



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 Institute Affiliated to RTM Nagpur University)



Department of Master of Business Administration

COURSE CODE & NAME:- MMB2304,

**INTEGRATED MARKETING COMMUNICATION AND BRAND
MANAGEMENT**

MMB2304	COURSE OUTCOMES
CO1	Apply the concept of marketing communication.
CO2	Explain the role of IMC in marketing communication process.
CO3	Analyze the major variables in the communication system: the source, the message & the channel.
CO4	Derive the Brand Positioning for a given product.
CO5	Design the branding strategies for a product/company, brand marketing program and shall be able to evaluate a branding program.