation | | 5 |
| Others (Research Paper) | | 10 |

Signature of Faculty

Signature of the Co-ordinator