



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2014-15)

Programme Name: MMS

Name of the Course: Marketing Management

Maximum marks: 100 No. of Sessions: 12

Name of the Faculty: Dr. Sunmeet banerjee

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Weblink:

Learning Objectives:

- Practical and knowledge oriented sessions,
 - Syllabus to be covered, PPT's to be shared with students
 - Case studies, encourage discussions
 - Enhanced communication
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Reference Books:

1. Marketing Management - Kotler, Keller, Koshy & Jha - 14th edition,
2. Basic Marketing, 3th edition, Perrault and McCarthy
3. Marketing management - Indian context Dr. Rajan Saxena
4. Marketing Management - Ramaswamy & Namkumari
5. R. L. Varshuey & S.L. Gupta: Marketing Management An Indian Perspective (Sultan Chand)

Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	Introduction to Marketing concept, Evolution of marketing & Customer orientation	PPT, discussions, Case study	
2	Marketing Environment and Evaluation of Market opportunities	PPT, discussions, Case study	
3	Consumer buying process & Organizational buying behavior	PPT, discussions, Case study	



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4	Pillars of Marketing - Market segmentation, Target marketing Positioning & Differentiation	PPT, discussions,	
5	Marketing Mix and Product decisions - Product Life cycle	PPT, discussions, Case study	
6	New Product development process	PPT, discussions, news	
7	Market research & Marketing Information Systems and 5 Demand forecasting and Market potential analysis	PPT, discussions, quiz	
8	Distribution decisions - Logistics & Channel decisions	PPT, discussions, Case study	
9	Promotion decisions - Integrated Marketing communications concept, communication tools	PPT, discussions, Presentations by students	
10		Class Test	
11	Personal selling & Sales management	PPT, discussions, Assignment	
12	Pricing decisions	PPT, discussions, Presentations by	



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		students	
13	Industry interface	Interface	Corporate exposure
14	Marketing Environment (India) and Opportunities	Assignment PPT, discussions, Case study	
15	Review of syllabus		



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		20
Presentation		10
Case Study		5
Participation		5
Others		-

II) External:
(Sample questions)

(Case Study)

The Indian Fast Food Market

Student will discuss the localization strategies adopted by the multinational fast food chains - **McDonald's**, **Domino's** and **KFC** in India.

Initially, these fast food chains found it tough to cater to Indian tastes. Soon, they customized their menu, positioned their products and advertised to appeal to Indian customers. McDonald's and Domino's succeeded to a certain extent, while KFC still has a long way to go, though KFC has been trying in recent months to garner more share of the market by aggressive pricing of meal deals.

Please examine the localization strategies adopted by the multinational fast food chains. You should also be able to appreciate the factors that forced the fast food chains to understand the local market and modify their strategies to suit local requirements.

Issues:

» Localization strategies adopted by fast food chains, customization of menus, positioning of their product, pricing.

Questions:

1. McDonald's generally follows fundamental 'consistency' rule offering products of uniform size, price and quality in all global markets where it operated. However, in India the company went for an entirely different approach. Explain why McDonald's went for customization in India?
2. Both McDonalds and Dominos customized their menus to Indian tastes. Explain the difference in their positioning with your perception.



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3. KFC also customized and offered competitive price menus but it did not meet with the success as much as McDonalds and Dominos had. Examine it critically.

Question:

- What is the significance of Marketing in business organisation? Do you think modern business can survive without effective Marketing systems?

Question:

- What is Marketing Mix of a product? Give industry examples while illustrating. Which additional P's are required for marketing of services?

Question:

- Write a note on Market Segmentation, Positioning and Targetting. Take example of Colgate Total and write a practical note.

Signature of Faculty

Signature of the Co-ordinator