

# Marketing Management

FOURTH EDITION

FOR MBS/MBA

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B U D D H A



P U B L I C A T I O N S

## **Marketing Management** For MBS Semester System

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# Preface

Principal author of this book Sushil Awale started teaching in Central Department of Management TU from very first batch of MBS semester system. Semester system ran only in Central Department for two semesters. This book is different in following 5 ways.

1. This is the first book on Marketing Management for semester system since 2014. This is 4th edition with updates.
2. Our teaching experiences in top 4 business colleges of TU (Central Department of Management, Shanker Dev Campus, Nepal Commerce Campus and Public Youth Campus).
3. Modern teaching pedagogies like Presentation, Case Study Method, Project Work, Group Discussion Method are explained only in this book.
4. Author's mobile and email address is provided.
5. Case studies with solutions is another core competency of this book.

This book covers 100% syllabus of MBS with past board question sets, internal exam question sets, case studies and case solutions. This book will also be quite useful for MBA and marketing practitioners.

Our decades of teaching experience and publication of 11 books and 25 editions (by the team of principal author) related to marketing have also prepared us for this book. Network of 80 "Marketing Teachers" in facebook messenger group that we created accommodating almost all marketing faculties of Nepal, our connections to Philip Kotler (Father of Marketing) and Valarie Zeithaml (Premier of Service Marketing) and our principle author Sushil Awale being Funding Secretary of Nepalese Marketing Association made us confident to sell this book. We are also visiting faculties of Kathmandu University, Pokhara University, Purbanchal University, Nepal Open University and IGNOU.

First intention of this book is to address student need. Students must refer multiple books for single subject in this level but in Nepal there are limited materials in resource centers. Present students coming all over the Nepal cannot afford to buy multiple books. This book has referred 54 books and numerous research articles.

This book has come true due to contribution of Professor Doctor Pushker Bajracharya, Professor Doctor Govinda Ram Agrawal, Professor Doctor Kundan Data Koirala, Professor Doctor Bhoj Raj Aryal, Professor Doctor Sanjay Shrestha and Asso. Professors Jagat Timilsina and Dr Gopal Thapa.

Finally, we like to thank publisher Nabaraj Bajgain, word processor Gyanu Karki and our students for their feedbacks.

We dedicate this book to all teachers and students of Marketing Management.

**Authors**



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# Syllabus

## **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

<b>Unit 4: Identifying Market Segment, Target and Position Strategies</b>	<b>LH 6</b>
<ul style="list-style-type: none"><li>• Bases for Consumer and Industrial Market Segmentation</li><li>• Process of Market Segmentation</li><li>• Evaluation and Selection of Target Market</li><li>• Developing Positioning Strategies</li><li>• Market Segmentation Practices in Nepal</li></ul>	
<b>Unit 5: Competitors Analysis</b>	<b>LH 4</b>
<ul style="list-style-type: none"><li>• Concept of Competition</li><li>• Key Competitor Analysis</li><li>• Competitive Strategies for Market Leader</li><li>• Competitors Analysis in Nepal</li></ul>	
<b>Unit 6: Implementation of Marketing Program: Product Strategies</b>	<b>LH 8</b>
<ul style="list-style-type: none"><li>• Concepts and Types of New Products</li><li>• New Product Development Process</li><li>• Product Line and Product Mix Strategies</li><li>• Brand Positioning, Branding Policies and Strategies</li><li>• Marketing Strategies in the Various Stages of Product Life Cycle</li><li>• Product and Branding Practice in Nepal</li></ul>	
<b>Unit 7: Implementation of Marketing Program: Pricing Strategies</b>	<b>LH 4</b>
<ul style="list-style-type: none"><li>• Objectives and Methods of Pricing</li><li>• Developing Pricing Strategies and Program</li><li>• Pricing Practices in Nepal</li></ul>	
<b>Unit 8: Implementation of Marketing Program: Channel &amp; Logistic Strategies</b>	<b>LH 3</b>
<ul style="list-style-type: none"><li>• Selection of Channel Design Decision</li><li>• Channel Dynamics</li><li>• Logistics Management Decisions</li><li>• Distribution System in Nepal</li></ul>	
<b>Unit 9: Implementation of Marketing Program: Integrated Marketing Communication Strategies</b>	<b>LH 3</b>
<ul style="list-style-type: none"><li>• Designing and Managing Integrated Marketing Communications</li><li>• Steps in Developing Effective Communication</li><li>• Promotion Practices in Nepal</li></ul>	

## **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.

