



Tulsiramji Gaikwad-Patil College of Engineering and Technology

Wardha Road, Nagpur-441 108

NAAC Accredited with A+ Grade

Approved by AICTE, New Delhi, Govt. of Maharashtra

An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur



Department of Master of Business Administration

Course Name: MBA31201: Marketing Management

MBA31201	Course Outcomes
CO1	Apply basic concepts of marketing.
CO2	Analyze the three steps of target marketing: market segmentation, target marketing, and market positioning.
CO3	Evaluate different distribution channel options and their suitability for the company's product.
CO4	Recommend different distribution channel options and their suitability for the company's product.
CO5	Create a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.