

FUNDAMENTALS OF ADVERTISING

Course No.	: MGT 331	Full Marks: 100
Nature of the Course	: Concentration (Marketing)	Pass Marks: 35

Course Objectives

This course aims at imparting knowledge to students to be able to analyze the function of advertising business and develop basic skills in designing advertisements, planning media selection and advertising budgeting.

Contents

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| Introduction | LH 15 |
| <ul style="list-style-type: none">• Role of communication in marketing• The communication process• Barriers to effective communication• Steps in developing effective communication | |
| Advertising | LH 15 |
| <ul style="list-style-type: none">• Nature and objectives of advertising• Evolution of advertising• Forms of advertising by producers, resellers, government, social institutions and groups | |
| Organization of Advertising Business | LH 15 |
| <ul style="list-style-type: none">• Role of the advertising manager• Organization structure of advertising department• Functions of the advertising department• Functions of advertising agencies• Functions of major departments within the advertising agency• Selection of an advertising agency | |
| Message Design and Advertising Appeals | LH 20 |
| <ul style="list-style-type: none">• Factors affecting message design• Advertising appeals, concept and types of appeals, essentials of a good appeal, appeals and buying motives, selling points | |
| Advertisement construction | LH 20 |
| <ul style="list-style-type: none">• Visualization: meaning and process, quantities of a creative visualize• Advertisement copy: objectives of a copy, types of advertisement copy functions of headlines, sub-headings, slogans, the body of advertisement, Essential of goods illustration, techniques of illustration, Signature and identification marks. | |
| Advertisement layout | LH 20 |
| <ul style="list-style-type: none">• Meaning and functions of layout• Principles of a good layout• Artwork: meaning and kinds of artwork• Typography: concept and principles of good typography, the printing processes• Colour: concept and qualities, functions of colour, limitations of colour uses• Special effects in advertising | |
| Media Selection and Planning | LH 15 |
| <ul style="list-style-type: none">• Meaning and role of media research• Forms of media: relative merits and demerits of indoor, outdoor, direct and display advertising media• Factors affecting media choice• Media scheduling | |
| Advertisement Budgeting | LH 15 |
| <ul style="list-style-type: none">• Concept of advertisement budgeting• Items of expenses• Advertisement budget procedures | |

- Factors affecting budget size
- Methods of establishing the advertisement appropriation

Advertising Effectiveness

LH 15

- Concept of advertisement effectiveness testing
- Area to be tested
- Types of advertising evaluation: pre and post tests

Basic Books

1. Wester, Frederic, *Marketing Communication*, Ronald Press, New York.
2. Chunawala, S.A. and Sethia, K.C., *Foundations of Advertising: Theory and Practice*, Himalayan Publishing House Bombay.

References

1. Santoki, C.N., *Advertising*, Kalyani Publishers, New Delhi
2. Sandage, C.H., V. Fryburger, K. Rotzoll, *Advertising Theory and Practice*, All India Traveller Book Seller, Delhi
3. Kaul, Asha, *Business Communicatin*, Prentice Hall of India Pvt. Ltd., New Delhi

DISTRIBUTION MANAGEMENT

Course No. : MGT 332

Full Marks: 100

Nature of the Course : Concentration (Marketing)

Pass Marks: 35

Course Objectives

The course aims to develop knowledge and skills in students in the field of channel management.

Contents

Introduction

LH 10

- Concept and nature of distribution management
- Distribution function in the marketing mix
- Components of distribution management

Marketing Channels

LH 25

- The emergence of marketing channels
- Functions and flows in marketing channels
- Channel objectives
- Marketing channel structures
- Factors influencing channel structures:
Channel outputs, postponement-Speculation, functional spin-off, technological, cultural, physical, social and political factors

Channel Planning

LH 10

- Processes involved in designing channels
- Channel coverage options

Channel Management

LH.25

- Channel coordination and cooperation
- Channel power
- Channel conflicts: causes and management
- Channel leadership

Channel Communication and Information Systems

LH 25

- Basic elements of channel communications
- Channel communication strategy
- Role of sales force in channel communication
- Channel flows and channel communication

Physical Distribution Management

LH 25

- Concept and importance of physical distribution management
- The total system perspective of physical distribution management

- Return on investment and customer service focuses of physical distribution management.

Components of Physical Distribution System LH 30

- Transportation: transportation modes and their relative characteristics
- Warehousing: number and location of warehouses
- Inventory management and control
- Material handling
- Order processing and information system flows

Basic Books:

1. Stern, L.W. and El – Ansary, *A Marketing Channels*, Prentice Hall of India, New Delhi.
2. Donald, J. Bowersox/ Cooper, M. Bixby/ Douglas, M. Lambert/Donald, A Taylor, *Management in Marketing Channels*, International edition McGraw Hill Book Company.

References

1. Bowersax D.J., *Logistical Management*, Macmillan Publishers, USA.
2. Christopher, Martin, *Logistic and Supply Chain Management*, Pitman Publishing, New Delhi 2001

FUNDAMENTALS OF SELLING

Course No.	: MGT 333	Full Marks: 100
Nature of the Course	: Concentration (Marketing)	Pass Mark: 35

Course Objectives

This course aims at familiarizing with and imparting knowledge about effective techniques of selling and developing practical skills in the selling job.

Contents

Introduction LH 15

- Nature and meaning of selling
- Marketing concept and selling
- Role of selling in society and in firm
- Duties of a sales representative
- Types of sales job
- Qualifications for success in sales job
- Sales process

Communication in Sales Job LH 10

- Meaning and Process of communications
- Two-way communications: listening and questioning
- Verbal and non-verbal communications
- Transactional analysis
- Role of Communications in Selling Job

Buyer Behaviour and Buying Process LH 15

- Meaning of buyer behaviour
- Types of buyers
- Individual buying process
- Factors affecting the buying decisions
- Organizational buying process
- Collecting information about buyers
- Customer care and satisfaction

Essentials for Successful Selling LH 10

- Knowledge about the organization
- Knowledge about organization's and competitor's products
- Knowledge about pricing: pricing terms, discounts and credit terms

Prospecting and Qualifying Potential Customers:	LH 10
<ul style="list-style-type: none"> • Meaning and importance of prospecting and prospects • Characteristics of a good prospects • Methods of prospecting • Process of evaluating and qualifying prospects 	
Sales Presentation and Dramatization	LH 20
<ul style="list-style-type: none"> • Meaning and importance of sales presentation • Planning the presentation • Making appointments • Preparing for the approach • Models of sales approaches: stimulus- response approach, mental state approach, need-situation approach, and problem solution approach • Types of sales presentation: standard memorized presentation, outlined presentation, and program presentation • Dramatization the sales presentation • Power of dramatization • Visual-aids in dramatization • Techniques of dramatization 	
Over coming Objections	LH 10
<ul style="list-style-type: none"> • Meaning and importance overcoming objections • Reasons for customers' objections • Common objections of the customers • Preparation for meeting objections • Effective methods for handling objections 	
Closing the Sale	LH 10
<ul style="list-style-type: none"> • Meaning of importance of closing the sale • Difficulties in closing the sale • Timing and opportunities for closing the sale • Methods of closing sale effectively 	
Building Future Sales and Customers Relations	LH 10
<ul style="list-style-type: none"> • Developing goodwill • Improving customer relations and service accounts • Handling customer complaints. 	
Sales force Management	LH 10
<ul style="list-style-type: none"> • Designing the sales force • Recruitment and selection of sales force • Training the sales force • Remunerating the sales force • Supervising the sales force • Motivating the sales force • Evaluation and control of sales force 	
Management of Sales Territories	LH 15
<ul style="list-style-type: none"> • Meaning of sales territory • Need for sales territory • Elements of territory management: establishing sales quota, account analysis, developing account objectives and sales quotas, territory-time allocation, customers sales planning, scheduling and routing, territory and customer evaluation. 	
International Sales	LH 15
<ul style="list-style-type: none"> • Introduction • Sales opportunities abroad • Difficulties in selling abroad • Major tools in international sales: Internet marketing, referral marketing, and direct marketing. 	

Basic Books:

1. Pedarson, Carton A., Wright, M.D. and Wright, B.A., *Selling: Principles and Methods*, Richard D Irwin,
2. Cooper, Simon, *Selling: Principles, Practice and Management*, Pitman Publishing, London.

References

1. Shrestha, Shyam K., *Fundamentals of Selling*, Book Palace, Kathmandu.
2. Futrell, Charles, *ABCs of Selling*, Richard D. Irwin Inc. Homewood, Delhi
3. Shook, Robert L., *How to be a Professional Salesperson*, Pustak Mahal, Delhi
4. Shrestha, Kul Narsingh, *Fundamentals of Selling*, Nabin Prakashan, Kathmandu.
5. Still, Richard R. Cundiff, Edward W., Bovoni and Norman, A.P., *Sales Management: Decisions, Strategies and Cases*, Prentice Hall of India, New Delhi
6. Sharma, G.R., *Fundamentals of Selling*, Taleju Prakashan, Kathmandu.
7. Davar, R.S., Davar, S.R. and Davar, N.R., *Salesmanship and Publicity*, Vikas Publishing Co., New Delhi.

FUNDAMENTAL OF SERVICES MARKETING

Course No.	: MGT 334	Full Marks: 100
Nature of the Course	: Concentration (Marketing)	Pass Mark: 35

Course Objectives

This course aims at imparting fundamental knowledge to students with the marketing of services and service industries.

Contents

Introduction	LH 25
<ul style="list-style-type: none">• Meaning characteristics and classification of services• Contribution of service sector to the economy• Fundamental difference between goods and services• Emerging key services• Concept and importance of services marketing• Marketing mix for services• Evolution of services marketing	
The Service Encounter (Point of interaction)	LH 15
<ul style="list-style-type: none">• Meaning, encounter in Consumer's perspective, a simple analysis of the interaction between a company and its customers, customers-product boundary• The role of other customers and third-party producers in the service encounters• Service failure and recovery	
Models in Services Marketing	LH 10
<ul style="list-style-type: none">• The molecular model• The servuctional model• The industrial management model• The market-focused management model	
Services Buying Process	LH 10
<ul style="list-style-type: none">• Factors involved in an individual's purchase decision• A comparison between personal and organizational buyer behaviour• Market segmentation for service marketing• Bases for market segmentation	
Relationship Marketing	LH 10
<ul style="list-style-type: none">• Meaning and concept of relationship marketing• Components of transactional selling and relationship marketing• Importance of relationship marketing• Methods of developing buyer-seller relationships	

Marketing Information Systems LH 10

- Need and sources of market information for services
- Components of marketing information system
- Marketing research process for services marketing

Service Positioning and Targeting LH 20

- Services positioning (competitors analysis, positioning criteria, positioning the service provider, repositioning)
- Developing the brand
- Developing the portfolio of services
- Product/Service life-cycle concept

Service Quality LH 20

- Concept, quality and customer satisfaction
- Service profit chain
- Researching service quality
- Setting quality standard

The Pricing of Services LH 20

- Buyers perception of value
- Considerations of services pricing: Demand considerations, cost consideration, Competitions, Legal considerations
- Emerging service pricing strategies: Satisfaction based pricing, Relationship pricing, Efficiency pricing.

Promotion of services LH 10

- Guide lines for developing services communications
- Communication process
- Promotional approaches to service
- Ethics in service promotion

Basic Books:

1. Palmer, Adrian, *Principles of Services Marketing*, McGraw-Hill International Edition, London.
2. Woodruffe, Helen, *Services Marketing*, Macmillan India Ltd. Delhi, 1999

References

1. Lovelock, Christopher, *Service Marketing*, Pearson Education Asia, 2003
2. Apte, Govind, *Services Marketing*, Oxford University Press, New York
3. Payne, Adrian, *The Essence of Services Marketing*, Prentice Hall of India, New Delhi
4. Balaji B., *Services Marketing and Management*, School and Co. Ltd, New Delhi
5. Zeithaml, Valarie A., and Bitner, Mary Jo, *Services Marketing*, Tata McGraw Hill Publishing Co. Ltd. New Delhi, 2003

FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR

Course No.	: MGT 341	Full Marks: 100
Nature of the Course	: Concentration (Management)	Pass Mark: 35

Course Objectives

The objective of this course is to familiarize the students with a comprehensive understanding of organizations, people and their relationships. The course also aims at developing skill in analyzing organizational related problems and issues.

Contents

Introduction of Organizational Behaviours: LH 10

- Concept, Contributing disciplines and goals of organization behaviour, Challenges and opportunities for OB.

The individual in the Organization LH 20

- Foundations of Individual behaviour