

Department of Marketing

Programme Specific Outcomes

PSO1: Understand the basic concepts in Marketing, Marketing environment and develop an understanding about communication, Marketing Communication and its usage.

PSO2: Understand the various types of Advertising, its applications and its usage with effect to marketing scenario, Role of advertising on the global marketing, usage of advertising campaign and estimation of advertising budget.

PSO3: Analyses the critical aspects of ad-agency ,explaining the history of ad-agency, understand the applicability of advertising media, media planning, media scheduling, and evaluation of advertng effectiveness.

PSO4: Analyse the importance of personal selling and salesmanship, process of effective selling and involment of salesmen in sales organization.

PSO5: Development and usage of management of sales force, methodology for Recruitment, selection, training, motivational and moral of sales force activity.

PSO6(a): Develop an understanding about various aspects of Enterprenuership , its usage and applicability of market survey and its techniques .

PSO6(b): Developing a brief knowledge about Service marketing , its marketing mix and how peoples importance in service marketing.

PSO7: Development and usage Nature and growing importance of sales promotion, samples and point of purchases, implementing and evaluating the sales promotion programs, importance of public relations, corporate image building.

PSO8: Project work-To imparts skills among the students to write a report of their choice in a given area. To enable the students develop necessary insights into the practical field by making use of functional knowledge of different area attained in the previous years.

Department of Marketing

Course Outcomes

Marketing Communication

CO1: Explaining Basic concepts of marketing (production concepts, product concept, societal concept, marketing concept, market concept), Origin of marketing.

CO2: Elaborating the Marketing Vs Market, Marketing Mix(4pc's product, price, promotion, physical distribution.) , marketing Strategy.

CO3: Highlighting the Marketing environment in brief (Internal environment- Company, suppliers, marketing intermediates)

CO4: Describe the Internal environment – middlemen, agent middlemen, merchant middlemen, financial intermediates, customers, competitors, public, internal public.

CO5: Explaining the External environment- Economic environment, unemployment, agricultural, per capita income, pattern of savings and expenditure, price level change, impact of govt policies.

CO6: Describing the External environment - Industrial conditions, supply conditions, demography conditions, social and cultural environment, consumerism.

CO7: Marketing strategy, its applications and usages in brief, Functions of marketing, scope of marketing, Characteristics of marketing.

Communication

CO1: Highlighting the General communication – nature of communication, Objectives of communication – communication process (sender , encoding, message, decoding , receive , feedback).

CO2: : Explaining the Importance of communication (for all the fields), Barriers of communication (semantic barriers, physical barriers, psychological barriers)

CO3: Elaborating the Steps in developing effective marketing communication, Inter-personnel communication Vs Intra personnel communication.

Overview of Marketing Communication

CO1: Highlighting Overview of Marketing communication: Marketing communication, Why we need marketing communication.

CO2: : Explaining the Role and importance of marketing communication, Elements in marketing communication .

CO3: Highlighting the Process of marketing communication, Limitations of marketing communication.

Types of Communication

CO1: Elaborating the Types of communication- Vertical communication (Downward, upward), Horizontal communication.

CO2: Explaining the Grapevine communication, Consensus communication, Limitations.

CO3: Highlighting the Inter personal communication, Formal and informal communication.

Media for marketing communication

CO1: Explaining the Overview of media , Introduction to media, Media analysis.

CO2: Highlighting the Integrated communication in marketing, Rural Marketing Vs. Urban Marketing.

CO3 : Elaborating the Contemporary Issues in marketing.

Advertising

- CO1: Explaining the concept of Advertising , Marketing Characteristics.
CO2: Elaborating the Origin and Growth of advertising, Objectives of advertising.
CO3: Highlighting the differences between Advertising Vs. Marketing, Advertising Vs. Communication.
CO4: Describe the Importance of advertising in Modern marketing.

Types of advertising

- CO1: Explaining the Types of advertising- Commercial, Non-Commercial, Institution.
CO2: Describing the National & Local, comparative , Co-operative, Classified and Display, Persuasive types of advertising.
CO3: Highlighting the Consumer & Industrial advertising ,Primary & Selective demand advertising.

Role of Advertising in Global Marketing

- CO1: Explaining the Role of advertising in the Global Marketing, Scope of Advertising.
CO2 : Highlighting the Functions of Advertising, Advertising vs. Marketing.

Advertising plan

- CO1: Explaining the Introduction to Advertising Strategy, the terms- Campaign, Campaign Planning , Basis of Campaign planning.
CO2: Elaborating the Phase of campaign planning, Advertising Agency Features, Function , Structure.
CO3: Describing the Function, Structure of ad agency.

Advertising Budget

- CO1: Explaining the Introduction to advertising budget , Steps involved in preparing budget.
CO2: Highlighting the Methods involved in framing, Factors effecting the advertising expenditure in company.
CO3: Describing the Features of Advertising budget, Functions of advertising budget.

Ad Agency

- CO1: Explaining the Introduction to ad agency, History of ad agency.
CO2: Describing the Functions of ad agency, Features of ad agency.
CO3: Elaborating the Role and Importance in advertising ,Structure of ad agency.
CO4: Highlighting the Selection of an ad agency.

Advertising Media

- CO1: Explaining the Advertising Media: Meaning – Classification of ad-media.
CO2: Describing the Indoor media (Newspaper, Magazines, Radio, TV. Cinema, Video), Outdoor media (Poster, Displays, Electronic Signboards, Travelling Displays, Sandwich men etc.).
CO3: Highlighting the Display media (Postcard, Envelop enclosure, booklet, Catalogues- Sales letter, Window Display, Country Display (interior Decoration), Show Room – Exhibitions, Show Cases, Trade Fairs), Direct media.
CO4: Elaborating the Factors to be kept in mind while selecting advertising media.

Media Planning

- CO1: Explaining the Media Planning: Introduction.
CO2: Describing the Importance of media planning,Steps involved in media planning.
CO3: Highlighting the Factors influencing Media planning.

Media Scheduling

- CO1: Describing the introduction to media scheduling
CO2: Explaining the Importance of Media Scheduling.
CO3: Highlighting the Methods of media scheduling.

Evaluation of advertising effectiveness

- CO1: Explaining the Evaluation of Advertising Effectiveness:Introduction, Importance of evaluation of advertising effectiveness.

CO2: Describing the Methods of measuring Advertising Effectiveness, Pre - testing and Post – testing.

Personal Selling

CO1: Explaining the Personal selling: Introduction, Nature and Importance of Personal Selling.

CO2: Describing the Objectives of Personal selling, Advantages of personal selling

CO3: Highlighting the Limitation of Personal selling.

Psychology in buying and selling motives

CO1: Explaining the Psychology in selling and Buying Motives: Introduction to Psychology Selling.

CO2: Highlighting the Stages in Psychology process of Buying Motives and Selling points.

CO3: Describing the Buying Motives and Group Influence.

Process of Effective Selling

CO1: Explaining the introduction to process of effective selling, Stages involved in Selling process.

CO2: Describing the Prospecting , Pre-Approach, Approach.

CO3: Highlighting the Presentation Demonstration, Handling.

CO4: Elaborating the Objectives, Closing of sales, Post Sales activities.

Salesmanship

CO1: Explaining the Salesmanship: Introduction to Salesmanship, Origin and Evolution of Salesmanship.

CO2: Describing the Essential features of Good Salesmanship, Nature of Salesmanship.

CO3: Highlighting the Scope of Salesmanship.

Sales Organisation

CO1: Describing the Sales Organization: Introduction to Sales Organization, Structure of Sales Organization.

CO2: Explaining the Objectives of Sales Organization, Functions of Sales Organization.

CO3: Highlighting the Importance of Sales Organization, Types of Sales Organization.

Sales Force Management

CO1: Highlighting the Sales force: Meaning ,Need of Sales force.

CO2: Describing the Objectives of Sales force, Functions of Sales force.

CO3: Explaining the Importance of Sales force skills possessed by sales force.

Personnel Management in selling field

CO1: Explaining the Personnel Management in the selling field, Activities of Sales force Management.

CO2: Describing the Sales Execution, Sales force management.

Recruitment and selection of sales personnel

CO1: Explaining the Recruitment and Selection of sales personnel: Recruitment sources, Recruitment Process.

CO2: Describing the Recruitment Techniques, Selection sources.

CO3: Highlighting the Selection Process, Selection Techniques.

Sales Force Training

CO1: Explaining the Sales force Training, Aims of training.

CO2: Describing the Identification of training needs, Contents of the training programme.

CO3: Highlighting the Training methods, Executive and evaluation of sales training programmes.

Motivation and morale of sales force

CO1: Explaining the Motivation and Moral of sales force, Compensation of sales force.

CO2: Describing the Performance Appraisal of sales force.

Elements of Entrepreneurship

CO1: Highlighting the Entrepreneurship – Meaning, Need of entrepreneurship.

CO2: Explaining the Characteristics of entrepreneurship, Evolution and Development of entrepreneurship.

CO3: Describing the Factors influencing entrepreneurial growth, Entrepreneur.

CO4: Elaborating the Classification and Types of Entrepreneurs, Qualities of entrepreneurs : Creativity, innovation and Entrepreneurship.

Market Survey

CO1: Explaining the Market Survey, Objectives of market survey.

CO2: Describing the Techniques of market survey, PERT, CPM (Applications – Advantages-Limitations).

CO3: Highlighting the differences between PERT Vs CPM.

Identification of Opportunities

CO1: Explaining the Identification of Opportunities, Project Identification.

CO2: Describing the Criteria for selecting a particular project, Converting Business opportunities into reality.

CO3: Highlighting the SWOT Analysis.

Location Problems

CO1: Highlighting the Location problems, Factors influencing location of projects.

CO2: Describing the Environmental problems, Measures and actions, Technology utilization and Quality control.

Setting up of small scale industry

CO1: Explaining the Setting up of Small Scale Industry, Steps involved in setting up Small Scale Industry.

CO2: Describing the Preparation of feasibility report, Guidelines for feasibility report.

Concept of Service Marketing

CO1: Highlighting the Concept of services marketing, Nature of services marketing.

CO2: Describing the Scope of services marketing, Characteristics of services marketing.

CO3: Explaining the Importance of services marketing, Goods Vs Services.

CO4: Elaborating the Emergence and Reasons for growth of service sector in India, Classifications of services marketing.

CO5: Giving a brief note on Environment of services marketing.

Marketing Mix of Services

CO1: Elaborating of Marketing Mix of Services: 8 P's of marketing mix-Product, Price, Promotion, Marketing Mix of Services: Place, Physical evidence, People.

CO2: Describing the Marketing Mix of Services: Processes, Planning and creating of services, Identifying and classifying supplementary services.

CO3: Highlighting of Product life cycle of services, Branding of services, New Service development.

Pricing of Services

CO1: Explaining of Pricing of Services, Objectives, Approaches.

CO2: Describing the Methods, Problems in pricing. Promotion and Personal Selling in service industry, designing the communication mix for services.

CO3: Highlighting the Objectives of communication, Challenges and Opportunities, Distribution channels for services.

CO4: Elaborating the Options for service delivery, Modes of delivery, The role of intermediaries.

Importance of people in Service Marketing

CO1: Elaborating the Importance of people in service marketing, Role of various people involved.

CO2: Explaining the Physical Evidence, Concept of Physical Evidence.

CO3: Describing the Importance, Types of Physical Evidence in various services.

CO4: Highlighting the Process concept, Types of process, Role of process in various services.

Challenges in Marketing of Services

CO1: Explaining the Challenges in marketing of services, Application of Service Marketing to Hospitals.

CO2: Describing the Application of Service Marketing to Educational Institutions, Application of Service Marketing to Tourism.

CO3: Highlighting the Application of Service Marketing to Banking and Hospitality Industries.

Sales Promotion

CO1: Explaining the Meaning of sales promotion, Nature and growing Importance of sales promotion.

CO2: Describing the Methods of sales promotion: Consumer oriented sales promotion, Manufacturing oriented sales promotion.

CO3: Elaborating the Trade oriented sales promotion.

Tools of Sales Promotion

CO1: Describing the Major tools of sales promotion – Samples, Point of purchases, Display, Demonstrations, Yellow Pages, Exhibitions, Fashion shows, Consumer contest.

CO2: Explaining the Coupons, Lotteries, Gifts, Premiums, free goods, Conventions, Conference, Trade Shows.

CO3: Highlighting the Rebate Patronage, Rewards, Sales promotion on internet.

Developing Sales Promotion Programmes

CO1: Elaborating the Developing sales promotion program, Pretesting.

CO2: Describing the Post testing, Implementing and evaluating the sales promotion programs.

CO3: Explaining the Making necessary modifications for effective sales promotion program.

Public relations

CO1: Explaining the Meaning of Public Relations, Functions of Public Relations.

CO2: Elaborating the Public Relations and Marketing, Evaluation of Public Relations.

Corporate Image Building

CO1: Highlighting the Corporate Image Building, Media Relations.

CO2: Describing the Internal communications, Newsletters.

CO3: Explaining the Events marketing and sponsorship, Sports promotion, Crisis communication.