



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Learning Plan - MMS
Academic Year: 2021-2022

Programme: MMS Semester: III
Course Code: MMS-3 HK C-02
Name of the Course: Marketing Strategy
Maximum marks: 100 (60+40)
Name of the Faculty: Dinesh Sonkul
Mobile No: 9594980650

Period: October 2022 – January 2023

No. of Sessions: 13 (Total 40 hrs)

Email: dsonkul@vpmthane.org

Program Outcomes (PO)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value-based Leadership.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. Ability to develop entrepreneurial skills keeping in mind socially-sensitive and innovative approaches.

Course Outcomes (CO)

1. CO1 - RECALL the Basic Concepts of Marketing Strategy
2. CO2 - DESCRIBE concepts of marketing strategy with reference to product, price, promotion, distribution and need for market research
3. CO3 - APPLY marketing strategy through integrating concepts across product life cycle, branding, pricing, distribution
4. CO4 - ANALYZE SWOT, Brand culture, Situation using 5C's, PEST and channel systems across various sectors
5. CO5 - ASSESSMENT of key Marketing Metrics for effective Marketing decisions
6. CO6 - CREATE Marketing plan to facilitate Marketing decisions

Text Books:

1. Marketing Strategy, Walker Mullins Boyd & Larreche, Tata McGraw-Hill
2. Marketing Strategy, Luck & Ferrell, Southwestern
3. Marketing Strategy, Stephen Schnaars, Free Press
4. Marketing Metrics, Reibstein, Farris, Bendle, Pfeifer, Pearson

Reference Books:

1. Strategic Marketing Text & Cases - S. Shajahan, Viva Books
2. Strategic Marketing - David.W.Cravens, Nigel.F.Piercy, Tata MacGraw Hill Publication
3. Lead Users, Eric Von Hippel



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A. Plan:

Sess ion No.	Planned Date	Topic	Ref. Study Material	Course Outcomes
1	01/11/2022	Introduction to Marketing Strategy, Concept, Principles, Understanding of Strategy & Tactics	Marketing strategy – Walker and HBS Article - Framework for Marketing Strategy Formation	CO 1 & 2
2	08/11/2022	New Product Development process, SWOT analysis, PARTS framework	Text Book 1, Article on PARTS framework	CO 2
3	15/11/2022	Design of the demand landscape, Commercialization of innovation through alliances, Challenges during the technology adoption life cycle	Text book – 1, Article & HBS case study on Demand Landscape,	CO 2
4	22/11/2022	Product and Brand Policy - Product Policy decisions Line and Mix decisions	HBS case study - Unilever's Lifebuoy in India - Implementing the sustainability Plan Marketing Strategy by Walker, Mullins	CO 3
5	29/11/2022	Managing across the product life cycle from pre-launch, pruning, and withdrawal from the market,	Marketing Management – Kotler, Marketing Strategy by Walker, Mullins	CO3
6	06/12/2022	Lead users and role in product design, Brand Culture Aligning with organizational culture	Book - Lead Users, Eric Von Hippel	CO 3
7	13/12/2022	Pricing Policy - "Pricing strategies - Types of pricing strategies", "Price band Types and width of price bands " Price band - management Internal Test	HBS case study – Uber Pricing strategies, Marketing Strategy by Walker, Mullins	CO 3
8	20/12/2022	Marketing Intelligence Understanding information needs for market Research, Assessment of key marketing metrics: Return on Marketing Investment; Market share and payback period; Net	Text Book No. 1	CO 4



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		Promoter score; Customer satisfaction and share of wallet;		
9	27/12/2022	Brand awareness/preference; purchase intentions; Average Unit retail price, percentage sales on deals; All commodity volume; Inventory turns, same store sales, Cannibalization	Text Book No. 1	CO 4
10	03/01/2022	Marketing Plan, - "Situation Analysis - 5 C's Analysis (customer /competitor/collaborator/company/context)" "Forecasting societal changes based on PEST analysis" Preparing and Presenting the Marketing plan	HBS Article - Framework for Marketing Strategy Formation, Marketing Strategy by Walker, Mullins	CO 5
11	10/01/2022	"Designing the length, breadth, and modifying the dimensions of the channel" Need for control and availability of resources and role in channel design "Channel selection strategy direct, corporate, contractual systems"	Marketing Strategy by Walker, Mullins	CO 2
12	17/01/2022	Omni-Channels Channel conflicts and resolution & Students presentations	Article-How to Win in an Omnichannel World-MIT Sloan Management Review, Marketing Strategy by Walker, Mullins	CO 2
13	24/01/2022	Students Presentation		
14	31/01/2022	Students Presentation		



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B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning Outcomes	Source
1	Case study			
2	Academic Projects			
3	Group Discussion			
4	Role Play	<u>Role play on new product development</u>	<u>Understanding process of new product development</u>	https://www.youtube.com/watch?v=USxYc0A3cVg
5	Industry Visit			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Software and Labs			
9	Any other activity	Poster making competition on product mix	Understanding, length , width, consistency of various companies	Company websites

C. Pedagogical Initiative adopted:

Poster making competition and role plays

D. Industrial sector focused through the course:

All Consumer Goods/services sectors where Marketing Department is functional

E. Types of job profile available in the sector:

Business Development Executives and Managers

F. Skill sets for the given job profiles as learning outcomes of the course:

Formulation of Market Plan

G. Gap identified from University Curriculum:



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S. no.	Gap Identified	Action taken to bridge the gap
1		
2		
3		

Prepared by: Dinesh Sonkul
Faculty
Date:

Approved by:
Specialisation Head
Date:



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Evaluation:

Component	Details	Marks
Attendance and Class Room Participation	Mandatory	10
Mid Term Test	Mandatory (MCQ, Descriptive, etc)	10
Group/Individual Presentations	Mandatory	10
Case Studies	Mandatory	10
Final Exam	Mandatory	60

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

- 1) <https://www.udemy.com/course/marketing-strategy-principles-practice>
- 2) <https://www.udemy.com/course/marketing-strategy-consumer-brand-fmcg-cpg>

Signature of Faculty

Signature of Co-ordinator