



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

PROGRAMME SPECIFIC OUTCOMES

Programme Specific Outcomes for B.Com.- Marketing (Regular)	
PSO 1	Students will be able to articulate and bridge a meaningful connection between conceptual marketing theories and real-life corporate engagements.
PSO 2	Students will learn to apply different marketing tools and strategies in technology and knowledge-intensive markets and to analyze and criticize firms' strategic marketing decisions in various scenarios.
PSO 3	Students will develop Critical Thinking Skills, wherein the students are able to define, analyze and device solutions for structured and unstructured corporate marketing problems and issues.
PSO 4	Students will be able to analyze personal and environmental factors that influence consumer decisions as well as understand the processes used when individuals, groups or organizations make buying decisions.
PSO 5	Students will be able to evaluate how a brand equity management system can capture customer mindset and market performance through sources and outcomes of brand equity
PSO 6	Students will be able to demonstrate awareness of Ethics and foundational Principles while associating with customers and make ethical decisions regarding marketing objectives that encompass the stakeholders and business associates.
PSO 7	Students will develop a critical awareness of current issues with respect to Cross Culture & diversity, social responsibility, sustainability, innovation, knowledge management, etc.
PSO8	Students will develop an ability to think proactively and interpret the special characteristics of an international knowledge-intensive environment and innovations and their role in marketing decision-making