



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 (Honours)	
PSO 1	Students will be able to conduct independent advertising research, prepare creative briefs, write, and edit copy, design, execute and present original advertisements.
PSO 2	Students will be able to critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
PSO 3	The course will enable learners gain practical exposure in the field of marketing research and will equip students in successful development of Research based projects.
PSO 4	Interdisciplinary learning will enable students to think critically, identify their own prejudices, accept the unknown and respect the ethical quandaries.