

Kathmandu University School of Management
Master's in Business Administration
Spring 2022

<p>Course Title: Marketing Management and Decisions Course Code: MKT 501 Credit Load: 3 Net Contact Hours: 45 Course Instructor: Asst. Prof. Sunanda Sharma (email: sunanda@kusom.edu.np)</p>
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Course Plan

About the Course

This course is designed to introduce students to the full range of activities that is performed by a marketing-oriented manager. The course introduces the key principles, strategies, tools and techniques of Marketing and explains the role and importance that the subject has for every organisational leader and manager. At the end of this course, the students should be able to view any business from a marketing-oriented perspective. The course will also enable the students to understand what the customers want and need and to identify how and why they make certain choices.

Course Objective

This course intends to provide an in-depth understanding of various aspects of marketing with emphasis on the application of the marketing tools and techniques in making marketing decisions. After completion of all the learning units and fulfilling all requirements of the course, participants will be able to:

1. Discuss current developments in marketing science and theory as well as analytical concepts and techniques relevant for marketing decision-making.
2. Develop an understanding about marketing management concepts and frameworks and apply these to a new or an existing business.
3. Develop skills to analyse and synthesize information and derive insights related to marketing management, from several perspectives.
4. Develop their decision-making and analytical abilities in making marketing related decisions and solving marketing problems.

Course Structure

The course builds on the overarching issue: **how to make effective marketing decisions based on marketing principles, methods and tools?** Basic concepts and associated processes and approaches relevant to addressing the issue will be discussed in the course from both conceptual and practical perspectives.

Teaching Methods:

1. Lectures (based on pre-session reading)
2. Case analysis & presentations
3. Class tests
4. Group/individual assignments
5. Group Project

Grading

Marks and corresponding grading rule for evaluation shall be as follows:

Marks Range	Above 90	85 - 90	80 - 85	75 – 80	70 – 75	65 – 70	60 – 65
Grade	A	A-	B+	B	B-	C+	C
Grade Point	4	3.7	3.3	3	2.7	2.3	2

Assessment Plan

Evaluation	Weightage
Class Test	10%
Case Analysis and Presentation	10%
Project Work (Group)	15%
Assignments (Group/Individual)	10%
Mid Semester Examination (individual)	15%
End Semester Examination (individual)	30%
Preparation for class, attendance, class participation/contribution	10%

Case Analysis: Case analysis provides opportunities for the students to apply the concepts, principles and techniques learned in the course while sharpening their analytical and problem solving abilities as well as behaviour skills of communication, team work, and negotiation together with leadership skills. Several general and topic-specific cases will be given for which will have to be prepared and submitted in standard format as assigned.

Group Project: The project involves group work in which the students will be required to go through the design-thinking process and come up with a product/service solution for the problem/need that has been identified from the customers/users. Students will have to integrate the marketing strategies (STP) and the marketing mix strategies while developing the prototype solution. They will also be required to develop a marketing plan for the product/service.

Quizzes/Class Tests: Faculty will pre-inform about the test, atleast one week in advance. Tests will be conducted in the form of MCQ's or short answers.

Approximate Course Schedule

Session(s)	Learning Area	Activities
1	Defining Marketing for the new realities The Value of Marketing The Scope of Marketing Core Marketing Concepts - Needs, Wants, Demands The new marketing realities Company Orientation towards the marketplace Understanding the 4 A's of Marketing	Interactive lecture Case study I Article

2	Developing Marketing Strategies and Plans Marketing and Customer Value The Value Delivery Process The Value Chain Corporate and Division Strategic Planning - Planning Process - Different levels of planning - SWOT The nature and contents of a Marketing Plan	Interactive lecture Article Assignment I
3	Capturing Marketing Insights Collecting Information and Forecasting Demand Components of a modern marketing information system Internal Records Marketing Intelligence Analyzing the Macroenvironment & Microenvironment Forecasting and Demand Measurement The Marketing Research Process	Interactive lecture Test on chapter 1 & 2 Article
4	Creating Long Term Loyalty Relationships Building Customer Value, Satisfaction and Loyalty Maximizing Customer Lifetime Value Cultivating Customer Relationships	Interactive lecture Case study II Article
5	Analyzing Consumer Markets Factors influencing consumer behaviour Key Psychological Processes: - Motivation, Perception, Learning, Emotions, Memory The Buying Decision Process: The Five Stage Model	Interactive lecture Article Role play
6	Analysing Business Markets Organizational Buying Participants in the Business Buying Process The Purchasing/Procurement Process Stages in the buying process Managing Business-to- Business Customer Relationships Institutional and Government Markets	Interactive lecture Article Case study III Assignment II
7	Identifying Market Segments and Targets Bases for Segmenting Consumer Markets Bases for Segmenting Business Markets Market Targeting Effective Segmentation Criteria	Test on chapter 5 & 6 Interactive lecture Article

8	Crafting the Brand Positioning Developing a brand positioning Choosing a competitive frame of reference Establishing a brand positioning Alternative approaches to positioning Building & measuring brand equity Measuring Brand Equity Devising a Branding Strategy	Interactive lecture Article Guest Speaker Case study IV
9	Setting Product Strategy Product Characteristics and Classifications Product and Services Differentiation Design Product and Brand Relationships Product Mix Pricing Packaging, Labelling, Warranties and Guarantees	Interactive lecture Article Assignment III
10	Developing Pricing Strategies and Programs Understanding Pricing Setting the Price Consumer Psychology and Pricing Adapting the Price Initiating and Responding to Price Changes	Test on chapter 8 & 9 Interactive lecture Article
11	Designing and Managing Integrated Marketing Channels Marketing Channels and Value Networks The Role of Marketing Channels Channel design decisions Channel management decisions Channel Integration and Systems E-Commerce and M-Commerce Marketing Practices Conflict, cooperation and competition	Interactive lecture Article Assignment IV
12	Designing and Managing Integrated Marketing Communications The Role of Marketing Communications Marketing Communications Mix Developing effective communications Selecting the Marketing Communications Mix Establishing the total marketing communication budget Managing Digital Communications	Interactive lecture Article Assignment V

Norms for Course Participants

In addition to observing the norms and rules as stated in the KU-SOM Participants' Code of Conduct, students are required to strictly follow the following norms for the entire duration of the course teaching failing which will

result in appropriate disciplinary and academic sanctions, including downgrading, barring to attend final exam, assigning incomplete grade, and repeating the course.

1. **Attendance and punctuality:** Minimum attendance of 80% is mandatory in the course in order to be able to appear for the final exam. The faculty will record all times the student has missed a class. Late arrival and early departure from the class has to be informed to the faculty in advance, failing to which the attendance will not be considered. Student also has to inform the faculty through email, text or call in case of not being able to attend the class. Faculty will not accept more than 5 minutes of delay in arriving in the class.
2. **Submission of assignment:** All home assignments must be typed and submitted in hardcopy. Late submission will attract penalty, including downgrading and zero grading, depending on how late it is submitted. **Assignments found copied (both, who gives to copy and who copies) will result in zero grading.** In-class assignments should be neatly and sincerely done, failing to which will result in low grading.
3. **Pre-session reading and preparation for session.** Students have to come prepared for the planned learning activities failing which will result not only in appropriate academic sanctioning but, more importantly, in your inability to take benefit from the learning process that takes place in the class room setting and also losing of face among your own colleagues. Participants will be randomly selected to share the session learning and its implications. Some sessions might be slightly longer than the regular scheduled timings, and the participants are expected to be prepared for longer sessions as and when required. **Discussions in class will be marked and will lead to accumulation of participation grades.**
4. **Classroom Behaviour:** Passive presence will lead to earning of negative grades for the student in their participation evaluation. Contributions in the learning process should however be positive, productive, dignified and respectful while guided by the motivation of learning through personal involvement. Disrespectful and disturbing participation will earn negative grades. **NO USAGE OF MOBILE PHONES IN THE CLASSROOM.** In case anyone is found to be using mobile phones in the classroom, the faculty will be forced to confiscate the mobile.
5. **Academic Integrity:** Students are expected to do original work for all the assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the Program Head and Dean.

Basic Text Book

The following book is used as main texts for Marketing Management and Decisions:

Philip Kotler & Kevin Lane Keller, Marketing Management, 15e, Pearson Education