



# INSTITUTE OF AERONAUTICAL ENGINEERING (Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

## MASTER OF BUSINESS ADMINISTRATION

### ATTAINMENT OF COURSE OUTCOME – ACTION TAKEN REPORT

|                      |                      |               |            |
|----------------------|----------------------|---------------|------------|
| Name of the faculty: | Dr. Siva Shankar Rao | Department:   | MBA        |
| Regulation:          | IARE - R18           | Batch:        | 2020- 2022 |
| Course Name:         | Marketing Management | Course Code:  | CMBB19     |
| Semester:            | II                   | Target Value: | 60% (1.8)  |

#### Attainment of CO's:

| 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                 | 2.3                 | 2.3                | Attainment target reached  |
| CO2            | Analyze consumer markets, customer value, product and brand development to increase customer satisfaction.               | 3                 | 2.3                 | 2.3                | Attainment target reached  |
| CO3            | Integrate the concepts of consumer and business market segmentation for effective product design and development.        | 3                 | 2.3                 | 2.3                | Attainment target reached. |
| CO4            | Apply the concept of market target and positioning to establish the image of a brand.                                    | 3                 | 2.3                 | 2.3                | Attainment target reached  |
| CO5            | Develop marketing channels, promotional mix and sales promotion strategies to set a business apart from its competitors. | 3                 | 2.3                 | 2.3                | Attainment target reached  |
| CO6            | Appraise pricing-related strategies, and developing marketing trends to maximize sales growth.                           | 3                 | 2.3                 | 2.3                | Attainment target reached  |

**Action taken report:** (To be filled by the concerned faculty / course coordinator)

In this Course, the entire COs attained and suggested to maintain same tendency by

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

Course Coordinator

HOD