

FUNDAMENTALS OF MARKETING

Course No.: MGT 214
Nature of the Course: Core

Full Marks: 100
Pass Marks: 35
Lecture hour: 150

Course Objectives

This course aims at developing knowledge and skills in students in analyzing issues concerning major decision making areas of marketing. It also aims to give background knowledge to students to prepare them for concentration courses in marketing.

Contents

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| Unit 1: Introduction | LH 18 |
| <ul style="list-style-type: none">• Meaning and Definitions of Marketing;• Business-Oriented Marketing Concepts & Business Practices: Production concept, Product concept, Selling concept, Modern Marketing concept, Social concept, Holistic concept.• Emerging Concepts in Marketing – Direct Marketing, Quality Marketing, E-marketing, Relationship Marketing; and Green Marketing.• Marketing-Mix: Meaning, components and Implications; | |
| Unit 2: Understanding Marketing Environment | LH 12 |
| <ul style="list-style-type: none">• Concept and features of marketing environment;• Classification of marketing environment: micro and macro;• Impact of Macro Environment in Marketing; | |
| Unit 3: Managing Market Information | LH 10 |
| <ul style="list-style-type: none">• Concept and need of market information;• Marketing Information System: concept and components;• Marketing Research: concept and process;• Use of Internet in collecting information; | |
| Unit 4: Market Segmentation, Targeting and Positioning | LH 12 |
| <ul style="list-style-type: none">• 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 5: Understanding Buyer's Behavior | LH 14 |
| <ul style="list-style-type: none">• Concept of buyer and buyer behavior;• Importance of understanding buyer behavior;• Consumer buying decision: process and determinants;• Organizational buying decision: process and determinants; | |
| Unit 6: Product Decision | LH 20 |
| <ul style="list-style-type: none">• Concept, and classification of products;• Types and features of consumer products;• Types and features of industrial• 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;
- Branding Decision: Meaning, importance and types;
- Packaging Decision: Meaning, requirements and strategies;
- Labeling Decision: Meaning, types and requirements;

Unit 7: Pricing Decision

LH 10

- 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 Decision

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 18

- 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;
- A small project work may be given to students;

Suggested Books

Evans and Berman, ***Marketing***, Macmillan Publishing Company.

Kotler and Armstrong, ***Principles of Marketing***, Pearson/Prentice – Hall of India.

Rosenberg, Larry J., ***Marketing***, Prentice-Hall.

Stanton, Etzel and Walker, ***Fundamentals of Marketing***, McGraw Hill.

Strauss, El-Ansary and Frost, ***E-Marketing***, Pearson Education.

Zikmund and d'Amico, ***Marketing***, John Wiley & Sons.

Agrawal, G.R., ***Fundamentals of Marketing in Nepal***, M.K. Publishers.

Koirala, K.D., ***Fundamentals of Marketing***, Buddha Academics, Kathmandu.

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