

Sales and Distribution Management Course Outcomes

CO1

Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.

CO2

Given a situation of opening a new outlet, student manager will be able to draft a sales plan.

CO3

Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

CO4

Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.

CO5

Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.

CO6

Given a situation, student manager should be able to explain the process of Reverse Logistics.

Integrated Marketing Communication & Brand Management Course Outcomes

CO1

For a given branded item, the student manager will be able to distinguish between a product and a brand and will be able to compile various advantages a brand offers over the product.

CO2

Given the values of various brand assets such as brand loyalty, brand awareness, perceived quality and brand association for a given brand, the student manager will be able to determine the quantum of enhancement in the value provided by the given brand.

CO3

Given the situation of brand identity, brand meaning, brand response and brand relationship, the student manager will be able to propose brand building steps to be taken.

CO4

Given the proprietary brand assets (brand elements) such as (Logo, Trade Mark, Patent, Jingles, Slogan, Packaging etc), the student manager will be able to justify the role of these brand elements in building Consumer Based Brand Equity.

CO5

Given the situations like Social Messaging, Television Advertisement and Brand Communication Messages the student manager will be able to contrast between Marketing Communication & IMC and will be able to justify the strategic nature of IMC.

CO6

When the objective of an advertisement campaign is solely Sales and qualitative and quantitative data on Pre & Post Advertisement Campaign is given, the student manager will be able to apply DAGMAR approach to assess the effectiveness of an advertisement campaign on Sales. Also the student manager will be able to evaluate the role of data in designing an IMC campaign.