



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

ATTAINMENT OF COURSE OUTCOME – ACTION TAKEN REPORT

Name of the faculty:	Mrs. G Joseph Mary	Department:	MBA
Regulation:	R-18	Batch:	2019 - 2021
Course Name:	Marketing Management	Course Code:	CMBB19
Semester:	II	Target Value:	60% (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.	2.4	2.4	2.4	Attainment target reached
CO2	Analyze consumer markets, customer value, product and brand development to increase customer satisfaction.	2.4	2.4	2.4	Attainment target reached
CO3	Integrate the concepts of consumer and business market segmentation for effective product design and development.	1.7	2.4	1.8	Attainment target reached.
CO4	Apply the concept of market target and positioning to establish the image of a brand.	2.1	2.4	2.2	Attainment target reached
CO5	Develop marketing channels, promotional mix and sales promotion strategies to set a business apart from its competitors.	2.1	2.4	2.2	Attainment target reached
CO6	Appraise pricing-related strategies, and developing marketing trends to maximize sales growth.	0	2.5	0.5	Attainment not target reached

Action taken report:

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

1. Conducting Guest lectures on problem solving capabilities in marketing management
2. Delivering more lecture on contemporary issues on marketing by conducting the practical sessions

Course Coordinator

HOD