

Kathmandu University School of Management
Bachelor of Business Administration
Course Syllabus

Course Title	MARKETING
Course Code Number	MKT 201
Credit Hours	3
Course Objective	
Main Objective	The objective of the course is to help the participants learn about and apply the basic concepts and practices of modern marketing.
Learning Unit	
Learning Unit One Net Contact Hours -6 hrs	1. Marketing in a Changing World What is Marketing? Core Concepts, Marketing Management, Marketing Management Philosophies: Production Concept, Product Concept, Selling Concept, Marketing Concept and Societal Marketing Concept.
Learning Unit Two Net Contact Hours - 6 hrs	2. The Marketing Environment Company's Microenvironment: Company, Suppliers, Marketing Intermediaries, Customers, Competitors and Publics, Company's Macroenvironment: Demographic, Economic, Natural, Technological, Political and Cultural environments, Responding to the marketing environment.
Learning Unit Three Net Contact Hours - 6 hrs	3. Consumer Markets and Consumer Buyer Behavior Model of Consumer Behavior, Characteristics affecting Consumer Behavior, Types of Buying Decision Behavior, Buyer Decision Process, Buyer Decision Process for new products, Consumer Behavior across International Borders, Business Markets and Business Buyer Behavior: Business Markets, Business Buyer Behavior, Institutional and Government Markets.
Learning Unit Four Net Contact Hours - 6 hrs	4. Market Segmentation, Targeting and Positioning for Competitive Advantage Market Segmentation, Market Targeting, Positioning for Competitive Advantage, Marketing Mix: Concepts of 4 Ps and 4 Cs.
Learning Unit Five Net Contact Hours - 6 hrs	5. Product and Services Strategy What is a Product? Product Classifications, Individual Product Decisions, Product Line Decisions, Product Mix Decisions, Services Marketing, International Product and Services Marketing, Product Life-cycle Strategies.
Learning Unit Six Net Contact Hours - 6 hrs	6. Pricing Products Pricing considerations and approaches: Factors to consider when setting prices, General Pricing A Approaches, Pricing Strategies: New - Product Pricing Strategies, Product Mix Pricing Strategies, Price – Adjustment Strategies, Price Changes, Public Policy and Pricing.
Learning Unit Seven Net Contact Hours - 6 hrs	7. Distribution Channels and Logistics Management Nature of Distribution Channels, Channel Behavior and Organization, Channel Design Decisions, Channel Management Decisions, Public Policy and Distribution Decisions, Nature and Importance of Physical Distribution and Marketing Logistics, Retailing and Wholesaling: Retailer Marketing Decisions, Wholesaler Marketing Decisions.
Learning Unit Eight Net Contact Hours - 6 hrs	8. Integrated Marketing Communications Strategy Marketing Communications Mix, Integrated Marketing Communications, View of the Communication process, Steps in Developing Effective Communication, Setting the total Promotional Budget and Mix, Socially Responsible Marketing Communication.
Total Contact Hours	48 hrs (excluding assessment and final examination)
Basic Text	Philip Kotler and Gary Armstrong (2001), <i>Principles of Marketing</i> , 11 th Edition, India: Prentice Hall.
Evaluation Scheme	In-Semester evaluation 50% End-Semester evaluation 50% Total 100%

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