

Course Number and Name													
BBA003 - MARKETING MANAGEMENT													
Course Objective													
To learn about consumer marketing. To study about demographic factors To study about retailing process													
Prerequisites							Co-requisites						
Professional Courses							TQM						
Course Outcomes (COs)													
CO1	To learn marketing concepts between 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	Learn to be an entrepreneur												
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													
CO2	M			M				M				H	
CO3							H			H		H	
CO4					L			M				H	
CO5		L								H			
CO6	L				L								