



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

Programme: MMS-SEM 1

Name of the Course: Marketing Management

Maximum marks: 100, **No. of Sessions:** 15

Name of the Faculty: _Sheetal Patil

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Learning Objectives:

To understand basics of marketing ,concepts and applications as per syllabus

Reference Books: Marketing Management - Kotler, Keller, Koshy & Jha – 14th edition,

2. Basic Marketing, 13th edition, P errault and McCarthy

3. Marketing management – Indian context Dr.Rajan Saxena

4. Marketing Management – Ramaswamy & Namkumari

Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	Unde rstanding Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	Presentation, Discussion	
2	Introduction to Marketing concept • Evolution of marketing & customer orientation	Presentation, Discussion	
3	Marketing Environment and Evaluation of Market opportunities	Case study, Presentation, Discussion	
4	Market research & Marketing Information Systems and	Group activity, Presentation, Discussion, Video case discussion	



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	Demand forecasting and Market potential analysis		
5	Demand forecasting and Market potential analysis, Consumer buying process & Organizational buying behaviour	Group activity, Presentation, Discussion	
6	4P's of marketing	Experiential learning of 4p's, visit to the traditional market.	
7	Pillars of Marketing - Market segmentation, Target marketing Positioning & Differentiation	Group activity, Presentation, Discussion, Video case discussion	
8	Marketing Mix and Product decisions – Product Life cycle	Group activity, Presentation, Discussion,	
9	New Product development process	Presentation, Discussion,	
10	Distribution decisions – Logistics & Channel decisions	Presentation, Discussion,	
11		Presentation, Discussion,	



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	Promotion decisions – Integrated Marketing ,communications concept, communication tools		
12	Personal selling & Sales management	Presentation, Discussion,	
13	Pricing decisions	Presentation, Discussion,	
14	Case Studies and Presentations	Students Presentations	
15	Case Studies and Presentations	Students Presentations	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation, Assignment etc.		
Class Participation		
Student Conduct		

II) External:

(Sample questions)

Discuss factors affecting marketing environment of the company.

Explain 4P's of marketing in detail with suitable examples.

Discuss various promotional techniques adopted by consumer product sellers.

Discuss in detail marketing intermediaries.

Discuss measures of demand

Write a note on sales promotions, pricing functions of marketing.

Sheetal Patil

Signature of Faculty

Signature of Co-ordinator