



**Tulsiramji Gaikwad-Patil College of Engineering and Technology**

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to RTM Nagpur University, Nagpur)



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## **Department of Masters of Business Administration**

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### **Course Name MMB1201: Marketing Management**

<b>MMB1201</b>	<b>Course Outcomes</b>
CO1	<b>Apply</b> basic concepts of marketing.
CO2	<b>Analyze</b> the three steps of target marketing: market segmentation, target marketing, and market positioning.
CO3	<b>Evaluate</b> pricing policy & recommend a suitable pricing strategy.
CO4	<b>Recommend</b> different distribution channel options and their suitability for the company's product.
CO5	<b>Create</b> a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.