

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Master of Business Administration (MBA)

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

Marketing Management

Course Code: MS 111

L -3, Credits-3

Objectives: This course is aimed at enabling students to understand the basic marketing concepts, processes and techniques. It will help develop and prioritize appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges

Course Outcomes (COs)

After completion of this course, the learners will be able to:-

CO1:	Discuss the importance of a customer-centric approach and critically evaluate marketing function, concepts and theories, processes and techniques.
CO2:	Identify and explain the major forces in the macro and micro environment that impact marketing strategy development and implementation.
CO3:	Apply key marketing concepts and tools to develop and prioritize appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges
CO4:	Explain the importance of synchronizing the elements of a customer- driven marketing strategy and apply IT based tools that provide for a seamless customer experience.
CO5:	Anticipate future challenges and devise marketing strategies to adapt to the imperatives of sustainable development.