

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 203

Course Name: Marketing Management

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Credits – 4

Objective: To provide understanding of the marketing concepts and to familiarize with the emerging trends in marketing.

Course Outcomes:

CO1: Explore the concepts of Marketing Management.

CO2: Appraise in New Product Development, product Line and width and also product pricing.

CO3: Understand the role and relevance of Place and Intermediaries.

CO4: Acquire skills to understand the factors which influence the promotional mix.

CO5: Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing

CO6: Acquire skills to handle marketing related business and research issues.

CO-PO Mapping

BBA 203 - Marketing Management

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 |
|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |