

## **Course Outcome (2022-2023)**

### **Semester- 1**

#### **Subject- Marketing**

**Course code - MM-21**

#### **Course Outcome**

After the completion of this course the students will be able to-

- Understand fundamentals of marketing concept & primary marketing activities.
- Determine market segments & influence of target customer on marketing mix.
- Maintenance of customer relationship & use of information about behaviour in determining marketing strategies.
- Role of branding & packaging in adding value to an organization.
- Understanding product & its life cycle to identify the challenge in creating a successful new product.

### **. Semester- 2**

#### **Subject- Marketing**

**Course code - MM-22**

#### **Course Outcome**

After the completion of this course the students will be able to-

- Effects of price on organization's product & services.
- Effect of various distribution channels on marketing a product & service.
- Developing effective messaging for marketing communication.
- Knowledge of recent developments in marketing.

### **Semester- 3**

#### **Subject: Marketing (Sales Management)**

**Course code - MM-23**

#### **Course Outcome:**

After Completion of this course the student would be able to:

- Evaluate how sales management fits into the changing environment.
- Assess selling as a career choice.
- Illustrating effective sales force management by proper requirement, selection, training, motivation, compensation plan, sales budgeting, sales organization & evaluation, sales people's performance.

**Semester- 4**  
**Subject - Marketing (Advertising)**  
**Course code-MM-24**

**Course Outcome**

After the completion of this course the students will be able to-

- Exhibit the knowledge of effective visual communication for various advertising approaches, develop advertising media buying and planning strategies.
- Elaborate the ways of communication through advertising influences, role of advertising agency and its client relationships.
- Define place of advertising in communication mix, decisions in budgeting,
- Explain and illustrate integrated marketing communication decision making and planning, promotional objectives and their relationship with strategic plan.

**Semester- 5**  
**Subject –Rural Marketing**  
**Course code -MM-25**

**Course Outcome**

After the completion of this course the students will be able to-

- Comprehend the concept of rural marketing, its evolution, rural marketing environment and the behaviour of consumer in rural area
- Elaborate the ways of segmenting rural market, strategies for rural market and rural marketing mix
- Insight about marketing of consumer durable and non-durable, personal selling in rural areas and e-commerce in rural market.
- Develop understanding about prospects and problems of rural marketing in India and skills required to operate effectively.

**Semester- 6**

**Subject: Principles of Retailing**

**Course code -MM-26**

**Course Outcome**

After Completion of this course the student would be able to:

- Understand the concept and functions of retail business, various retail channels, organized and unorganized retailing, buying behaviour of customers
- Comprehensive knowledge regarding planning the location of retail business, store design, layout and location
- Insight regarding the process of organizing a retail firm, store management and technology in retailing
- Develop a sound understanding regarding the important role of retailing in today's business environment