

Sales and Distribution Management Course Outcomes

CO1

Given a situation, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.

CO2

Given a situation of newly launched company, student manager will be able to design an effective Sales Compensation Plan for Sales Executive.

CO3

Given a situation of distribution channel of a company, student manager will be able to outline different levels of Marketing channel used by the company.

CO4

Given a situation, student manager will be able to describe the process of Supply Chain and Reverse Logistics.

CO5

Given a situation, student manager will be able to develop e-retailing strategy as a channel of distribution.

Digital and Social Media Marketing Course Outcomes

CO1

On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

CO2

On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies

CO3

Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

CO4

On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

CO5

On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

Integrated Marketing Communication and Brand Management Course Outcomes

CO1

At the end of the course the student manager shall be able to Design the Integrated marketing communication Process for a company/product

CO2

At the end of the course the student manager shall be able to develop a creative message strategy for a product and execute it.

CO3

At the end of the course the student manager shall be able to implement and evaluate a IMC campaign.

CO4

At the end of the course the student manager shall be able to Identify&Establish Brand Positioning for a given product

CO5

At the end of the course the student manager shall be able to design/develop branding strategies for a product/company, brand marketing program and shall be able to evaluate a branding program.