

**Concentration**

**Marketing**

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## **MKT 443 Sales Management**

### **Course Objectives**

It aims to build students' understanding of the sales functions and develop skills in management of sales force. Students are expected to perform the sales supervision and management job.

### **Course Description**

This course focuses on two aspects of the sales job – personal selling and sales force management. The course deals on personal selling approaches and strategies, management of the sales force, and management of the sales team

### **Course Outcomes**

By the end of this course, students should be able to:

- Comprehensively understand the nature, process, and strategies of personal selling.
- Perform basic sales management functions including sales organization, establishment of sales territories and quota, and human resource management functions related to sales force.

### **Course Contents**

#### **Unit I: Personal Selling**

**6 hours**

Meaning, nature, and objectives of personal selling. Salesmanship – essential requirements. Traditional and modern selling approaches. Types of selling (industrial, trade, and services). Selling ethics.

#### **Unit II: Selling Approaches and Strategies**

**6 hours**

Selling approaches – AIDA, situation-response theory, buying formula, behavioral equation, need-satisfaction, consultative selling, customer relationship-based selling, problem solving, and team selling approaches.

#### **Unit III: The Selling Process**

**8 hours**

Basic steps of the sales process, Prospecting: objectives and sources, Pre-approach: techniques

Approach: customer's need discovery techniques, Sales presentation: scope and methods

Objection handling: skills for handling customer's objections, Closing: timing and methods of sales closing, Follow-up: importance and methods

#### **Unit IV: Management of Sales Force Functions**

**8 hours**

Sales force management: concept and components. Tasks and qualities of a sales manager.

Sales organization: Types of sales structure, Organizational principles and designs. Factors influencing size of sales force. Emerging sales organizational designs.

Sales territory: Concept and importance, size, allocation of territories and territory shapes.

Sales quota: Concept and importance, principles and procedures for quota setting, types of sales quota, quota setting methods.

**Unit V: Recruitment, Selection and Training of Sales Force**

**8 hours**

Hiring process, planning for recruitment (analysis, turnover, job analysis, job qualification and job description), Sources for recruitment, Selection process. Sales training: process and methods. Sales force socialization.

**Unit VI: Sales Force Motivation and Compensation**

**6 hours**

Factors influencing sales force motivation. Motivational program design. Motivation tools. Objectives and characteristics of an effective compensation plan. Types of compensation plan.

**Unit VII: Sales Force Evaluation and Control**

**6 hours**

Performance appraisal process: appraisal criteria, performance rating, and conducting appraisal. Criteria for performance evaluation. Methods of controlling sales force performance.

**Basic Text**

Cundiff, E. W., Still, R. R., & Govoni, N. A. P. *Sales Management*. New Delhi: Prentice Hall of India.

**References**

1. Mallik, P. K. *Sales Management*. New Delhi: Oxford University Press.
2. Chunawalla, S.A. *Sales Management*. New Delhi: Himalaya Publishing House.

## MKT 441 Consumer Behavior

### Course Objectives

The major objective of this course is to develop students' understanding of the buying process of consumer and 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. Through this course, students are expected to learn the nature of consumer behavior analysis; importance of understanding consumer behavior in marketing; consumers' buying decision process; and influences of individual psychology, group dynamics, social-class and cultural and sub-cultural factors in an individual consumers' buying decisions.

### Course Outcomes

By the end of this course, students should be able to:

- Describe the nature of consumer behavior analysis and its relevance in designing various marketing strategies;
- Demonstrate a thorough understanding of the consumer buying behavior process from need/problem recognition to post-purchase outcomes;
- Analyze the individual psychological forces and socio-cultural forces that shape the purchase behavior of individual consumers.

### Course Contents

#### Unit I: Introduction to Consumer Behavior

**4 hours**

Meaning and nature of buyer behavior. Differences between consumer buying and organizational buying in terms of characteristics and process. Strategic use of consumer behavior knowledge in marketing and public policy decisions. Modern consumerism and the global consumer movement.

#### Unit II: Consumer Decision Process: Problem Recognition

**4 hours**

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.

#### Unit III: Information Search and Evaluation

**12 hours**

Nature of consumers' 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. Marketing strategy in the information search process. Consumers' evaluative criteria and its measurement. Consumer decision rules: conjunctive and disjunctive decision rules, lexicographic decision rule, and compensatory decision rules. Marketing strategy in the evaluation process.

#### Unit IV: Consumers' Choice and Post-purchase Behavior

**8 hours**

Consumers' choice: Brand choice and store choice factors. Rational choice, affective choice, attribute-based choice, and attitude-based choice. Post-purchase dissonance: reasons and

remedies. Product use and non-use. Product disposition: disposition methods. Satisfaction and dissatisfaction. Consumer complaint behavior. Satisfaction and brand loyalty. Strategic implications of the post-purchase evaluations.

**Unit V: Individual Influences on Consumer Behavior**

**12 hours**

Consumer motivation: nature, process 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 congruence. Consumer attitudes: nature and functions of attitudes; attitude components: component consistency among cognitive, affective and behavioral; Communication strategy for attitude change.

**Unit VI Socio-Cultural Influences on Consumer Behavior**

**8 hours**

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. Consumer socialization: how children learn to be consumers. Social class influences: social class hierarchy and consumption behavior in Nepal. Cultural and sub-cultural influences: nature of culture, cultural dynamism, values, norms, myths. Cross cultural marketing.

**Basic Text**

Del I. Hawkins, David L. Mothersbaugh, and Amit Mukerjee, *Consumer Behavior*, McGraw Hill.

**References**

1. Michael R. Solomon. *Consumer Behavior*. Delhi: Pearson Education.
2. David L. Loudon and Albert j. Della Bitta, *Consumer Behavior*, McGraw Hill.

## **MKT 442 Advertising and Sales Promotion**

### **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 sales promotions.

### **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 frameworks to reach the target audience in order to establish their brands in consumers mind set. Through 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 sales promotions tools and strategy.

### **Course Outcomes**

By the end of this course, students should be able to:

- Understand importance of Integrated Marketing Communications strategies;
- Demonstrate a thorough understanding of the world of advertising including the creative and financial aspects; and
- Learn to use sales promotions to push sales and attract buyers.

### **Course Contents**

#### **Unit I: Introduction to Marketing Communication**

**8 hours**

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

#### **Unit II: Marketing Communication Strategy**

**8 hours**

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 III: Advertising**

**4 hours**

Meaning, elements, objectives and role of advertising. Evolution of advertising. Types of advertising. Social, ethical and legal issues of advertising.

#### **Unit IV: Creative Process and Methods in Advertising**

**12 hours**

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 V: Advertisement Development****10 hours**

**Print Advertisement:** 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.

**Active Media Advertisement:** 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 VI: Sales Promotions****6 hours**

Scope and role of sales promotions. Reasons for the increased use of sales promotions. Consumer-oriented sales promotion methods: objectives and tools of consumer promotions. Trade-oriented sales promotions: objectives and tools.

**Basic Texts**

1. George, B., & Belch, M. *Advertising and Promotion*. New Delhi: Tata McGraw Hill.
2. Wells, W., Burnet, J., & Moriarty, S. *Advertising Principles and Practice*. New Delhi: Prentice Hall of India.

**References**

1. Jethwaney, J., & Jain, S. *Advertising Management*. New Delhi: Oxford University Press.
2. Koirala, K. D. *Marketing Communications*. Kathmandu: Buddha Publications.

## MKT 445 Services Marketing

### Course Objective

The major objective of this course is to develop students' understanding of the marketing issues related to services.

### Course Description

Services contribute immensely in the national economy of every country. The unique nature of services requires a different marketing approach and strategy than that traditionally used for marketing of goods. Through this course students are expected to learn the nature of services and service marketing; measurement of service customers' expectations and perception; service quality; and management of the service product mix.

### Course Outcomes

By the end of this course, students should be able to:

- Understand importance of services and service marketing;
- Demonstrate a detailed understanding of the service quality management issues;
- Develop their analytical perspectives on management of the service marketing mix management.

### Course Contents

#### **Unit I: Introduction to Services and Services Marketing** **12 hours**

Meaning and perspectives on services. Nature of service products and its management challenges. Service typology. Role of services in Nepalese economy. Growth of service business. Services marketing: concept and nature. Reasons for the development of service marketing. Importance of service marketing to a firm. The service marketing mix. The service marketing triangle: external, internal and interactive marketing in services.

#### **Unit II: Customers' Expectations and Perceptions of Services** **8 hours**

Customers' expectations: concept, levels of customers' expectations and zone of tolerance. Sources of customers' expectations.

Customers' perceptions: concept, areas of perception, customer satisfaction determinants, customers' evaluation of the service outcomes, measurement of satisfaction.

#### **Unit III: Service Quality and Encounter Management** **12 hours**

Service Quality: Approaches to service quality - traditional and contemporary approaches. Main drivers of service quality: people, process, and service product. Dimensions of service quality. The service quality gaps model: reasons for the gaps and possible strategies to reduce the gaps. Measurement of service quality: The SERVQUAL instrument.

Service Encounter: Concept and types of encounter. Service encounter and customer participation. Encounter characteristics.

#### **Unit IV: Service Failure and Recovery** **4 hours**

Areas of service failures. Service failures and customers' complaints. Service recovery: concept and strategies. Service guarantees: importance and types.



**Unit V: Service Marketing Mix Management****12 hours**

Service product management: new service development – the systematic approach, new service development process. Branding and positioning of a service product.

Service distribution: distribution options and strategic decisions. Location of service outlets.

Service pricing: The uniqueness of service pricing. Approaches to service pricing.

Service promotions: IMC for services. Promotion strategies in services.

People: managing internal people (employee) – service vision, mission and culture.

Managing the service marketing triangle. The service profit chain. Managing external people (customers) – customer care and customer participation in services.

Process: Types of service processing. The service process matrix.

Physical evidences and servicescapes: concept and role of physical evidences. Types of servicescapes. Servicescapes' impact on customers and employee.

**Basic Text**

Zeithamel, V. A., Bitner, M. J., Gremler, D., & Pandit, A. *Services Marketing*, New Delhi: McGraw Hill India.

**References**

1. Bhattacharjee, C. *Services Marketing*. New Delhi: Excel Books India.
2. Apte, G. *Services Marketing*. New Delhi: Oxford University Press.

## **MKT 444 Retail Marketing**

### **Course Objectives**

This course aims to build students' understanding of the retail operations, management, and marketing. Students also learn the skill to run a medium to large retail operations.

### **Course Description**

This course focuses on the marketing aspects of retail business and includes topics such as the retail environment, retail organization, retail shopping behavior, category management, supply chain management in retail business, retail outlet design, and retail marketing mix management.

### **Course Outcomes**

By the end of this course, students should be able to:

- Comprehensively understand the nature, process, and strategies of retail business.
- Perform basic retail management functions including analyzing retail customers, managing merchandise and supply chain, and effectively manage the retail marketing mix.

### **Course Contents**

#### **Unit I: Retail Environment**

**6 hours**

Concept of retailing. Characteristics and functions of retailing. Types of retail operations. Recent trends in retail business – e-tailing, department stores, supermarkets, hypermarkets, discount stores, mall-retailing, and specialty stores. Success factors in retail business. The retail scenario in Nepal.

#### **Unit II: Retail Shopping Behavior**

**6 hours**

Retail consumer behavior – reasons for retail shopping and the shopping process and behavior. Key influences - demographic, psychological, environmental, and life-style influences on retail shopping.

#### **Unit III: Category Management**

**6 hours**

Concept. Factors influencing category management – consumer dynamics, competition, and technology. Category management process – strategic and operational decisions. Managing category mix.

#### **Unit IV: Retail Buying**

**6 hours**

Buying objectives. Organizational buying process and behavior. Functions and responsibilities of a retail buyer. Merchandise and assortment plans – concept and planning process. Group buying.

#### **Unit V: Supply Chain Management**

**6 hours**

Concept and importance. Factors influencing successful supply chain management. Framework for supply chain management. Supply chain business process. Supply chain components.

**Unit VI: Retail Store Layout and Design****6 hours**

Concept and objectives. Circulation planning. Circulation graphics. Store fronts and entrance designs. Merchandise display – fixtures and positioning. Material choice – floors, interior walls, ceilings. Lighting of retail outlets. Music and signage graphics.

**Unit VII: Retail Marketing Mix****12 hours**

Retail brand management – importance of retail brand, retail brand equity, and store loyalty factors. Retail promotions – promotion mix for retailing, sales promotions, and point of purchase communications. Retail pricing – pricing objectives, pricing approaches, strategies and tactics. Retail atmospherics – role of atmospherics, components, and color planning. Customer relationship management – concept of CRM, personalization, special treatments, communications and rewards. Customer loyalty programs in Nepal.

**Basic Text**

Bajaj, C., Srivastava, N. V., & Tuli, R. *Retail Management*. New Delhi: Oxford University Press.

**References**

1. Gilbert, D. *Retail Marketing Management*. Delhi: Pearson Education.
2. Sinha, P. K., & Uniyal, D. P. *Managing Retailing*. New Delhi: Oxford University Press.

## **MKT 446 Foreign Trade Management**

### **Course Objectives**

This is the concentration course on marketing. It aims to build students' understanding of the foreign trade, particularly export operations and management. Through this course, students also develop skills to undertake export business operations.

### **Course Description**

This course focuses on the practical aspects of the foreign trade. It includes topics such as the foreign trade environment, institutional frameworks, incoterms, WTO and its impacts, documentations, payments and financing, business risk management, custom clearance and structure and directions of Nepal's foreign trade.

### **Course Outcomes**

By the end of this course, students should be able to:

- Comprehensively understand the nature and process of foreign trade.
- Develop skills to effectively manage the export functions in the corporate sector.
- Perform as exporter or export trade manager at the middle management level.

### **Course Contents**

#### **Unit I Foreign Trade Environment**

**6 hours**

Concept and importance of foreign trade in the economy. Development and growth of foreign trade – mercantilism to WTO impacts. Theories of foreign trade – comparative cost theory, factor proportion theory, and Leontief's Paradox, Comparative vs. competitive advantage.

#### **Unit II: Institutional Framework for Foreign Trade**

**8 hours**

Role of government – policy formulation and regulations. Government agencies for export promotions in Nepal. Trade and Export Promotion Center – functions and key contributions. Non-governmental institutions for trade promotions – FNCCI, Chambers of Commerce and bilateral trade organizations.

#### **Unit III: Incoterms and Process**

**6 hours**

Concept, purpose, and scope of Incoterms. List of Incoterms applicable in Nepal's foreign trade. Export and import processes and documentations in Nepal. Export and import financing – pre-shipment and post-shipment financing. Export pricing methods.

#### **Unit IV: Business Risk Management and Coverage**

**7 hours**

Risk management in foreign trade – export and import risks. Quality control and pre-shipment inspection. Insurance of foreign trade transactions. Clearance of import and export cargo. Custom valuation in Nepal.

#### **Unit V: World Trade Organization and Regional Trading Groups**     **10 hours**

Role and functions of WTO. GATT and WTO. Features and impacts of WTO agreements on agriculture, textiles and clothing, trade in services, trade related investment measures, import licensing, valuation of goods at customs, pre-shipment inspection, rules of origin, regional trade, and trade-related intellectual property rights. SAFTA, ASEAN, EU, LAFTA, BIMSTC.

**Unit VI: Foreign Trade in Nepal****6 hours**

Growth of foreign trade. Balance of trade and balance of payment situations of Nepal. Structure and directions of Nepal's foreign trade. Problems of export and import trade. Export potential areas of Nepal.

**Unit VII: Transit Trade in Nepal****5 hours**

Meaning of transit and transit trade, procedure of transit trade, transit agreement with neighboring countries, principles of transit trade, problems and management of transit trade, Transit trade potential of Nepal.

**Basic Text**

Paul, J. & Asekar, R. *Export Import Management*. New Delhi: Oxford University Press.

**Reference**

Shrestha, S. K. *Export Market Management in Nepal*. Kathmandu: Padma Educational Traders.

## PRJ 491 Project Work

Students are required to do an independent capstone project that involves fieldwork and its empirical analysis. At the end, students are required to prepare a report of their project work in the prescribed format and submit to the authorized person/body. The objective of this project work is to develop students' skills in research, particularly in areas of data collection, processing, analysis, and report writing. These reports will be evaluated by the concerned authority.

This assignment specifically aims to develop knowledge, skills and attitudes necessary for conduct of individual research at a level which will make a distinct contribution to knowledge. Students are expected to demonstrate the use of appropriate research, methodology, and written skills through the preparation and presentation of their investigation.

Through this PW, students gain a new perspective into the real world. It is also an excellent networking platform for students to get acquainted with people from different organizations, business backgrounds, skills, expertise, etc. This will improve the student's networking skills and also expand their networking group. Specifically, the objectives of the PW include:

- To provide an opportunity for the student to integrate classroom knowledge and practice.
- To enable graduate students to do an independent study to reflect a creative endeavour that can make some contribution to knowledge in a given field.
- To develop students' ability to read professional literature, reports, and other works critically in their design, treatment of data, and conclusions.
- To strengthen the ability of students in presenting their research work in a clear, concise, and logical manner and enable other readers to use the results of their investigations.

Students must complete an **Expression of Interest** (FORM) and submit it to the PW Committee of their respective school/college. The PWC of the school/college will make its decision on student applications. Once the PW proposal submitted by the student is approved, the student is required to work under the guidance of the supervisor as assigned to him/her by the PWC.