



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:	PG21	Batch:	2022-2024
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	2.4	2.9	Attained
CO2	Analyze consumer markets, customer value, product and brand development to increase customer satisfaction.	3	2.4	2.9	Attained
CO3	Integrate the concepts of consumer and business market segmentation for effective product design and development.	3	2.4	2.9	Attained
CO4	Apply the concept of market target and positioning to establish the image of a brand.	3	2.4	2.9	Attained
CO5	Develop marketing channels, promotional mix and sales promotion strategies to set a business apart from its competitors.	3	2.4	2.9	Attained
CO6	Appraise pricing-related strategies, and developing marketing trends to maximize sales Growth.	3	2.4	2.9	Attained

Action taken report:

In this Course, all the Cos are attained and further to maintain the same propensity by

1. Conducting Guest lectures, expert talks and workshops on marketing concepts.
2. Delivering more lectures on market applications and strategic tools in real life situations.

K. Jagannayaki
Course Coordinator

M. Manoj
HOD