

Marketing Management

1. Remembering:

- Define the concept of marketing and explain its importance in business
- Differentiate between traditional marketing concept and modern marketing concept
- List the components of the marketing environment

2. Understanding:

- Explain the difference between marketing and selling
- Describe the concept of marketing myopia
- Identify the approaches to marketing

3. Applying:

- Develop a marketing mix for a given product or service
- Analyze the factors influencing pricing policy
- Recommend suitable marketing channels for a specific product

4. Analyzing:

- Evaluate the impact of legal aspects on marketing strategies
- Compare various theories of consumer buying behavior
- Assess the importance of market segmentation in target marketing

5. Evaluating:

- Critically analyze the consumer decision-making process
- Evaluate the effectiveness of market positioning strategies
- Assess the benefits and challenges of market research and innovations in marketing

6. Creating:

- Design a comprehensive market research plan for a new product launch
- Develop innovative marketing strategies for a sustainable product
- Create a social media marketing campaign for a target market

Overall Course Outcome:

- By the end of this course, students will be able to analyze marketing concepts, strategies, and consumer behavior using critical thinking skills. They will be able to design and implement effective marketing plans, utilizing the latest tools and techniques in the field. Students will also develop a deep understanding of legal aspects related to marketing and be able to propose innovative marketing solutions to real-world challenges.