Course Number and Name													
BBA003 & Marketing Management													
Credits and Contact Hours													
3 & 45													
Course Coordinator's Name													
Dr.R.Ramamorthy													
Course Objectives													
To learn about consumer marketing.													
To study about demographic factors.													
To study about retailing process													
Prerequisites							Co-requisites						
Professional Courses							Nil						
required, elective, or selected elective (as per Table 5-1)													
Required													
Course Outcomes (COs)													
CO1: To learn marketing concepts of industry and consumer.													
CO2: To learn about demographic factors.													
CO3: To study about pricing methods.													
CO4: To learn about portfolio analysis.													
CO5: To study about advertising and sales methods.													
CO6: To understand Buyer Behavior and Market Segmentation													
Student Outcomes (SOs) from Criterion 3 covered by this Course													
COs/SOs	a	b	c	d	e	f	g	h	i	j	k	L	
CO1		Н								M			
CO2			M					Н					
CO3				Н			M						
CO4						Н			M				

M

Н

Н

M

CO5

CO6

Н