

## **2T2 – Marketing Management Course Outcomes**

### **CO1**

**For a given marketing objective of a company the student manager will be able to develop a suitable marketing mix.**

### **CO2**

**For a given product the student managers will be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning.**

### **CO3**

**For various stages in the life cycle of the product the student managers will be able to recommend a suitable pricing strategy.**

### **CO4**

**For a given company the student managers will be able to evaluate different distribution channel options and their suitability for the company's product.**

### **CO5**

**For a given promotional objective of a company the student manager should be able to develop a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.**