Social Marketing

Program/Semester: MBA/Fourth Semester
Course Title: Social Marketing
Course Code: MKT 645
Credit Hours: 3
Lecture Hours: 45
Nature: Concentration

Course Description

This course is designed to provide fundamental knowledge of social marketing concepts and the utility of social marketing in resolving social issues. This course examines several social marketing topics that professional marketers should be familiar with. Social marketing, social issues, changed behaviour, theories and models used, marketing mix for social marketing, social campaign and recent trends and application of social marketing.

Course Objective

This course aims to build students' skills in analyzing, evaluating, releasing, and creating social marketing campaigns. It helps to understand social marketing, theories and models in social marketing, Strategic Planning formulation in Social Marketing, social marketing mix, and emerging trends in social marketing.

Learning Outcomes

After completing this course, students should be able to:

- Explain the foundational concepts and theories of social marketing.
- Analyze social issues and identify opportunities for using marketing principles to create positive behavior change.
- Segment the market and develop, implement/manage, and evaluate social marketing programs.
- Develop effective social marketing strategies and campaigns.
- Develop persuasive communication strategies to encourage behavior change.
- Describe the social marketing mix and its use to change target customers' behaviour.
- Apply the business research methods in analyzing the contemporary issues of social marketing.

Course Contents

Unit 1: Introduction to Social Marketing **LH 7**

Definition, Origin of social marketing, Characteristics of social marketing, principles of social marketing; Approaches of Social Marketing; Social Marketing Benchmark Criteria (SMBC); Application of Social Marketing; Social Marketing Streams *(Upstream, Downstream, Midstream)*; Social Marketing and Related Activities*(Not-for-profit Marketing, Cause-related Marketing, Pro-social Marketing, Societal Marketing, Corporate Philanthropy)*; Social Marketing Vs. Commercial Marketing; Social changing: meaning, characteristics, components and the essence of social changing; Social change tools; Emerging Social Issues.

Unit 2: Theories and Models in Social Marketing **LH 10**

Introduction: Five Forces Models in Behavioural Change; Health Belief Model; Protection Motivation Theory; Theory of Trying; Theory of Interpersonal Behavior; Diffusion Theory; Social Cognitive Theory; Transtheoretical Model of Behavior Change; Technology Acceptance Model for Behavior Change.

Unit 3: Strategic Planning in Social Marketing **LH 8**

Social Market Segmentation; Meaning, Criteria, Variables(Traditional Variables, Variables Used to Segment to Social Markets), Evaluate Segments and Select a Priority Segment;

Social Marketing Planning: Concept, Process and Factors Considered in Formulation of Strategy Planning; Formation of Social Campaign Planning

Unit 4: Social Marketing Mix **LH 10**

Social Marketing Mix: Meaning, Elements of Social Marketing Mix(8ps); (Product in Social Marketing, Components of The Social Product, Designing Social Offer; Importance of Social Price, Dimensions of Social Price; Place in Social Marketing, Distribution of Social Products, The Structure of Disseminated Channel of a Product; Disseminators of Social Ideas, Role of Social Advertising, Public Relations, Social Media) Campaigns of Social Marketing. Role of Social Marketing Campaign

Unit 5: Researches in Social Marketing **LH 4**

Need and importance of research in social marketing, stages of research, quantities and qualitative research in social marketing, use of mixed methods in social marketing research.

Unit 6: Emerging Trends in Social Marketing **LH 6**

Emerging Trends: Brief Overview of Digitalization and Technology-driven Social Marketing; Sustainable Social Marketing; Community-Based Social Marketing; Social Marketing in Nepal: Social Marketing Practices in Education; Sanitation; Healthcare*(Organ Donation, Blood Donation, Family Planning)*; Dowry Eradication; Natural Disasters and Environment Protection in Nepal, Global Opportunities and Challenges of Social Marketing.

Basic books:

Kotler, P., Roberto, N., & Lee, N. (2008). Social Marketing – Influencing Behaviors for Good.
Lee, R. N., & Kotler, P. (2019). Social Marketing: Behavior Change for Social Change.

Reference books:

Alan, R. (2012). Social marketing in the 21st Century. Sage Publication, 2012.

Alves, H., Galan-Ladero, M. M., & Rivera, R. G. (2021). Theoretical Background: Social Marketing and Quality of Life. https://doi.org/10.1007/978-3-030-83286-5-1.

Basil, D. Z., Diaz-Meneses, G., & Basil, M. D. (2019). Correction to: Social Marketing in Action. https://doi.org/10.1007/978-3-030-13020-6_30.

Bhattacharyya, J., Kumar Dash, M., Hewege, C. R., Balaji, M. S., & Marc, L. W. (2022). Social and Sustainability Marketing. Social and Sustainability Marketing.

Rundle-Thiele, Timo Dietrich Sharyn Kubacki, K. (2017). Segmentation in Social Marketing: Process, Methods and Application. https://doi.org/10.1007/978-981-10-1835-0.

Service Marketing

Program/Semester: MBA/Fourth Semester
Course Title: Service Marketing
Course Code: MKT 644
Credit Hours: 3
Lecture Hours: 45
Nature: Concentration (Marketing)

Course Description

This course is designed to improve the student's basic knowledge in the service marketing field. In this course, students will learn about fundamental theories and concepts of service marketing, which will enhance their understanding of service marketing.

Course Objective

This course aims to build students' skills in analyzing, evaluating, releasing, and creating service product marketing in a competitive business environment. It helps to understand service products, customer expectations and perceptions, service quality, service delivery failure, service recovery, customer relationship, service marketing mix, and emerging trends in service marketing.

Learning Outcomes

After completing this course, students should be able to:

- understanding the concept, models of service marketing, and service blueprint.
- access the expectations, perceptions, and satisfaction of customers in service marketing.
- understanding the service quality, service encounter, service failure, and service recovery in the competitive market.
- analysing the buying behaviour and maintaining the customer relationship in service marketing.
- able to identify the proper elements of the service marketing mix.
- achievement of knowledge about the current issues and challenges in service marketing.

Course details

Unit 1: Introduction **LH 8**

Service: meaning and nature of service products, product vs service; **Services marketing:** concept, nature, importance, and development of services marketing; **Models in services marketing:** molecular model, servuction model, industrial management model, market-focused management model; Service marketing triangle: external, internal and interactive marketing; **Service Blueprinting:** meaning, benefits and components (customer action, 'onstage' contact employee actions, 'backstage' contact actions, invisible support actions), types (one-sided, and two-sided blueprint)**,** steps in designing a service blueprint.

Unit-2: Customers' Expectations, Perceptions and Satisfaction **LH 4**

Customer expectation: concept, levels, factors influencing customer expectations of service, zone of tolerance; **Customer perception:** concept, areas, and factors influencing customer perceptions; **Customer satisfaction:** meaning and definition of customer satisfaction, determinants and outcome of customer satisfaction.

Unit 3: Service Quality and Encounter Management **LH 10**

Service quality: meaning, service quality models (gap model, service triangle management model, service triangle marketing model, SERVQUAL model), service quality issues (product-based, user-based, manufacturing-based, value-based); **Service encounter:** concept, characteristics, importance, and types (remote encounters, phone encounters, and face-to-face encounters); **Service failure:** meaning, and types of service failures. **Service recovery:** concept of service recovery, service recovery strategies (track and anticipate, solve problems

in quick time, adequate training to front line employees).

Unit 4: Buyer Behaviour and Relationship Marketing **LH 4**

Understanding buyer behaviour and relationship marketing, benefits of relationship marketing, customer relationship development strategies; concept and benefits of customer retention; three-stage model of service consumptions: pre-purchase stage, service encounter stage, post-encounter stage; customer value building approaches: building block of satisfaction, building block for customer service, building block process.

Unit 5: Service Marketing Mix **LH 15**

Concept and components of the service marketing mix (7Ps); **Service product:** meaning of new service product, new service product development process, service product life cycle(incubation, introduction, growth, maturity, decline and postmortem), life-cycle strategies for service products in different stages; **Service pricing:** concept of service pricing, objectives of service Pricing (profit, sales, status-quo and society oriented objectives), pricing approaches(cost-based, competitor-based, and demand-based pricing), service pricing strategies (price skimming, satisfaction-based, relationship, and efficiency-based pricing); **Service promotion:** meaning of service promotion, elements of promotion mix (advertising, public relations, sales promotion, personal selling, word of mouth, and direct marketing), strategies for selecting the promotion mix, social ethics in service promotion; **Service distribution:** Concept and nature of distribution for service products, distribution strategies (intensive, selective and exclusive), role of internet in the global distribution system, role of employees in service delivery**.**

Unit 6: Emerging Trends in Service Marketing **LH 4**

Emerging trends: an overview of digitalization and technology-driven services**,** social media and online service management**,** sustainable service marketing**; Emerging service sectors in Nepal:** an overview of healthcare, transportation, construction, banking, insurance, tourism, and information-technology service marketing practices in Nepal**,** opportunities and challenges of service marketing in Nepal.

Prescribed textbooks:

Lovelock, C., Wrtz, J. & Chatterjee, J. (2011). *Service Marketing: People, technology, strategy*. Pearson

Apte, G. (2011). *Service marketing*. Oxford University Press.

Suggested references:

Zeithamal, V. A., Bitner, M. J., Gremler, D. D.&Pandit, A. (2008). *Services Marketing: Integrating customer focus across the firm*. New Delhi: Tata McGraw Hill.

Bhattacharjee, C. (2009). *Services Marketing*. New Delhi: Excel Books.

Strategic Brand Management

Program/Semester: MBA/Fourth Semester
Course Title: Strategic Brand Management
Course Code: MKT 644
Credit Hours: 3
Lecture Hours: 45
Nature: Concentration (Marketing)

Course Description

This course presents a cohesive framework for brand management that delineates the unique role of brands as a means of creating market value. Topics covered include brand building and positioning, brand image and brand equity ,brand leveraging ,brand valuation and building online brands.

Course Objective

Strategic brand management is the process of building, measuring, and managing brand equity. This course aims to provide students with the conceptual understanding of what strategic brand management is and why it is so important in the contemporary business world. Upon completion of this course, students are expected to have adequate knowledge and technical skills to perform successfully as a brand manager.

Learning Outcomes

After completing this course, students should be able to:

- Identify the key decisions that a brand manager needs to make and key brand management processes.
- Define customer-based brand equity and outline the sources and outcomes of customer-based brand equity.
- Define the key components of brand architecture and outline the guidelines for developing a good brand portfolio.
- Describe the key strategies of Leveraging brands and Brand extensions.
- Apply brand valuation methods in the buying and selling of brands.
- Use online and social media to build brands.

Course details

Unit 1: Introduction to Brand and Brand Management **LH 8**

Brand: Meaning and evolution of brands, types of brand names and brand name associations, functions of brand to consumer, role of brand, advantages of brand, product vs brand; Branding: meaning, creation of brands through goods, services, people, organisation, retailstores, places, online, entertainment and ideas; Concept of brand management; Strategic brand management: Concept and process of strategic brand management; Brand attribute management and architecture.

Unit 2: Brand Building and Positioning **LH 7**

Building a strong brand; Method and implications; Brand positioning: Basic concepts; Alternatives; Risks; Brands and consumers; Strategies for positioning the brand for competitive advantage; Points of parity; Points of difference; Buying decision perspectives on consumer behaviour.

Unit 3: Brand Image and Brand Equity **LH 6**

Brand image; Meaning and dimensions; Brand associations and image; Brand identity: perspectives, levels, and prisms; Managing brand image: stages, functional, symbolic and experiential brands; Brand equity: concept, sources of equity and brand equity models; Brand

audits; Brand loyalty.

Unit 4: Brand Leveraging **LH 6**

Leveraging brands; Brand extensions, extendibility, merits and demerits; Line extensions and line trap; Co-branding and licensing brands; Reinforcing and revitalization of brands: Need and methods; Brand architecture: product, line, range, umbrella and source endorsed brands.

Unit 5: Brand Marketing Programs **LH 7**

Product strategy; Perceived quality and relationship marketing; Customer-brand relationships; Brand pricing strategy; Value-based pricing; Channel strategy and brand; Role of advertising in brand-building; Integrated Communication Mix for brand building.

Unit 6: Brand Management Strategies **LH 7**

Brand value chain; Designing branding strategies; Brand-product relationship; Brand portfolio management; Brand extension strategy; Brand management over time: Brand reinforcement strategies, Brand revitalization strategies, Brand retirement and rejuvenation strategies.

Unit 7: Building Online Brands **LH 4**

Integrated marketing communication; New media environment; Building and managing online brands; Marketing communication options; Using social media to build brands; E-commerce and brands.

Prescribed textbooks:

Keller, K.L. and Swaminathan, V. (2023). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity.* Global Edition, Pearson.

Varma, Harsh. (2008). *Brand management.* Excell Books, New Delhi.

Suggested references:

Keller, K.L. (2008), *Best Practice Cases in Branding: Lessons from* the *World's Strongest Brands.* Prentice Hall Higher Education.

Sengupta, S. (2005). *Brand Positioning: Strategies for Competitive Advantage*. Tata McGraw-Hill Publishing Company