

Course Outcome

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T.Y.B.Com – Commerce V

Semester – V – Marketing

Module 1: Introduction to marketing

Particulars	Course Outcome	Teaching Methods
<ul style="list-style-type: none">Introduction to Marketing	Co-1. Understand the concept of marketing Co-2 Explain the process of marketing research Co-3 Discuss the concept of MIS and its components CO-4 Understand the concept and importance of Data Mining Co- 5 Explain the concept of Consumer behaviour and factors influencing it. Co-6 Elaborate Market segmentation, its benefits and bases of market segmentation Co-7 Understand the concept of Customer relationship management and market Targeting	<ul style="list-style-type: none">DiscussionUse analysis on board with student helpCase study,NotesMake them think and mention

Module -2 Marketing Decision I

Particulars	Course outcome	Teaching methods
Marketing Decision I (Product and Pricing)	Co-1 Understand the concept of Marketing Mix and components of Marketing Mix Co-2 Explain the product decision areas and PLC – stages CO-3 Understand the concept of Branding and its components Co-4 Elaborate the concept of Brand Equity and factors influencing it Co-5 Discuss the essentials of packaging, strategies of product positioning and challenges of service positioning	<ul style="list-style-type: none">DiscussionUse analysis on board with student helpCase study,NotesMake them think and mention

	Co-6 Explain the objectives of pricing, factors influencing pricing, pricing strategies	
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Module -3 Marketing Decisions II

Particulars	Course outcome	Teaching methods
Marketing Decisions II (Distribution and Promotion)	Co-1 Identify the factors influencing Physical distribution and marketing Channels Co-2 List out components of SCM Co-3 Define Integrated Marketing Communication and its scope & importance Co-4 State the Importance of Promotion mix and elements of it Co-5 Identify and reflect on the components of sales management. Co-6 Identify the trends in selling Co-7 Explain the Process of personal selling and skill sets required for personal selling	<ul style="list-style-type: none"> • Discussion • Use analysis on board with student help • Case study, • Notes <p>Make them think and mention</p>

Module -4 Key Marketing Dimensions

Particulars	Course outcome	Teaching methods
Key Marketing Dimensions	Co-1 Identify and list Unethical practice in marketing, General role of consumer organisation and competitive strategies for leaders, challenger, follower and Nicher Co-2 Explain the concept of rural marketing, green marketing and digital marketing Co-3 Identify the challenges faced by marketing managers in 21 st century Co-4 State the careers in marketing Co-5 List out the factors contributing to success of brands in India	<ul style="list-style-type: none"> • Discussion • Use analysis on board with student help • Case study, • Notes <p>Make them think and mention</p>

	Co-6 List the reasons for failure of Brands in India	
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