

Program Learning Outcomes (PLOs) for BA in Marketing Management

1. KNOWLEDGE

PLO1: Demonstrate foundational knowledge of core concepts in marketing, management, economics, statistics, and business communication.

PLO2: Apply marketing theories, models, and tools to solve real-world marketing and business problems.

PLO3: Analyze consumer behavior, market trends, and competitor strategies to inform marketing decision-making.

PLO4: Evaluate marketing research data and information systems to support evidence-based decision-making.

PLO5: Integrate strategic marketing concepts (brand management, channels, sales, digital marketing, international marketing, etc.) to design comprehensive marketing plans.

2. SKILLS

PLO6: Conduct marketing research using appropriate methodologies, statistical tools, and technology.

PLO7: Design and implement marketing communication strategies (IMC, social marketing, digital marketing, etc.) effectively across channels.

PLO8: Demonstrate professional communication skills in oral, written, and digital formats suitable for business contexts.

PLO9: Apply problem-solving and critical thinking skills in sales, retail, and service marketing contexts.

PLO10: Develop entrepreneurial and innovative marketing solutions for small businesses, agricultural markets, and international ventures.

3. ATTITUDES AND PROFESSIONAL VALUES

PLO11: Demonstrate ethical and socially responsible behavior in marketing decisions and practices.

PLO12: Exhibit teamwork, leadership, and collaboration skills in diverse business and cultural settings.

PLO13: Develop a lifelong learning attitude by engaging with new marketing technologies, trends, and practices.

PLO14: Appreciate the importance of sustainability, inclusivity, and customer-centricity in marketing management.

PLO15: Demonstrate professionalism, accountability, and adaptability in dynamic market environments.

Program Learning Outcomes (PLO) – Course Mapping (BA In Marketing Management)

Legend:

✓ = Primary contribution

△ = Partial contribution

No.	Course Name	Code	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15
1	Business Communication	Mktm1013	△						△	✓			△	△			✓
2	Introduction to Management	Mmgt1021	✓	△						✓	✓	△	✓	✓		△	✓
3	Principles of Marketing	Mktm1022	✓	✓	✓	△	△		△	△	△		△		△	△	
4	Consumer Behavior	Mktm1032	△	✓	✓	△	✓	△	✓	△	✓	△	✓		△	✓	
5	Business Statistics	Mmgt1041	✓	△	△	✓		✓									
6	Marketing Research	Mktm1043	△	✓	✓	✓	✓	✓	△	✓	✓	△	✓	✓	✓	△	△
7	Marketing Information System	Mktm1042	△	✓	✓	✓	✓	✓	△	✓	✓	△	✓	△	✓	△	△
8	Product & Brand Management	Mktm3051	△	✓	✓	△	✓	△	✓	✓	△	△	✓	△	✓	✓	△
9	Integrated Marketing Communication	Mktm3052	△	✓	✓	△	✓		✓	✓	△	△	✓	△	✓	△	△

10	Services Marketing	Mktm2061	△	✓	✓	✓	✓	△	✓	✓	✓	△	✓	✓	△	✓	✓
11	Tourism & Hospitality Marketing	Mktm2062	△	✓	✓	△	✓	△	✓	✓	✓	△	✓	△	△	✓	△
12	Social Marketing	Mktm2071	△	✓	✓	△	✓	△	✓	✓	✓	△	✓	△	✓	✓	✓
13	Marketing Channels & Logistics Mgmt.	Mktm3081	△	✓	✓	△	✓		△	✓	✓	△	✓	✓	△	△	✓
14	Sales Management	Mktm3082	△	✓	✓	△	△		△	✓	✓	△	✓	✓		△	✓
15	Retail Management	Mktm3083	△	✓	✓	△	△		△	✓	✓	△	✓	✓	△	✓	✓
16	E-Marketing	Mktm3084	△	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	△	✓	△	✓
17	Business Marketing	Mktm3091	△	✓	✓	△	✓	△	✓	✓	✓	△	✓	✓	△	△	✓
18	Operation Management	LSCM3073	✓	△	△	△	△			✓	✓		△	✓		△	✓
19	Agricultural & Commodity Marketing	Mktm3101	△	✓	✓	△	✓	△	✓	✓	✓	✓	✓	△	△	✓	△
20	International Marketing	Mktm3102	△	✓	✓	✓	✓	△	✓	✓	✓	✓	✓	✓	✓	✓	✓
21	Entrepreneurship & Small Business Mgt.	Mktm3111	△	✓	△	△	✓	△	△	✓	✓	✓	✓	△	✓	△	✓

22	Strategic Marketing Management	Mktm3113	△	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
23	Field Practicum / Senior Essay – I	Mktm3131	△	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
24	Senior Essay / Senior Essay – II	Mktm3132	△	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
25	Business Mathematics	Mktm3121	✓			✓		✓									
26	Operation Research	Mgmt3132	✓	△	△	✓	△	✓		△	✓	△	△	△			△