

## Program Outcomes (POs) – B.Com (Marketing)

**1. Foundational Business Acumen**

Develop a solid understanding of foundational business principles including management, marketing, economics, and organizational behavior, enabling effective decision-making in commercial contexts.

**2. Marketing Knowledge and Application**

Acquire in-depth theoretical and practical knowledge of core marketing functions—market segmentation, targeting, positioning, branding, promotion, digital marketing, service marketing, and consumer behavior—applicable to both domestic and international markets.

**3. Analytical and Strategic Thinking**

Apply critical thinking, data interpretation, and market analysis skills to formulate strategies for sales, distribution, and promotional activities, including rural and tourism marketing.

**4. Communication and Interpersonal Skills**

Demonstrate proficiency in business communication—verbal, written, and digital—to effectively interact in professional settings and manage internal and external stakeholders.

**5. Technological and Digital Fluency**

Gain practical exposure to digital tools and platforms including SEO, social media, web analytics, and e-marketing technologies to plan, execute, and evaluate digital marketing strategies.

**6. Event and Project Management Capabilities**

Develop organizational skills to manage events and marketing campaigns, including planning, budgeting, execution, and reporting.

**7. Legal and Ethical Competence**

Understand and apply legal principles from the Indian Contract Act, Companies Act, and Consumer Protection regulations to ensure compliance and ethical conduct in marketing practices.

**8. Research and Innovation Orientation**

Develop research capabilities in business and marketing through methodological training and real-life research projects that foster inquiry, analysis, and evidence-based conclusions.

**9. Service and Social Responsibility Awareness**

Understand the societal role of marketing, including consumer rights, sustainable practices, and the promotion of public welfare through marketing campaigns.

**10. Professionalism and Career Preparedness**

Cultivate leadership, teamwork, and a professional work ethic necessary for careers in marketing, sales, advertising, retail management, market research, and entrepreneurship.