

- 3.3 Product life cycle: Meaning, stage, and strategies in different stages.
- 3.4 Product mix decision: Concept of product mix and product line, product mix strategies.
- 3.5 Brand: Meaning of brand and branding; concept of brand name, brand mark and trade mark, type of brands, features of good brand name, concept of brand equity.
- 3.6 Packaging and labeling: Meaning and level of packaging.
- 3.7 Labeling: Meaning and types of labeling.
- 3.8 Pricing: Concept and objectives of pricing, methods of price determination, factors influencing pricing.

#### **Unit 4: Distribution and Communication Management**

**LH 12**

- 4.1 Distribution: Concept, importance, and components of distribution.
- 4.2 Marketing channel: Concept of marketing channel, channel structure for consumer goods and industrial goods, role of wholesaler and retailer in distribution management.
- 4.3 Logistics management: Meaning and importance of logistics management, components of logistics management.
- 4.4 Marketing communication: Concept, importance and process of marketing communication, components of marketing communication (promotion) mix.
- 4.5 Advertising: Meaning and features of advertising, AIDA model of advertising, differentiation between advertising and publicity.
- 4.6 Sales promotion: Concept, nature, and major tools of sales promotion
- 4.7 Personal selling: Meaning and nature of personal selling, and process of outdoor selling.
- 4.8 Public relation: Meaning, objectives and major tools of public relation.
- 4.9 Direct Marketing: Concept and features of direct marketing, most common techniques of direct marketing.

#### **Unit 5: Environmental and Ethical Marketing**

**LH 6**

- 5.1 Consumer awareness: Concept of consumer awareness and consumer rights, concept and recognize the quality certifications and standards (NS and ISO).
- 5.2 Environmental marketing: Meaning, features, principles and significance of environmental (green) marketing, concept and features of green product.
- 5.3 Ethical marketing: Concept, benefits and key elements of ethical marketing, relationship between ethics and business success.

#### **Basic Text Books**

- Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haque, E. (2013). *Principles of marketing: A South Asian perspective* (13th ed.). Pearson Prentice Hall.
- Baines, P., Fill, C., & Page, K. (2013). *Essentials of marketing*. Oxford University Press.

#### **Reference Books**

- Agrawal, G. R. (2017). *Marketing management in Nepal*. M. K. Publishers.
- Doyle, P. (2002). *Principles of marketing and strategy*. Pearson Education Ltd.
- Jobber, D. (2007). *Principles and practice of marketing* (5th ed.). McGraw Hill.
- Kotler, P., Wong V., Saunders J., and Armstrong, G. (2005), *Principles of Marketing*,
- Shrestha, S. K., & Rai, B. (2018). *Fundamentals of marketing*. Asmita Publication.

**Far Western University**  
**Faculty of Management**  
**Syllabus (BBA: Third Semester)**

<b>Course Title:</b>	<b><i>Practicum in Business Communication</i></b>	<b>Course Code:</b>	<b><i>PRC 236</i></b>
<b>Year:</b>	<b><i>Second</i></b>	<b>Level:</b>	<b><i>Undergraduate</i></b>
<b>Semester:</b>	<b><i>III</i></b>	<b>Program:</b>	<b><i>BBA</i></b>
<b>Credits hours:</b>	<b><i>1</i></b>	<b>Lecture hours:</b>	<b><i>16</i></b>
<b>Nature of course:</b> <b><i>Practical</i></b>			

### Course Description

The ***Practicum in Business Communication*** is designed for BBA students to apply their theoretical knowledge of business communication, enabling them to convey ideas clearly, persuasively, and professionally across different business contexts. This course emphasizes the development of practical skills in written, oral, and interpersonal communication. Through writing assignments, role-playing exercises, and communication simulations, students will gain valuable insights into how businesses communicate both internally and externally.

### Objectives of the Practicum

This practicum aims to strengthen students' communication abilities and prepare them for effective business interactions. The course is designed to help students build confidence in their communication abilities, preparing them for success in their academic and professional careers.

### Learning Outcomes

By the end of the course, students will be able to:

- Write business correspondence (emails, letters, and memos), create well-structured formal reports and proposals, and draft meeting agendas and minutes.
- Edit and proofread business documents, ensuring accuracy, clarity, and conciseness.
- Create informative and visually appropriate presentation slides, make presentations effectively, and managing Q&A sessions with confidence.
- Engage in role-play, group discussions and interview simulation using business communication tools, digital technologies and social medias.

### Course Contents

- 1. Business Writing** **LH 7**  
Writing professional business correspondence (emails, letters, memos), writing formal reports and proposals (structure, style, and clarity) and drafting meeting agendas and minutes.
- 2. Document Editing & Proofreading** **LH 2**  
Editing and proofreading business documents for accuracy, clarity, and conciseness
- 3. Presentation** **LH 3**  
Creating clear and informative slides, delivering presentation effectively and managing Q&A sessions with confidence.
- 4. Practical Communication Activities** **LH 4**  
Engaging in role-plays, group discussions, and interview activities that simulate real-world business communication scenarios in written and verbal communication using business communication tools, digital technologies and social medias.

### Practicum Procedures

- 1. Topic Selection for Assignment:** Students will be given a range of topics to choose from that relate to current business communication trends and practices.