

**CAREER ORIENTED COURSE
MARKETING MANAGEMENT
I Semester
PAPER-I
FUNDAMENTALS OF MARKETING**

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able:

CO1: To understand marketing terminology and concepts.

CO2: To understand environmental factors.

CO3: To know the individual components of a marketing mix.

CO4: To decide effective channels of distribution.

CO5: To understand the characteristics of recent trends in marketing.

**CAREER ORIENTED COURSE
MARKETING MANAGEMENT
II Semester
PAPER-II
MARKETING STRATEGIES**

Max. Marks: 100

Course Outcome:

On successful completion of this course the students are able:

CO1: To understand the concept of marketing strategy.

CO2: To analyze firm's current situation through applying internal and external analysis.

CO3: To understand strategies for various stages of product life cycle.

CO4: To understand the Management of Marketing Programs.

CO5: To develop and present Global Marketing Strategies.

CAREER ORIENTED COURSE
MARKETING MANAGEMENT
III Semester
PAPER-III
MARKETING RESEARCH

Course Outcome:

On successful completion of this course the students are able:

CO1: To gain the basic knowledge of marketing research

CO2: To understand the concept of research design and its importance in research

CO3: To gain knowledge on sampling and data analysis

CO4: To gain knowledge on measurement scale and testing methods

CO5: To understand the ethics in marketing research

CO6: To acquire basic skills to conduct survey researches

CAREER ORIENTED COURSE
MARKETING MANAGEMENT
IV Semester
PAPER-IV
SERVICE MARKETING

Course Outcome:

On successful completion of this course the students are able:

CO1: To gain the basic knowledge of service marketing and its recent trends

CO2: To understand the consumer behavior and customer expectations

CO3: To gain knowledge on service marketing mix

CO4: To understand the concept of service quality

CO5: To acquire knowledge on service marketing of different service sectors

**CAREER ORIENTED COURSE
MARKETING MANAGEMENT
V Semester
PAPER-V**

ADVERTISING AND SALES MANAGEMENT

Max. Marks : 100

Course Outcome:

On successful completion of the course students can:

CO1: Demonstrate an understanding of the overall role advertising plays in the business world.

CO2: Analyze the advertising agency operations in detail.

CO3: Knowledge about the concepts and practices in the sales management functions.

CO4: Understand how important sales related police are for sales executives

CO5: Comprehensive understanding about the existing law on Consumer Protection in India and aware of the basic procedures for handling consumer dispute.

**CAREER ORIENTED COURSE
MARKETING MANAGEMENT**

VI Semester

PAPER-VI

INTERNATIONAL MARKETING

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able:

CO1: To understand the concept of International Marketing.

CO2: To learn in depth the International Marketing Environment and its components

CO3: To understand the details of Multinational Corporations (MNCs).

CO4: To learn in depth the International Product Decisions.

CO5: To learn in depth the Emerging Issues and its Developments.