

Programme Outcome (PO)

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

- PO1: Profound Professional Knowledge:** Obtain proficiency to manoeuvre in diverse context of the advance subject knowledge.
- PO2: Critical Thinking and Analysis:** Attain the analytical expertise to create, analyse, formulate, and solve challenging 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: Research and Innovation:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- PO5: Effective Communication:** Demonstrate skills such as effective communication, decision making, problem and adapt ability to create technical writing.
- PO6: Problem Solving:** Understand, interpret, explain, analyse and assess the tools, techniques, models and methodologies to solve problems.
- PO7: Employability:** Demonstrate skills for doctoral, post-doctoral education, professional development and employability.
- PO8: Advance tools and techniques:** Attain ability to work with advanced IT tools and techniques in their domain.
- PO9: Social Consciousness:** Acquire awareness towards gender, environment, sustainability, human values and professional ethics and understand the difference between acting, responding and reacting to various social issues
- PO10: 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 OUTCOME (PSO)

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

- PSO1:** Understand the basic concepts in marketing, marketing environment and developing and understanding about usage of marketing communication.
- PSO2:** Understand the role of advertising ,marketing information system and advertising research in 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 public relations and its effect in today's society.
- PSO4:** Analyse the importance of personal selling and salesmanship, involvement of salesmen in sales organisation.
- PSO5:** Develop a brief knowledge about application of computers in today's marketing scenario
- PSO6:** Perform Project work insights into the practical field by making use of functional knowledge of different area.

SEMESTER – I

COURSE CODE:

PGDAMM C101:INTRODUCTION TO MARKETING MANAGEMENT

COURSE OUTCOME

After completion of the course, the students 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

COURSE CODE: PGDAMM C102

COURSE OUTCOME

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

- CO1:** Understand the concepts phonetics
- CO2:** Learn about the basics of grammar and language
- CO3:** Demonstrate effective understanding of business English in everyday office operations
- CO4:** Develop proficiency in oral communication skills

SEMESTER- I

COURSE CODE: PGDAMM C103

TITLE: ADVERTISING AND SALES PROMOTION

COURSE OUTCOME

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

- CO1:** Understand the concept of creativity in depth with growing importance of creativity in Ads today and the working of an advertising agency.
- CO2:** Analyse on integrated marketing communications focusing on advertising and sales promotion.
- CO3:** Familiarize with the role of advertising in the context of promoting products and services.
- CO4:** Identify and make decisions regarding the most feasible advertising appeal and understand the importance and process of advertising research

SEMESTER - I

COURSE CODE: PGDAMM CC104

TITLE:MANAGEMENT OF ADVERTISING MEDIA

COURSE OUTCOME

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

- CO1:** Develop a comprehensive media plan that meets integrated marketing communications objectives.
- CO2:** Explore various media options to reach increasingly fragmented audiences.
- CO3:** Understand the characteristics of individual media and their best usage in reaching both urban and rural prospects
- CO4:** Identify, define and create major components of a media plan. And the media schedule.

SEMESTER- I

COURSE CODE: PGDAMM C105

**TITLE:COMPUTER APPLICATIONS IN ADVERTISING AND MARKETING
(PRACTICAL)**

COURSE OUTCOME

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

- CO1:** Understand the basic structure of computer.
- CO2:** Understand input/output mechanisms, softwares operating systems.
- CO3:** Familiarize to prepare the various kinds of softwares used for creating Ads.
- CO4:** Apply Information Technology in advertising.

SEMESTER- II

COURSE CODE: PGDAMM C206

TITLE: Legal Aspects of Marketing

COURSE OUTCOME

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

- CO1:** Acquaint the students with general business laws.
- CO2:** Develop an understanding of fundamental legal issues pertaining to the business world.
- CO3:** Acquired knowledge of will ensure the ability of students to make decisions relating to legal issues in various types of organizations.
- CO4:** Appreciate the importance of law and legal institutions remedies provided.

SEMESTER- II

COURSE CODE: PGDAMM C207

TITLE: MARKETING RESEARCH

COURSE OUTCOME

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

- CO1:** Understand the marketing information system and applications of business research tools in marketing decision making.
- CO2:** Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
- CO3:** Learn the basic skills to conduct professional marketing research
- CO4:** Formulate the questionnaire for data collection with the help of proper measurements scale and analyse findings

SEMESTER- II

COURSE CODE: PGDAMM C208

COURSE OUTCOME

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

- CO1:** Develop basic understandings of video production and creating ads for tv and radio
- CO2:** Use and understanding camera and shots used for tv production
- CO3:** Understand basic editing and use of TRANSITIONS
- CO4:** Understand basic selling process and overcoming objections and converting prospects to consumers

SEMESTER- II

COURSE CODE: PGDAMM C209

TITLE:PUBLIC RELATIONS

COURSE OUTCOME

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

- CO1:** Coordinate and contribute to the planning of public relations activities and knowing the basics of a press conference and a press kit.
- CO2:** Develop the communication skills, theoretical and practical knowledge.
- 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 – II

COURSE CODE: PGDAMM DSE201

TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OUTCOME

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

CO1: Understand the core concept of CRM paradigm.

CO2: Emphasize CRM as a business strategy as the need of the hour

CO3: Understand the organizational analytical and strategic context of crm.

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