

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.M.S. (SEMESTER - VI)

SUBJECT: MARKETING - MEDIA PLANNING AND MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To explain the concept of Media Planning, Strategy and Management with reference to the current business scenario	Learners will perceive about Media Planning, Strategy and Management with reference to current business scenario
2)	To identify the basic characteristics of all media to ensure most effective use of advertising budget	Learners will absorb the information related to the basic characteristics of all media to ensure the most effective use of the advertising budget
3)	To deliver an insight on Media Planning, Budgeting, Scheduling and Evaluating the different Media Buys	Learners will comprehend an insight on Media Planning, Budgeting, Scheduling and Evaluating the different Media Buys
4)	To explain different media planning and buying metrics with respect to international marketing	Learners will be able to analyze international and domestic marketing and media metrics