



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

ATTAINMENT OF COURSE OUTCOME – ACTION TAKEN REPORT

Name of the faculty:	Dr. K Jagannayaki	Department:	MBA
Regulation:	PG-21	Batch:	2021-2023
Course Name:	Marketing Management	Course Code:	CMBC17
Semester:	II	Target Value:	1.8

Attainment of COs:

Course Outcome	Direct attainment	Indirect attainment	Overall attainment	Observation
CO1 Illustrate the marketing concepts and information system skills to evaluate current business events in the Industry.	3	2.6	2.9	Attainment Target level Reached
CO2 Analyze consumer markets, customer value, product and brand development to increase customer satisfaction.	2.4	2.5	2.4	Attainment Target level Reached
CO3 Integrate the concepts of consumer and business market segmentation for effective product design and development.	2.3	2.5	2.3	Attainment Target level Reached
CO4 Apply the concept of market target and positioning to establish the image of a brand.	1.6	2.5	1.8	Attainment Target level Reached
CO5 Develop marketing channels, promotional mix and sales promotion strategies to set a business apart from its competitors.	2.3	2.5	2.3	Attainment Target level Reached
CO6 Appraise pricing-related strategies, and developing marketing trends to maximize sales growth.	0.9	2.6	1.2	Attainment Target level Reached

Action taken report:

In this Course, the CO6 require additional attention and it is improved by

1. Conducting Guest lectures, expert talks and case studies on delegation of authority and accountability
2. Delivering more lectures on motivational theories by way of assigning role plays and the practical sessions

K. Jagannayaki
Course Coordinator

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