

Department of Advertising and Marketing Management (AMM)

PROGRAM OUTCOMES (PO)

Upon completion of the Commerce Graduate programme, the students will be able to achieve the following outcomes:

PO1: Professional Knowledge: Attain profound expertise in their discipline by understanding the functioning of business, their challenges and significance in the economy.

PO2: Critical and Cognitive skills: Engage in critical and cognitive thinking by
analyzing situations and constructing and selecting viable solutions to solve problems.

PO3: Environment and sustainability: Understand the impact of the scientific solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO4: Effective Communication: Demonstrate familiarity with and ability to analyze both verbally and in writing issues and forms of contemporary art with a clear understanding of historical precedents.

PO5: Research and Analysis: Demonstrate analytical skill and proficiency in a range of tools and techniques used in research in commerce and management.

PO6: Employability and higher Education: Show proficiency in professional, employability and soft skills required for higher education and placements.

PO7: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the humanitarian practice.

PO8: Entrepreneurial activities: Assess financial statement and create marketing strategies to start entrepreneurial activities.

PO9: E-Commerce and Society: Articulate familiarity with e-commerce application in modern day business and transparency in business to promote higher productivity in society.

PO10: Multidisciplinary Approach: Integrate academic curriculum with other co-curricular goals, such as career development, life-long learning, develop interdisciplinary learning and opportunity to extend their knowledge across all disciplines.

PO11: Nation Building: Introspect and evolve into dynamic and creative individuals capable of socially productive, constructive actions that positively impact our Nation and the world at large

PROGRAM SPECIFIC OUTCOMES (PSO)

Upon completion of the programme, the student will attain the ability to:

PSO1: Understand the basic concepts in marketing, marketing environment and developing and understanding about usage of marketing communication.

PSO2: Comprehend the role of advertising in the global marketing, the usage of various types of advertising campaign and estimation of advertising budget.

PSO3: Develop a brief knowledge about the various uses of different type of media and its effect in today's society.

PSO4: Project work enables the student to develop necessary insights into the practical field by making use of functional knowledge of different area.

PSO5: Acquire awareness towards gender, environment, sustainability, human values, and professional ethics and understand the difference between acting, responding, reacting to various social issues.

SEMESTER I

COURSECODE: AMMCC101

TITLE: INTRODUCTION TO MARKETING MANEAGEMENT

COURSE OUTCOME

After completion of the course, the student will be able to:

CO1: Understand the concepts of marketing management.

CO2: Learn about marketing process for different types of products and services.

CO3: Demonstrate effective understanding of relevant functional areas of marketing management and its application.

CO4: Develop analytical skills in identification and resolution of problems pertaining to marketing management.

SEMESTER – I

AMMCC102: ENGLISH COMMUNICATION

COURSE OUTCOME

After completion of the course, the student will be able to:

CO1: Understand the various forms of communication.

CO2: Build language skills for business.

CO3: Improve the ability to speak, write and understand English in professional settings.

CO4: Improve and increase awareness of correct usage of english grammar in writing and speaking.

SEMESTER – II

AMMCC203: PRINCIPLES AND PRACTICES OF MANAGEMENT

COURSE OUTCOME

After completion of the course, the student will be able to:

CO1: Understand the concept of marketing.

CO2: Understand the elements of effective management.

CO3: Apply appropriate concept in business management efficiently.

CO4: Understand the importance of motivation and communication in management.

SEMESTER – II

AMMCC204: PUBLIC RELATIONS

Course Outcome:

After completion of the course, the student will be able to:

CO1: Coordinate and contribute to the planning of public relations activities.

CO2: Develop the communication skills, theoretical and practical knowledge among the students.

CO3: Select strategies and tools to build and manage stakeholder relationships to support public relations activities.

CO4: Produce effective, accessible and timely print, digital and multimedia communications independently and collaboratively.

SEMESTER I

AMMGE101: MARKETING MANAGEMENT

Course Outcome:

After completion of the course, the student will be able to:

CO1: Understand the marketing environment.

CO2: Understand the concepts of marketing.

CO3: Comprehend conceptual knowledge in the functional area of marketing management.

CO4: Develop analytical skills in identification and resolution of problems pertaining to marketing management.

SEMESTER II

AMMGE202: SALES MANAGEMENT

Course Outcome:

After completion of the course, the student will be able to:

CO1: Know the distinction between the skills required for selling and sales management.

CO2: Analyze and evaluate the performance of salesperson.

CO3: Analyze and evaluate sales and sales management strategies in relation to current standards of practice.

CO4: Develop a plan for organizing, staffing and training a salesforce.

SEMESTER III

AMMCC305: ADVERTISING AND SALES PROMOTION

Course Outcome:

After completion of the course, the student will be able to:

CO1: Understand the concept of creativity in depth with growing importance of creativity in Ads today.

CO2: Comprehend an overview on integrated marketing communications focusing on advertising and sales promotion.

CO3: Familiarize the student with the role of advertising in the context of promoting products and services.

CO4: Identify and make decisions regarding the most feasible advertising appeal

SEMESTER – III

AMMCC306: MEDIA MANAGEMENT

Course Outcome:

After completion of the course, the student will be able to:

CO1: Identify, define and create the major components of a media plan.

CO2: Develop a comprehensive media plan that meets integrated marketing communications.

CO3: Explore various media options.

CO4: Understand the characteristics of media management.

SEMESTER – III

AMMCC307: COMPUTER APPLICATIONS IN ADVERTISING AND MARKETING (PRACTICAL)

Course Outcome:

After completion of the course, the student will be able to:

CO1: Understand the basic structure of computer.

CO2: Familiarize the student to prepare the various kinds of Ads.

CO3: Apply Information Technology in advertising.

CO4: Understand input/output mechanisms.

SEMESTER – III

AMMCC408: INTERNATIONAL MARKETING

Course Outcome:

After completion of the course, the student will be able to:

CO1: Identify evaluate the complexities of the international business.

CO2: Understand the concept and techniques of international marketing.

CO3: Understanding concepts and techniques of international marketing.

CO4: Assess an organizations ability to enter and compete in international market.

SEMESTER – IV

AMMCC409: SERVICE MARKETING

Course Outcome:

After completion of the course, the student will be able to:

CO1: Emphasize the significance of service marketing in the global economy.

CO2: Comprehend insights to the challenges and opportunities in service marketing.

CO3: Understanding the concept and successful service marketing and ability to face the challenge in service marketing.

CO4: Understand the nature of services and distinguish between products and services.

SEMESTER – IV

AMMCC410: CONSUMER BEHAVIOUR

Course Outcome:

After completion of the course, the student will be able to:

CO1: Highlight the importance of understanding consumer behaviour in marketing.

CO2: Study environmental and individual influences on consumers.

CO3: Learn and understand the importance of consumer behaviour in

marketing.

CO4: Identify different factors which influence consumer behavior.

AMMCC511: LEGAL ASPECTS OF MARKETING

Course Outcome:

After completion of the course, the student will be able to:

CO1: Acquaint with general business law issues.

CO2: Provide with an understanding of fundamental legal issues pertaining to the business world.

CO3: Acquire knowledge that will ensure the ability of student to make decisions relating to legal issues in various types of organizations.

CO4: Appreciate the importance of law and legal institutions in business.

SEMESTER V

AMMCC512: SALES AND DISTRIBUTION MANAGEMENT (PRACTICAL)

Course Outcome:

After completion of the course, the student will be able to:

CO1: Understand the importance of distribution function in the entire chain of marketing.

CO2: Provide foundations in components of sales and distribution management.

CO3: Introduce different facets of the job of sales manager.

CO4: Provide Knowledge of sales and distribution management and ability of decision making.

SEMESTER VI

AMMCC613: MARKETING RESEARCH

Course Outcome:

After completion of the course, the student will be able to:

CO1: Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

CO2: Understand the applications of business research tools in marketing decision making.

CO3: Learn the basic skills to conduct professional marketing skills.

CO4: Formulate the questionnaire for data collection with the help of proper measurement scale.

SEMESTER VI

AMMCC614: CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcome:

After completion of the course, the student will be able to

CO1: Introduce the core concept of CRM paradigm.

CO2: Emphasize CRM as a business strategy.

CO3: Understand the organizational context of CRM.

CO4: Implement various technological tools for data mining and also successful implementation of CRM in the organization.

SEMESTER III

AMMGE303: ADVERTISING MANAGEMENT

Course Outcome:

After completion of the course, the student will be able to

CO1: Identify and understand the various advertising media.

CO2: Demonstrate an understanding of the overall role advertising plays in the business world.

CO3: Understand of how advertising agencies operates.

CO4: Exposure to many aspects and functions of advertising.

SEMESTER IV

AMMGE404: MANAGEMENT OF ADVERTISING MEDIA

Course Outcome:

After completion of the course, the student will be able to

CO1: Identify, define and create major components of a media plan.

CO2: Develop a comprehensive media plan that meets integrated marketing communications objectives.

CO3: Explore various media options to reach increasingly fragmented audiences.

CO4: Understand the characteristics of media management

SEMESTER V

AMMDSE501: CORPORATE COMMUNICATION

Course Outcome:

After completion of the course, the student will be able to

CO1: Comprehend an overview of corporate communication.

CO2: Impart the correct practices of the strategies of effective Business writing.

CO3: Demonstrate his verbal and non-verbal communication ability through presentation.

CO4: Apply the basic mechanics of grammar

SEMESTER V

AMMDSE502: BUSINESS ENVIRONMENT

Course Outcome:

After completion of the course, the student will be able to

CO1: Understand relationship between environment and business.

CO2: Understand Economic, Socio-cultural and Technological environment.

CO3: Applying the environmental analysis techniques in practice.

CO4: Demonstrate and develop conceptual frame work business environment

SEMESTER – VI

AMMDSE601 : ON THE JOB TRAINING

Course Outcome:

After completion of the course, the student will be able to

CO1: Trained with job skills.

CO2: Learned to work in supervised framework in the real industry.

CO3: On the job training is designed to create job opportunities so that potentials can move beyond public assistance and achieve self – sufficiency.

CO4: Gain deeper understanding in specific areas.

SEMESTER VI

AMMDSE602: DIGITAL MARKETING

Course Outcome:

After completion of the course, the student will be able to

CO1: Teach the fundamentals and applications in digital marketing.

CO2: Develop an overall understanding of digital marketing, mainly web

analytics, social media tools, marketing through search engines, email marketing etc.

CO3: Understand regarding various channels and activities essential to plan to implement and manage an effective digital marketing strategies.

CO4: Analyze cross-cultural and ethical issues in globalized digital markets.

SEMESTER – IV

AMMSEC402: VIDEO AND RADIO PRODUCTION WORKSHOP ON MARKETING MANAGEMENT

Course Outcome:

After completion of the course, the student will be able to

CO1: Demonstrate competency in shooting and editing video in the field and studio.

CO2: Apply proficiency in recording and editing for audio productions.

CO3: Formulate strategies for developing new concepts that respond to evolving market needs.

CO4: Employ the management techniques of planning, organizing, directing and controlling of marketing functions.

Semester I

ENG AEC101: English Communication

Course Outcomes:

After Completion of the course, student will be able to:-

CO1: Communicate effectively using the techniques in the area of spoken as well as written communication

CO2: Hone their LSRW skills within their communication.

CO3: Design and answer job interview questions

CO4: Demonstrate the ability to craft professional messages that are clear yet courteous

SEMESTER – I

HINAECC101 – हिन्दी-व्याकरण और सम्प्रेषण

परिणाम:

1. विभिन्न प्रतियोगी परीक्षाओं के लिए तैयार करना।
2. सम्प्रेषण-क्षमता की वृद्धि करना।
3. कार्यालयी-पत्र लेखन की क्षमता विकसित करना।
4. हिन्दी के व्याकरणिक एवं सैद्धांतिक स्वरूप की जानकारी हासिल करना।

Semester II

ENG AEC202: Environmental Science

Course Outcomes:

After Completion of the course, student will be able to:-

CO1: Understand multi disciplinary nature of environmental studies

CO2: Understand the concept and types of natural resources and environmental pollution.

CO3: Evaluate the anomalies created due to haphazard population growth and its impact on environment

CO4: Understand about the organisations, convention and legislations working on mitigation of environmental issues.

Semester III

IRS SEC301 : Inter-Religious Studies

Course Outcomes:

After completion of the course, the students will be able to:

CO1: Develop Inter-religious harmony & better understanding of other religions.

CO2: Interpret the different religions of the world.

CO3: Identify the common elements that bind different religions together.

CO4: Acquaint with the salient features of different religions.