

MKT 511: Marketing Management

Credits: 3

Lecture Hours: 48

Course Objectives

The objective of this course is to equip students with knowledge and skills to take decisions in marketing management.

Course Description

This course deals on the management aspects of marketing. It includes a study of the marketing system and organization, environment and segment analysis, information system, demand analysis, buyer analysis and competitor analysis, strategic marketing planning, implementation of marketing program and marketing control.

Course Details

Unit 1: Introduction

LH 6

- Definition of Marketing and Core Marketing Concepts
- Company Orientation Towards the Market Place
- Customer Value, Satisfaction and Creating Long Tern Loyalty Relationship
- Concept of Marketing Management
- Marketing Management Process

Unit 2: Marketing Opportunity Analysis

LH 6

- Macro Environmental Trend and forces
- Corporate and Division Strategic Planning, Business Unit Strategic Planning
- Assigning Resources to SBUs: SBU Model, BCG Model and GE Model
- Nature and Contents of a Marketing Plan

Unit 3: Marketing Information System and Demand Measurement

LH 6

- Marketing Information System and its Components
- Marketing Research: Areas and Process
- Market Demand and Its Measurement
- Methods of Estimating Current and Future Market Demand
- Practice of Marketing Information System(MKIS) in Nepal

Unit 4: Identifying Market Segment, Target and Position Strategies

LH 6

- Bases for Consumer and Industrial Market Segmentation
- Process of Market Segmentation
- Evaluation and Selection of Target Market
- Developing Positioning Strategies
- Market Segmentation Practices in Nepal

Unit 5: Competitors Analysis **LH 4**

- Concept of Competition
- Key Competitor Analysis
- Competitive Strategies for Market Leader
- Competitors Analysis in Nepal

Unit 6: Implementation of Marketing Program: Product Strategies **LH 8**

- Concepts and Types of New Products
- New Product Development Process
- Product Line and Product Mix Strategies
- Brand Positioning, Branding Policies and Strategies
- Marketing Strategies in the Various Stages of Product Life Cycle
- Product and Branding Practice in Nepal

Unit 7: Implementation of Marketing Program: Pricing Strategies **LH 4**

- Objectives and Methods of Pricing
- Developing Pricing Strategies and Program
- Pricing Practices in Nepal

Unit 8: Implementation of Marketing Program: Channel & Logistic Strategies **LH 3**

- Selection of Channel Design Decision
- Channel Dynamics
- Logistics Management Decisions
- Distribution System in Nepal

Unit 9: Implementation of Marketing Program: Integrated Marketing Communication Strategies **LH 3**

- Designing and Managing Integrated Marketing Communications
- Steps in Developing Effective Communication
- Promotion Practices in Nepal

Unit 10: Evaluation and Control of Marketing **LH 2**

- Concept of Marketing Control
- Types of marketing Control
- Marketing Control in Nepal

Note: At least one case study should be conducted after the completion of each chapter.

Basic Books

Kotler,P & Keller, K.L Marketing Management, New Delhi, Person Education Limited.

Reference Books

Aaker D., Strategic Market Management, Singapore John, Wiley & Sons,

Stanton, E. and Walker, B.J., Fundamentals of Marketing, MC Graw Hill International Editions.