

Commerce Marketing

Course Outcomes

SEMESTER I

Course: Principles and Functions of Management (BCMK/MJC-1)

- Understand management principles and decision-making levels.
- Identify and explain managerial skills.
- Analyze delegation, coordination, and control.
- Assess the importance of effective communication.
- Understand the role of motivation and leadership.

SEMESTER II

Course: Principles and Functions of Marketing (BCMK/MJC-2)

- Understand the concept and functions of marketing.
- Learn about marketing strategies.
- Understand marketing information systems and consumer behavior.

SEMESTER III

Course: Sales and Distribution Management (BCMK/MJC-3)

- Recognize roles and responsibilities of a salesperson.
- Understand selling techniques and their managerial applications.

SEMESTER IV

Course: Advertising Management (BCMK/MJC-4)

- Understand advertising concepts and media planning.
- Familiarize with message development and agency roles.

Course: Tourism Marketing (BCMK/MJC-5)

- Understand marketing's role in tourism.
- Learn various tour packages and tech use in marketing.
- Gain knowledge on marketing strategies by tour operators.

Course: Rural Marketing in India (BCMK/MJC-6)

- Understand rural vs. urban marketing.
- Learn rural marketing strategies and CRM.
- Address agricultural marketing challenges.

SEMESTER V

Course: Service Marketing (BCMK/MJC-7)

- Understand service sector importance and service marketing.
- Learn about service marketing mix.
- Grasp segmentation and CRM in services.

Course: Consumer Behaviour (BCMK/MJC-8)

- Explain consumer behavior concepts and models.
- Analyze psychological, socio-cultural, and demographic influences.
- Understand the relevance of consumer behavior to marketing.

Course: Digital Marketing (BCMK/MJC-9)

- Learn email, SEO, and content marketing.
- Understand social media tools and YouTube ads.
- Gain skills in web analytics.

SEMESTER VI

Course: Event Management (BCMK/MJC-10)

- Understand event types, planning, and execution.
- Learn budgeting and reporting for events.

Course: International Marketing (BCMK/MJC-11)

- Understand global marketing vs domestic.
- Learn international pricing, promotion, and export practices.

Course: Business Economics (BCMK/MJC-12)

- Apply economic theories in business decisions.
- Understand consumer utility, production, costs, and market structures.

SEMESTER VII

Course: Business Law (BCMK/MJC-13)

- Understand Contract, Sale of Goods, and Negotiable Instruments Acts.
- Learn about LLP and Companies Act provisions.

Course: Research Methodology (BCMK/MJC-14)

- Understand research concepts and methodologies.
- Learn sampling, data collection, and analysis.
- Prepare and structure research reports.

SEMESTER VIII

Course: Company Law (BCMKG/MJC-15)

- Understand company formation, capital, and meetings.
- Learn about shareholder rights and company winding-up procedures.

Course: Business Communication (BCMKG/MJC-16)

- Learn various communication modes in business.
- Gain skills in meeting documentation and business letter/report writing.