



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: PGDM

Term: III

Name of the Course: Marketing Management - II

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Dr S S Bedi

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Weblink:

Learning Objectives:

To use appropriate tools of branding for different types of products and services.

To understand the practical challenges in managing different brands in the portfolio.

To improve familiarity with current challenges and issues in branding.

Reference Books:

Product Management 4th ed / by Lehmann- Delhi: Tata McGraw Hill, 2010.

Product Management in India 3rd ed / by Ramanuj Mazumdar-Delhi: PHI, 2009.

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.

DR VN BRIMS/REC/ACA/05



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Marketing An Introduction 7th ed / by Kotler Philip, Gray and Armstrong, Pearson education, 2007.

Marketing management 4th ed / by Rajan Saxena- Delhi: TMH,2009.

Fundamentals of marketing/ by Stanton William J et al, MGH,1996.

Marketing Management 2 nd edition /by Tapan. K. Panda,Delhi- Excel publications, 2008.

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 to marketing .Differences between products and services.	Rajan Saxena- Delhi: TMH,2009. Fundamentals of marketing/	Basic learning	Discussion
2	Marketing implications of the differences between products and services. Product/Service Classification.	Marketing management 4th ed / by Rajan Saxena- Delhi: TMH,2009. Fundamentals of marketing/ by Stanton William J et al, MGH,1996.	Understand the difference between product and service marketing	case



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3	Levels of Product, Product Hierarchy. Product Line Decisions.	Marketing management 4th ed / by Rajan Saxena- Delhi: TMH,2009.	Understanding product line	discussion
4	New Product Development Process: Product Failures.	Marketing Management 2 nd edition /by Tapan. K. Panda,Delhi- Excel publications, 2008.	Importance of research in making it successful	case
5	Service Development Process: Use of Blue Printing. 🕒 Product Life Cycle and Strategies for Different Stages.	Marketing Management 2 nd edition /by Tapan. K. Panda,Delhi- Excel publications, 2008.	Understanding strategies (PLC)	discussion
6	Meaning & Scope of Branding, Brand Element Decisions.	Marketing An Introduction 7th ed / by Kotler Philip, Gray and Armstrong, Pearson education, 2007.	Understanding brands	Role play
7	Brand Equity Models- BAV model, Aaker model, Brand resonance.	Marketing An Introduction 7th ed / by Kotler Philip, Gray and Armstrong, Pearson education, 2007.	Understanding brand equity	discussion



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8	Branding and Brand Extensions.	Marketing management 4th ed / by Rajan Saxena- Delhi: TMH,2009. Fundamentals of marketing/ by Stanton William J et al, MGH,1996. Marketing Management 2 nd edition /by Tapan. K. Panda,Delhi- Excel publications, 2008.	Understanding brand equity and strategies	case
9	Relationship between Positioning / Repositioning and brand equity.	Marketing management 4th ed / by Rajan Saxena- Delhi: TMH,2009. Fundamentals of marketing/ by Stanton William J et al, MGH,1996.	Brand strategies	case
10	Presentations	presentations		
11				
12				
13				
14				
15				



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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	<u>Personal selling marketing strategies</u>	<u>Concepts of selling and promotions taught</u>	
2	Industry Visit			
3	Academic Projects	<u>Presentations</u>	<u>creativity</u>	<u>Kapoor lamp shade</u>
4	Book Review			
5	Group Discussion	<u>Discussion with respect to handling competition</u>	<u>Helps in anlysing markets</u>	
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity	<u>Cases on marketing strategy</u>	<u>Helps develop analytical approach</u>	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation		
Case Study		
Participation		
Others		

Signature of Faculty

Signature of the Co-ordinator