

COURSE OBJECTIVES AND COURSE OUTCOMES

F.Y.B.M.S. (SEMESTER - II)

SUBJECT: PRINCIPLES OF MARKETING

Sr. No.	Course Objectives	Course Outcomes
1)	To examine the marketing concepts, advantages, scope and evolution of marketing	The learner will evaluate 4P's and 4C's of marketing, Concepts of Marketing Production Concept, Product concept, selling concept and marketing concept, social relationship, Holistic marketing
2)	To discuss about the micro and macro business environment and importance of marketing research, MIS and also about importance and factors affecting Consumer Behaviour	The learner will comprehend micro environment of business, Macro environment, Marketing research, MIS, Consumer Behaviour
3)	To investigate the marketing mix, Product mix, Product Lifecycle, Branding – Packaging, Promotion.	The learner will classify elements of Marketing Mix, Product mix, Lifecycle, Branding - Packaging, Promotion
4)	To explain concepts of segmentation, e-marketing, internet marketing and various trends of marketing.	The learner will identify segmentation, e-marketing, internet marketing and marketing using social networks and social marketing