



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 (PSO's) and Course Outcomes (CO's)

Department of Marketing

Programme: B.Com. (Marketing)

| S. No. | On Completing B.Com Marketing student will be able to: |
|--------|---|
| PSO 1 | Will be able to articulate and bridge a meaningful connection between conceptual marketing theories and real life corporate engagements. |
| PSO 2 | 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 | 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 | 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 | 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 | 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 | Will develop a critical awareness of current issues with respect to Cross Culture & diversity, social responsibility, sustainability, innovation, knowledge management, etc. |
| PSO 8 | 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 |



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| 2. | S.Y.B.Com. | 3 | 32204C19 | Consumer Behaviour and Buying Decision Journey (Paper : 2) |
| 3. | S.Y.B.Com. | 4 | 43204C19 | Brand Management and Brand Equity (Paper : 3) |
| 4. | S.Y.B.Com. | 4 | 44204C19 | Ethics in Marketing (Paper : 4) |
| 5. | T.Y.B.Com. | 5 | 55204C19 | Marketing Environment – Special Paper 5 |
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| 11. | T.Y.B.Com. Honours | 5 | 59395C19 | Research Methodology (Marketing) |
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| SY B.COM. Semester 3 | | | |
|----------------------|--|---------------------------|--|
| Course Title | Basics of Marketing Management | No. of Credits: 04 | |
| Course Code | 31204C19 | | |
| S. No. | On Completing Basics of Marketing Management | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Illustrate strong conceptual knowledge in the functional areas of marketing management. | PSO 1 | R |
| CO 2 | Describe major bases for segmenting consumer and business markets and define the steps of target marketing. | PSO 4 | R |
| CO 3 | Identify and examine the dynamic nature of Marketing Business Environment and its impact on the Marketing decisions of the firm. | PSO 4 | R,E |
| CO 4 | Identify, describe and analyze a marketing strategy. | PSO 1, 3 | R,An |
| | | | |
| Course Title | Consumer Behaviour and Buying Decision Journey | No. of Credits: 04 | |
| Course Code | 32204C19 | | |
| S. No. | On Completing Consumer Behaviour and Buying Decision Journey | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |



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| CO 1 | Identify the importance of customer value in today's marketing environment. | PSO 4 | U, Ap, An |
| CO 2 | Apply buyer behaviour concepts to what customers do in "the real world". | PSO 1, 3 | R, An |
| CO 3 | Analyse and assess the marketing environment factors which influence consumer behaviour. | PSO 2, 3, 4, 8 | U, An |
| CO 4 | Develop an understanding of marketing mix in achieving competency. | PSO 1,3, 8 | R, An, Ap |
| CO 5 | Develop a strong analytical foundation enabling them to solve marketing related case studies. | PSO 1, 3,8 | U, An, C |

SY B.COM Semester 4

| | | | |
|---------------------|---|---------------------------|--|
| Course Title | Brand Management and Brand Equity | No. of Credits: 04 | |
| Course Code | 43204C19 | | |
| S.No. | On Completing Brand Management and Brand Equity student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Identify and analyze the role of Product Mix and the tasks involved in Product management. | PSO 1, PSO 3 | R, An |
| CO 2 | Examine and describe the brand equity models to improve marketing performance and create customer brand loyalty. | PSO 5 | E, U |
| CO 3 | Explain creative and critical strategies involved in developing, positioning, managing a brand and measuring its value. | PSO 3, 5 | R |



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| CO 4 | Analyze how a new product is developed and maintained and describe the steps in the new-product development (NPD) process. | PSO 1 | An |
| | | | |
| Course Title | Ethics in Marketing | No. of Credits: 04 | |
| Course Code | 44204C19 | | |
| S.No. | On Completing Ethics in Marketing student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Identify various social science elements within marketing ethics and the roles that they play. | PSO6 | R |
| CO 2 | Describe the concept of corporate social responsibility and the primary premises. | PSO7 | U |
| CO 3 | Interpret the concepts of behaviour change for social good. | PSO4 | U |
| CO 4 | Formulate social marketing strategies by applying basic and advanced techniques. | PSO7 | C |
| CO 5 | Evaluate ethical principles in marketing decisions while associating with stakeholders. | PSO6 | E |

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|----------------------------|------------------------------|---------------------------|
| SY B.COM Semester 5 | | |
| Course Title | Marketing Environment | No. of Credits: 04 |



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| Course Code | 55204C19 | | |
| S.No. | On Completing Marketing Environment student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Evaluate marketing environment in order to analyze the opportunities and take decisions under the uncertain business environment. | PSO 1 , 3 | E |
| CO 2 | Assess digital marketing platforms to reach the targeted audience. | PSO 3, 5 | Ap |
| CO 3 | Develop marketing plans and formulate strategies to create superior customer value and gain competitive advantage | PSO 8 | An, C |
| CO 4 | Analyze the marketing strategies used by the marketers while entering rural market | PSO 5, 8 | An, R |
| | | | |
| Course Title | Managing Value Networks | No. of Credits: 04 | |
| Course Code | 56204C19 | | |
| S.No. | On Completing Managing Value Networks student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Critically examine and evaluate the “go to market” strategy for a firm | PSO1 | E |



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| CO 2 | Identify and explain the Role, Importance and Tasks involved in Managing and Designing the Distribution Logistics Systems. | PSO 2 | R |
| CO 3 | Evaluate and analyze how retail hers develop a retail mix to build a sustainable competitive advantage. | PSO 1 | E, An |
| CO 4 | Assess the role of Technology in Retail Marketing Decisions, Structure and Developments in E-tailing, | PSO 2 | E |

SY B.COM Semester 6

| Course Title | Integrated Marketing Communications | No. of Credits: 04 | |
|--------------|---|--------------------|---|
| Course Code | 67204C19 | | |
| S.No. | On Completing Integrated Marketing Communications student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Develop an understanding of how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process. | PSO 1, 2 | R |
| CO 2 | Analyze real-time communication and adaptation issues and new paradigm of understanding consumer in rapidly changing digital environment | PSO 3, 4 | U, An |
| CO 3 | Identify advertising decision areas and apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion. | PSO 3, 5 | Ap |
| CO 4 | Assess the connection between marketing communications tools and implement them effectively in an integrated communication mix. | PSO 1, 2 | E |



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|---------------------|--|---------------------------|--|
| CO 5 | Create and manage marketing communication on digital platforms. | PSO 3, 8 | C |
| | | | |
| Course Title | Marketing in Global Context | No. of Credits: 04 | |
| Course Code | 68204C19 | | |
| S.No. | On Completing Marketing in Global Context – student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Identify different social, cultural, economic, and geopolitical elements that are likely to influence the structure and success of global marketing efforts. | PSO4,7 | R |
| CO 2 | Examine the changes in the Global Marketing Environment and its impact on marketing opportunities and threats. | PSO4,8 | E |
| CO 3 | Interpret characteristics of an international knowledge-intensive Marketing Environment and innovations and their role in marketing decision-making. | PSO8 | U |
| CO 4 | Analyze and assess Global Marketing Strategy. | PSO1,8 | An |



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Programme Specific Outcomes (PSO's) Honours and Course Outcomes (CO's)

Department of Marketing

Programme: B.COM. Honours (Marketing)

| S. No. | On Completing B.Com Honours Marketing student will be able to |
|--------|---|
| 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. |



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| 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. |

S.Y. B.COM Semester 3

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|---------------------|--|---------------------------|--|
| Course Title | Creativity in Advertising & Public Relations | No. of Credits: 04 | |
| Course Code | 31304C19 | | |
| S. No. | On Completing Creativity in Advertising & Public Relations student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Apply the concept and role of creativity, innovation and idea generation used in advertising industry. | PSO1 | AP |
| CO 2 | Conduct independent research, prepare creative briefs, write and edit copy, and design, execute and present original advertisements. | PSO1, 2 | C |



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| CO 3 | Evaluate the appropriateness of concepts, reflecting on the creative process through the use of a print, and online resources to enhance technical and creative skills. | PSO 3 | An |
| CO 4 | Understand the structure and cohesiveness of the Big Idea in an advertising campaign strategy and be able to present those ideas persuasively in a Pitch. | PSO1 | U |
| CO 5 | To understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world. | PSO4 | U |

S.Y B.COM Semester 4

| | | | |
|---------------------|--|---------------------------|--|
| Course Title | Current Trends in Marketing | No. of Credits: 04 | |
| Course Code | 41304C19 | | |
| S.No. | On completing Current Trends in Marketing student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Demonstrate an in-depth and practical knowledge of key marketing concepts, theories, and techniques for analyzing different marketing situations. | PSO 1 | U |
| CO 2 | Application of knowledge to challenges and issues within local and international situations. | PSO 2 | Ap |
| CO 3 | Anticipate problems and take proactive steps. | PSO 2 | E |
| CO 4 | Recommend marketing strategies that align external marketing opportunities with the core competencies of Companies | PSO 1, 3 | |
| CO 5 | Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis. | PSO 2 | An & E |
| CO 6 | Draw selectively from the toolkit of marketing concepts and analytical tools and then, formulate actionable marketing plans, including marketing strategies and appropriate marketing mix policies | PSO 1 | U & An |
| CO 7 | Demonstrate group-work, questioning and listening skills | PSO 4 | U |



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| SY B.COM Semester 5 | | | |
|---------------------|---|---------------------------|--|
| Course Title | Research Methodology | No. of Credits: 04 | |
| Course Code | 59395C19 | | |
| S.No. | On completing Research Methodology student will be able to: | PSOs Addressed | Cognitive Levels R, U, Ap, An, E, C |
| CO 1 | Develop an understanding of the basic framework of the research process | PSO 3 | U,AP |
| CO 2 | Identify various sources of information for literature review and data collection | PSO 2 | U |
| CO 3 | Assess, analyze, present, and interpret data in an organized manner. | PSO1, 3 | C |
| CO 4 | Develop an understanding of the ethical dimensions of conducting research. | PSO 4 | An |
| CO 5 | Write a research paper or prepare a research project to add to the body of knowledge. | PSO1, 3 | Ap |
| SY B.COM Semester 6 | | | |
| Course Title | Case Studies in Marketing Management | No. of Credits: 04 | |
| Course Code | 61304C16 | | |
| S.No. | On completing Case Studies in Marketing Management student will be able to: | PSOs Addressed | Cognitive Levels |



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| | | | R,U, Ap, An, E,C |
|------|--|---------|-----------------------------|
| CO 1 | The students will be able to apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape. | PSO 3 | AP |
| CO 2 | The course will help students develop creative and technology solutions to marketing problems. | PSO 2S | U |
| CO 3 | Deliver an effective small business plan and Market a business of their own by developing a comprehensive business and marketing plan. | PSO1, 3 | C |
| CO 4 | Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications. | PSO 2,4 | An |
| CO 5 | Students will be able to apply various tools and techniques and conduct independent marketing research. | PSO 1 | Ap |