

Title: Marketing Management
Credit Hours: 3

Code: MGMT 521
Year /Semester: I/II

48 Hours

Course Objectives:

This course aims to deliver to the students understanding the concept of marketing in new millennium. It also enables to identify and target the savvy customers by formulating the product, price, place, and promotion strategy in response to the competitors move.

Unit 1 Introduction

8 Hours

Meaning of Marketing in 21st Century, Core Concepts of Marketing, Philosophies of Marketing (The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Holistic Marketing Concept), Marketing Management Concept, Marketing Management Task (Demand Management, Customer Relationship Management), Marketing Challenges in the New Millennium, Firm Response to the Challenges

Unit 2 Gathering Information and Scanning the Environment

10 Hours

Meaning and Components of Modern Marketing Information System (Internal record System, Marketing Intelligence System, Marketing Decision Support System, Marketing Research System), Mega/ Macro Environment Components (Demographic, Technology, Economic, Political- Legal, Socio- Cultural Environment), Environmental Scanning

Unit 3 Marketing Segmentation and Target Market

8 Hours

Market Segmentation, Levels of Market Segmentation, and Base for Segmenting Consumer and Business Markets, Consumer buying Decision Process, Business/ Organization Buying Decision Process, Market Targeting (Segment Evaluation, Segment Analysis, Segment selection), Other Considerations in Targeting Strategy, Positioning (Concept, Types of Positioning, Implementation of the Positioning Strategy)

Unit 4 Dealing with the Competition

6 Hours

Competitor Analysis, Identifying Competitors (Customer Based Approaches, Strategic Groups), Potential Competitors, understanding Competitors, Competitors Strength and Weaknesses, Obtaining Information on Competitors

Unit 5 Strategy and Marketing Mix

8 Hours

Product Planning and Development, Product Life Cycle and Marketing Strategies, Product Mix Strategies, Objectives and Methods of Pricing, Pricing Strategies, Marketing Channel and Logistic Management Strategies, Promotional Strategies

Unit 6 Emerging Concepts in Marketing

8 Hours

Value Marketing (Customer Value, Customer Satisfaction, Customer Retention), Online Marketing, Challenges of Online Marketing, Direct Marketing, Major Channels for Direct Marketing, Public and Ethical issues in Direct Marketing, Quality Marketing (Total Quality Marketing, Return on Quality Approaches)

Reference Books:

1. Aaker, D., *Strategic Market Management*, (9th edition), Wiley, India
2. Kotler, P., and Keller K., *Marketing Management*, (13th edition), Pearson education.
3. Koirala, K., D., *Principles of Marketing*, (latest edition), Buddha Publication, Kathmandu
4. Wilson M. Richard, "*Strategic Marketing Management*", *Planning Implementation and Context*, 2nd edition 2002, The Bath Bess Bath.