**Marketing Management**

2nd Year BBS

**Lecture hour: 150**

**Course Objectives:** This course aims at developing knowledge and skills in students in understanding marketing concepts and analyzing issues concerning major decision making areas of marketing. The students will have a sound base for specialized courses in marketing.

**Course Details**

**Unit 1: Introduction LH 18**

Meaning and Definitions of Marketing - Business-Oriented Marketing Concepts & Business Practices: Production concept, Product concept, Selling concept, Modern Marketing concept, Social concept, Holistic concept; Direct Marketing, E-marketing, Relationship Marketing; and Green Marketing; Marketing-Mix: Meaning, components and Implications

**Unit 2: Marketing Environment and Market Information LH 20**

Concept and features of marketing environment; Classification of marketing environment: micro and macro; Macro Environment and its impact in Marketing,

Concept and need of market information - Marketing Information System: concept and components of MIS; Marketing Research: concept and process; Modern method of collecting information- internet and social media

**Unit 3: Market Segmentation, Targeting and Positioning LH 14**

Concept of market and market segmentation; Objectives of market segmentation; Process of market segmentation;

Targeting the market: concept and types of target market, focusing marketing program; Product Positioning for Target market: concept and process of product positioning.

**Unit 4: Buyer's Behavior LH 14**

Concept and types of buyer and buyer behavior; Importance of understanding buyer behavior; Consumer buying decision: process and determinants; Organizational buying decision: process and determinants

**Unit 5: Product Decision LH 15**

Concept, and classification of products; Types and features of consumer products; Types and features of industrial products;

Service product: concept, features and strategies;

Product life-cycle: concept, stages and implication of marketing strategies;

New product development: concept of new product and development process;

**Unit 6: Branding and Labeling LH 10**

Branding: Meaning, importance and types; Packaging Decision: Meaning, requirements and strategies; Labeling Decision: Meaning, types and requirements

**Unit 7: Pricing and Pricing Methods LH 8**

Concept of price and pricing; Objectives of pricing; Methods of pricing; Pricing strategies

**Unit 8: Promotion Decision LH 18**

Concept and objectives of promotion; Promotion mix and its components: advertising, publicity, sales promotion, personal selling, and public relations;

Advertising: concept, features, types, and Media; Web advertising in marketing communication;

Publicity: concept and forms of publicity; Sales Promotion: concept and types; Personal selling: concept, types and process of personal selling; Public relations: concept and tools;

Selection of Promotion mix; integrated marketing communication: Meaning and significance

**Unit 9: Distribution system and management LH 18**

Concept and objectives of distribution decision; Methods of distribution: direct and indirect;

Marketing channels and channel structure for consumer goods and industrial goods; Role of marketing intermediaries in distribution system; Selection of channel of distribution;

Channel Conflicts and Conflict Resolution Methods; Physical distribution: concept and components

**Unit 10: Marketing Practices in Nepal LH 15**

Marketing Environment in Nepal; Marketing Mix Decisions in Nepal; Information system in Nepalese Firms; Marketing Research Practices in Nepal;

Problems and Prospects of Marketing Practices in Nepal;

**Suggested Books**

Kotler, P. and Armstrong,G. **Principles of Marketing**, New Delhi: Pearson/Prentice – Hall of India. Rosenberg, L. J., **Marketing**, New Delhi: Prentice-Hall

Stanton,W.J., Etzel, M.J. and Walker, B.J. **Fundamentals of Marketing**, New Delhi: McGraw Hill.

Agrawal, G.R., **Fundamentals of Marketing in Nepal**, Kathmandu: M.K. Publishers and Distributers. Koirala, K.D., **Fundamentals of Marketing**, Kathmandu: M.K. Publishers and Distributers

Shrestha, Shyam K., **Fundamentals of Marketing**, Kathmandu: Asmita Publications.