

# MGT 214: Fundamentals of Marketing

*Full Marks: 100*

*Pass Marks: 35*

*Lecture Hours: 150*

## **Course Objectives**

This course aims at developing knowledge and skills in students in analyzing issues concerning major decision making areas of marketing. It also aims to provide students about effective tools, techniques and practical skills in marketing of goods, services and ideas. Besides this, an attempt has been made to familiarize the students with the marketing practices in Nepal.

## **Course Description**

This course contains introduction or marketing, understanding the market place and customer needs, managing customer relationship, analyzing marketing environment, managing marketing information, understanding buyer behavior, market segmentation, targeting, and positioning, product decision, pricing decision, promotion decision, distribution decision, and marketing practice in Nepal.

## **Learning Outcomes**

On the completion of this course, students will be able to:

- learn the basic concepts of marketing and understand the marketing strategy and effect of marketing environment in business;
- create value for customer and built a relationship with them to win customer trust and confidence;
- demonstrate the ability to apply market segmentation, targeting and positioning to win in the competitive market place;
- identify the importance of pricing and learn the distribution system to deliver product to the customer;
- know about the marketing communication tools and integrated marketing communication

## **Course Details**

### **Unit 1: Introduction**

**20 LHs**

Meaning and definition of marketing; Understanding the marketplace and customer needs (customer needs, wants, and demand, market offerings-products, services, experience, customer value and satisfaction, exchange and relationship); Marketing orientation: the production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept; Managing customer relationship and capturing customer value: engaging customers and managing customer relationships; customer relationship management; customer satisfaction; customer relationship level and tools; Customer engagement and today's digital and social media, Consumer generated marketing; Capturing value from customers; Creating customer loyalty and retention; Creating customer loyalty and retention; The marketing mix and its components.

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