

2T3 – Marketing Management Course Outcomes

CO1

For a given marketing objective of a company the student manager should be able to develop a suitable marketing mix for the product.

CO2

For a given product the student managers should 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 should be able to recommend a suitable pricing strategy for the product.

CO4

For a given company the student managers should 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.

CO6

In the highly competitive marketing scenario the student manager should be able to justify the importance of social, ethical and legal aspects of marketing.