

MKT 211: Consumer Behavior

(focus area I- sales and Marketing)

Credits: 3

Lecture Hours: 48

Course Objective

The major objective of this course is to develop students' understanding of the buying process of consumer and identify the various factors that influence the buying process.

Course Description

Consumer behavior is the basic science of modern marketing. Consumer is also the focal point of modern marketing. The marketing process starts from consumer and ends at the consumer. In this course students are expected to learn the nature of consumer behavior; importance of understanding consumer behavior in marketing; consumers' buying decision process; influence of individual, group, social-class and cultural factors in consumer buying behavior.

Course Detail

Unit 1: Introduction to Consumer Behavior

LH 4

Meaning and nature of consumer behavior. Differences between consumer buying and organizational buying. Use of consumer behavior knowledge in marketing and public policy decisions. The consumer movement.

Unit 2: Consumer Decision Process

LH 4

Types of consumer decisions: purchase involvement levels and the decision process. Problem/need recognition by consumers. Types of consumer problems. Marketing strategy and problem recognition: problem identification and response.

Unit 3: Information Search and Evaluation

LH 5

Nature of information search: internal and external search, passive and active search. Types of information sought by consumers: evaluative criteria, alternatives available, alternative characteristics. Sources of consumer information. Information search in the Internet. Marketing strategy in information search.

Unit 4: Alternative Evaluation and Choice

LH 6

Consumers' choice: rational choice, affective choice, attribute-based choice, attitude-based choice. Evaluative criteria and its measurement. Consumer decision rules: conjunctive and disjunctive decision rules, lexicographic decision rule, compensatory decision rules. Marketing strategies in evaluation and choice.

Unit 5: Post-purchase Behavior

LH 6

Post-purchase dissonance: reasons and remedies. Product use and non-use. Product disposition: disposition methods and marketing strategies. Satisfaction and dissatisfaction. Consumer complain behavior. Satisfaction and brand loyalty.

Unit 6: Individual Factors Influencing Consumer Behavior

LH 8

Consumer motivation: nature and sources of consumer motivations. Consumer learning: nature and sources of consumer learning. Learning and consumer memory. Consumer perception: nature and process of perception. Personality: nature and types of consumer personality. Consumer personality and brand personality. Consumer attitudes: attitude components, attitude formation and change.

Unit 7: Group and Family Influences**LH 6**

Reference group influences: nature and degree of influences, marketing strategies based on reference group influences. Family influences: structure of household, family decision roles, family life cycle.

Unit 8: Social Class and Cultural Influences**LH 6**

Social class hierarchy and consumption behavior in Nepal. Cultural and subcultural influences: nature of culture, cultural dynamism, values, norms, myths. Cross cultural marketing.

Text and References

1. Del I. Hawkins, David L. Mothersbaugh, and Amit Mukerjee, Consumer Behavior (11th ed), McGraw Hill.
2. Leon G. Schiffman and Leslie Lazer Kanuk, **Consumer Behavior**, Prentice Hall of India.

MKT 212: Advertising and Public Relations

(Focus area II: sales and Marketing)

Credits: 3

Lecture Hours: 48

Course Objective

The major objective of this course is to develop students' understanding and skill in development of communication strategy of a firm, particularly with advertising and public relations.

Course Description

Developing effective communication has become the focal activity in a marketing firm. Marketers need to develop powerful messages about the products and services, and select appropriate appeals and execution framework to reach the target audience in order to establish their brands in consumers mind set. In this course students are expected to learn the nature of marketing communication and communication process; marketing communication strategy; nature and role of advertising; creative issues in advertising; the structure of the advertising business; and public relations strategy.

Course Details

Unit 1: Introduction to Marketing

LH 7

Meaning, elements, structure, and role of marketing communication. Theories of marketing communication: hierarchy of effects of communication, information processing theories, communication and attitude formation and change. Key communication terminologies. Miscommunication issues.

Unit 2: Marketing Communication Strategy

LH 6

Marketing communication mix. Integrated marketing communication. Formulation of marketing communication strategy. Marketing communication barriers. Communication budgeting issues and methods. Promotion campaign planning and management.

Unit 3: Advertising

LH 6

Meaning, elements, objectives and role of advertising. Evolution of advertising. Types of advertising. Social, ethical and legal issues of advertising. Theories of advertising: how advertising influences consumer behavior, advertising and information processing, and advertising objectives and effectiveness theory.

Unit 4: Advertisement Development

LH 7

Creative process and methods. Visualization process and visualizer qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising.

Unit 5: Print Advertisement

LH 6

Print advertising media: types of media and media choice. Copywriting for print media: types of ad copies. Ad copy objectives and requisites of a good copy. Print copy development process. Print copy elements: choice of headline, sub-heads, body copy, slogan and signature. Layout: functions, qualities of a good layout, layout principles.

Unit 6: Active Media Advertisement

LH 7

Television advertising: nature, pros and cons. TVC development: script writing, story board, air-time buying and other considerations. Radio advertising: nature, pros and cons. Producing radio advertisements. Emerging advertisements: internet advertising and ambient advertising. Product placement strategies.

Unit 7: Public Relations Management**LH 9**

PR concept and dynamism. PR objectives. Traditional and modern PR methods. PR Strategy and tactics. Organization needs hierarchy and PR. Internal and external PR. International PR. Word of mouth PR. Corporate identity, corporate image, corporate advertising and PR. Corporate sponsorship and cause-related marketing.

Text and References

1. William Wells, John Burnet, and Sandra Moriarty, *Adverting Principles and Practice* (8th ed.), Prentice Hall of India.
2. Jaishri Jethwaney and Shruti Jain, Advertising *Management*, Oxford University Press.
3. K.D.Koirala, *Marketing Communications*, Buddha Publications.

MKT 213: Creative Selling

(Focus area-III : sales and Marketing)

Credits: 3

Lecture Hours: 48

Course Objective

This course aims to develop students' understanding in the various dimensions of the sales job and develop their skills in successful selling.

Course Description

Selling is the end result of marketing. Business organizations are involved in selling of products and services. Social organizations sell social products and ideas. It is also the most growing field and becoming more challenging in the present context. Selling jobs today need more creativity and a variety of skills. This course mainly deals in inculcating selling skills in the students specializing in the marketing area. The course includes nature and challenges of the sales job, necessary traits of a salesperson, tactical selling skills, self management skills, and strategic selling skills.

Course Detail

Unit 1: Introduction

LH 7

Meaning of selling. Nature of the sales job. Selling's role in marketing and society. Duties and responsibilities of a salesperson: Direct, indirect, and non-selling activities. Types of sales job: retail, trade, industrial, and missionary selling. Traits of a salesperson.

Unit 2: Knowledge for Successful Selling

LH 7

Company knowledge. Product knowledge. Competitive products. Pricing and discount policies. The sales process of indoor sales and outdoor sales. Personality Traits of Salesperson: Empathy and focus. Ego-drive. Optimism. Attitude towards responsibility.

Unit 3: Tactical Selling Skills

LH 10

Influencing: authority, reciprocity, rapport, reason, consistency. Prospecting: Methods of prospecting and qualifying customers. Successful prospecting. Conversation planning. Cold calling. Client Meetings: Rapport building, questioning, making presentations, handling objections, and closing sales.

Unit 4: Presentation and Negotiation Skills

LH 12

Planning presentations: Importance of planning. Pre-call information gathering. Setting targets. Developing presentation plan. Making appointments. Making approach. Making presentations: S-R approach, mental state approach, need stimulation approach, and problem solution approach. Types of sales presentations: Standard memorized presentation, outlined presentation, program presentation. Dramatizing the sales presentation. Negotiation skills: Resolving conflicts.

Unit 5: Self-Management Skills

LH 5

Attitude maintenance. Handling emotions. Setting goals. Time management. Stress management. Professionalism in sales job.

Unit 6: Strategic Selling Skills**LH 7**

Territory planning: the planning pyramid. Planning for profit. Strategic territory planning. Account planning and management. Business creation method. Sales reporting.

Text and References

1. Carlton A. Pederson, Milburn D. Wright, and Barton A. Weitz, *Selling Principles and Methods*, Irwin.
2. David J. Batchelor and Arthur H. Horn, *Skills for Sales Success*, Macmillan India.

MKT 214: Sales Force Management

(sales and Marketing- focus area)

Credits: 3

Lecture Hours: 48

Course Objective

This course aims to develop students' understanding in the area of management of sales personnel and develop their skills in management of sales organization and sales force.

Course Description

Most marketing firms employ large sales organization with a variety of sales jobs performed through people. This course mainly deals in the management issues related to sales including managing sales organization, sales territory, sales quota, recruitment, selection and training of sales personnel, compensating and motivating sales personnel, and evaluating sales force performances.

Course Detail

Unit 1: Introduction

LH 6

Nature and role of sales management. Evolution of sales management. Importance of sales management. Sales management process.

Unit 2: Sales Organization

LH 8

Sales organization structures. Organization principles. Organizational design. Emerging organizational designs. Size of sales force.

Unit 3: Sales Territory and Sales Quota

LH 8

Need importance of sales territory. Size of territories. Sales territory designs. Allocation of sales territories. Need for sales quota. Quota principles. Procedure for quota setting.

Unit 4: Recruitment, Selection and Training of Sales Force

LH 10

Hiring process. Planning for recruitment. Recruitment sources. Selection procedure. Socialization. Training objectives. Training theories and principles. Training process. Training methods. Designing sales training programs.

Unit 5: Compensation and Motivation

LH 10

Compensation plan: financial and non-financial. Trends in compensation management. Designing a compensation plan. Nature and importance of sales force motivation. Process of motivation. Designing a motivational program.

Unit 6: Sales Force Evaluation and Control

LH 6

Performance appraisal of sales people: appraisal process and methods. Controlling performance. Performance evaluation criteria and standards. Sales audit. Control tools.

Text and References

1. Richard Still, Edward Cundiff, and Norman Govoni, *Sales Management*, Prentice Hall of India.
2. Tapan K. Panda and Sunil Sahadev, *Sales and Distribution Management*, Oxford University Press.

MKT 215: Retail Management

Credits: 3

Lecture Hours: 48

Course Objective

This course aims to develop students' understanding in the area of retail management and develop their skills in management of retail functions in large-scale retail outlets such as department stores and super markets.

Course Description

The retail scene in Nepal's urban areas is rapidly changing with the emergence of departmental store chains, super markets, medium size self service stores, and shopping malls. It has created a new area of employment to thousands of educated youths. In view of this growing sector of the economy need for specialized manpower has become imperative. This course deals on the emerging retail scene, retail organization, retail service quality, retail business location, category management, supply chain management, retail buying, store layout and design, and retail promotions.

Course Detail

Unit 1: Introduction

LH 6

Nature and role of retailing. Evolution of retail business. Emerging retail business trends in Nepal, India, US, Europe. Drivers of retail growth in Nepal. Retail marketing mix.

Unit 2: Retail Organization

LH 7

Dynamism in retailing. Retailing change theories: Wheel of retailing, dialectic process, natural selection. Classification of retail units: nature and methods of operations of various forms of retail business.

Unit 3: Service Quality Management

LH 6

The service-product characteristics. Quality concepts in services: Service quality gaps. Characteristics of quality in retailing. Quality auditing: benchmarking, service recovery.

Unit 4: Retail Business Location

LH 7

Nature and importance of location decision. Determinants of location decision. Process and steps in location decision: trade area analysis, location formats, general location decision, evaluation of store sites.

Unit 5: Merchandise Management and Supply Chain

LH 10

Merchandise management components: merchandise mix, merchandise planning. Merchandise acquisition: supplier decisions. Merchandise control. Merchandise handling. Product assortment choice: determining factors. Category management process. Nature and role of supply chain management in retailing. Successful SCM principles. SCM objectives.

Unit 6: Retail Store Layout and Operations

LH 6

Layout objectives. Layout elements. Circulation. Storefronts and entrance management. Merchandise displays. Atmospherics. Retail operations management. Role of a store manager: decision and supervision areas.

Unit 7: Retail Promotions**LH 6**

Promotion mix in retailing: role of advertising, sales promotion, personal selling, and public relations in retailing. CSR in retailing. Customer relationship management in retailing. Customer loyalty programs.

Text and References

1. David Gilbert, Retail *Marketing Management*, Pearson Education.
2. Retail Management, Chetan Bajaj, Rajnish Tuli, and Nidhi Varma Shrivastava, *Retail Management*, Oxford University Press.
3. Piush Kumar Sinha and Dwarika Uniyal, *Managing Retailing*, Oxford University Press.

MKT 216: Supply Chain and Channel Management

(Focus area-IV : sales and Marketing)

Credits: 3

Lecture Hours: 48

Course Objective

This course aims to develop students' understanding in the area of supply chain management and channel management with a view to develop their skills in management of supply chain functions and effective management of marketing channels.

Course Description

The supply chain management (SCM) has been recognized today as the most critical aspect in a business organization's capability to create and deliver value to customers. Similarly, marketing channels are equally important in the value delivery process. This course deals on the role and importance of SCM, SCM structure, supply chain drivers, strategic decisions in supply chain, distribution channel functions and flows, and designing customer-oriented marketing channels.

Course Detail

Unit 1: Introduction

LH 8

Supply chain concepts. Macro process of supply chain. Supply chain decision hierarchy. Supply chain structure: determining factors. Forms of supply chain: push-based, cost-efficient, cost-centric, pull-based, agile supply chain systems.

Unit 2: Supply Chain Drivers

LH 8

Supply chain performance drivers: facilities management, inventory management, transportation, information, sourcing, and pricing. Trade offs in designing supply chain drivers: demand and supply conditions, negotiating powers, innovations, resource-based strategy, technology, and government policies.

Unit 3: Strategic Decisions in Supply Chain Management

LH 5

SCM decisions and its linkages to firm's strategies. Third party logistics in supply chain. Fourth party logistics

Unit 4: Channel Management

LH 6

Nature and importance of marketing channels. Key channel functions. Value enhancement through channels. Channel management decision areas.

Unit 5: Designing Customer-oriented Marketing Channels

LH 8

Understanding customer requirements. Conceiving the channel flows. Linking service output to channel flows. Channel cost analysis. Ideal channel decision. Channel design considerations.

Unit 6: Channel Information System (CIS)

LH 6

Nature and forms of CIS. Motives and challenges in CIS. CIS components. Steps in designing a CIS.

Unit 7: Managing Channel Member Behavior

LH 7

Channel dynamics. Channel relationships, control, power, and positioning. Channel influence strategies. Channel conflicts: causes and resolution.

Text and References

1. N. Chandrasekaran, *Supply Chain Management*, Oxford University Press.
2. Tapan K Panda and Sunil Sahadev, *Sales and Distribution Management*, Oxford University Press.

MKT 217: Industrial Marketing

(Focus area: sales and Marketing)

Credits: 3

Lecture Hours: 48

Course Objective

This course aims to develop students' understanding in the area of industrial marketing and develop their skills in designing industrial marketing strategy..

Course Description

Industrial marketing involves marketing to various industries. The business to business marketing is growing very rapidly. Although industrial marketing involves the basic marketing principles and strategy it is executed differently. Recognizing the uniqueness of this area of marketing this course includes the industrial marketing concept and systems, nature of industrial demand, industrial marketing strategy.

Course Detail

Unit 1: Introduction

LH 8

Industrial marketing concept. Industrial marketing system. Industrial marketing mix. Industrial marketing management issues. Industrial buyer behavior: nature and characteristics. Industrial buying considerations.

Unit 2: Industrial Demand

LH 6

Derived demand. Industrial product types and their characteristics. Industrial purchasing systems and methods. Value analysis. Vendor analysis.

Unit 3: Product and Service Strategy

LH 6

Industrial product development process. Industrial product mix. Services marketing to industries.

Unit 4: Channel Management

LH 7

Industrial channel strategy: role of distributors and sales agents. Branch distribution. Formulating industrial channel strategy. Channel logistics.

Unit 5: Pricing

LH 7

Price factors: competition, costs and nature of demand. New product pricing strategies. Pricing policies: net pricing, discounting, geographic pricing.

Unit 6: Promotion

LH 14

Industrial advertising: advertising objectives, advertising appeals in industrial marketing, advertising message design, media selection. Role of personal selling. Selecting sales people, training, task assignment, and compensation. Sales promotions: organizing and participating in events and exhibition. Industrial catalog preparation. Promotional novelties. Public relations in industrial marketing.

Text and References

1. Richard M. Hill, Ralph S. Alexander and James S. Cross, Industrial Marketing, AITBS Publishers.
2. P.K.Ghosh, Industrial Marketing, Oxford University Press.

MKT 218: Rural Marketing:

(Focus area V: sales and Marketing)

Course Objective

This course aims to develop students' understanding in the area of rural marketing and develop their skills in designing marketing strategy for the rural market.

Course Description

Rural marketing involves marketing to villages. Four-fifth of Nepalese live in villages. Remittances from foreign employment has given unprecedented purchasing power to the villagers. Thus rural marketing, although neglected for a very long period of time, has growing significance in the country. Recognizing the importance of this area this course has been designed. This course includes the relevance of rural marketing, characteristics of the rural market, rural market segmentation, rural marketing strategy, and agricultural marketing.

Course Detail

Unit 1: Introduction

LH 15

Rural marketing concept. Rural marketing system. Rural marketing environment in Nepal. Challenges in rural marketing. Rural marketing mix: availability, affordability, acceptability, and awareness. Rural buyer behavior: nature and characteristics. Rural buying considerations. Problems and constraints in rural marketing. Segmentation of the rural market.

Unit 2: Rural Marketing Strategy

LH 20

Rural product development process. Services marketing in rural areas. Product modifications for the rural market. Brand strategies. Packaging strategies in rural market. Rural distribution systems. Rural channel strategy: major challenges. Rural logistics. Rural price factors. of demand. New product pricing strategies. Promotion in rural markets: media, promotion objectives, message content, advertising appeals.

Unit 3: Agricultural Marketing

LH 13

Agricultural marketing characteristics. Nature of agricultural products. Agricultural marketing environment in Nepal. Agricultural marketing process. Agricultural cooperatives and marketing. Sales transaction modalities. Managing logistics.

Text and References

1. Richard M. Hill, Ralph S. Alexander and James S. Cross, *Industrial Marketing*, AITBS Publishers.
2. P.K.Ghosh, *Industrial Marketing*, Oxford University Press.