

BBA (Branding and Advertising)

Programme Outcomes (POs)

At the end of the programme students will be able to:

- PO1** : Integrate management tools and concepts to solve business and social problems
- PO2** : Evaluate business opportunities by scanning the competitive environment, key stakeholders, and business and social landscape.
- PO3** : Execute inter and multi-disciplinary approaches for problem-solving
- PO4** : Apply analytical and critical thinking skills in decision-making
- PO5** : Develop effective communication across cultural settings and in technologically mediated environments
- PO6** : Demonstrate leadership skills to work effectively in diverse teams
- PO7** : Articulate the concepts and practices of entrepreneurship and innovation
- PO8** : Demonstrate ethical reasoning and responsible global citizenship

Programme Specific Outcome

- PSO1** : Understand concepts, practices and frameworks of branding and advertising
- PSO2** : Demonstrate the skills and attitude required for effective brand building for business and social organisations

Course Outcomes (COs)

Semester I

Subject Name	Course Outcomes
BUSINESS TRENDS	<p>CO1 The student will be able to analytically appraise the journey of various Industry from ester years to the modern days that experienced several adjustments in the course of its expedition.</p> <p>CO2 Define the role of innovation in the success and growth of business</p> <p>CO3 Develop the skills required for leader and able to know and handled the different situation and people</p> <p>CO4 The student will be able to demonstrate the influence exerted by current business dynamics on trade in the light of emerging business trends</p> <p>CO5 Analyse the Impact of Globalization on Indian Business Ethics and Major Indian Scams.</p>
FUNDAMENTALS OF MARKETING AND ADVERTISING	<p>CO1: To understand major marketing principles and their application in diverse markets.</p> <p>CO2: To interpret the components essential for crafting a marketing strategy.</p> <p>CO3: To apply advertising principles and techniques in developing marketing strategies.</p> <p>CO4: To compare different advertisement types and usage.</p> <p>CO5: To understand the ethical implications of marketing practices</p>

Subject Name	Course Outcomes
PRINCIPLES OF BRANDING	<p>CO 1: Discuss the role of Branding in creating strong brands.</p> <p>CO 2: Identify and explain strategies that build brand equity.</p> <p>CO 3: Demonstrate how knowledge of branding can be applied to marketing.</p> <p>CO 4: Understand principles that prioritize societal impact in the branding process</p>
FUNDAMENTALS OF ACCOUNTING	<p>CO 1: To prepare the students with the understanding of accounting rules and double entry system</p> <p>CO 2: To benefit the students with knowledge on preparation of accounting statements and company books of accounts.</p> <p>CO 3: To understand the relevance of transactions in decision making</p> <p>CO 4: To understand the usage of modern technology in accounting</p>

Semester II

Subject Name	Course Outcomes
<p>BUSINESS RESEARCH METHODS</p>	<p>CO1: Understand conducting exploratory research and refine a marketing research problem.</p> <p>CO2: Differentiate between situations that call for surveys or for observational research.</p> <p>CO3: Use research techniques to conduct small surveys with suitable techniques.</p> <p>CO4: Infer business decisions and practices that align with principles of social responsibility.</p>
<p>CONSUMER PSYCHOLOGY</p>	<p>CO1: Demonstrate consumer psychology and consumer behaviour relating to segmentation targeting and positioning</p> <p>CO2: Illustrate relationship between consumer behavior and consumer value, satisfaction, and loyalty.</p> <p>CO3: Interpret the psychological factors affecting consumer behavior</p> <p>CO4: Describe influence of marketing on consumer behavior and leveraging this knowledge to promote societal well-being</p>

Semester III

Subject Name	Course Outcomes
<p style="text-align: center;">INTEGRATED MARKETING COMMUNICATION</p>	<p>CO1: Explain the Integrated Marketing Communication concepts business situations.</p> <p>CO2: Sketch the role of agencies in creating a strong IMC plan.</p> <p>CO3: Describe the budgeting process for a campaign</p> <p>CO4: Demonstrate an ethical understanding of communication strategies that are cultural sensitive and contribute positively to societal well-being.</p>
<p style="text-align: center;">FUNDAMENTALS OF DIGITAL MARKETING</p>	<p>CO1: Examine the confluence of marketing, operations, and human resources in real-time delivery.</p> <p>CO2: Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing, and selecting digital market opportunities.</p> <p>CO3: Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.</p> <p>CO4: Comprehend the importance of conversion and working with digital relationship marketing.</p>

Semester IV

Subject Name	Course Outcomes
<p style="text-align: center;">BRAND STRATEGY</p>	<p>CO1: Explain a fundamental understanding of brand management principles</p> <p>CO2: Recommend information-based solutions for brand management</p> <p>CO3: Illustrate effective brand strategies for companies.</p> <p>CO4: Understand ethical considerations in branding and the social responsibility to design brand strategies.</p>
<p style="text-align: center;">CREATIVE WRITING</p>	<p>CO1: Demonstrate Offline and Online stories that engage users on traditional and social media platforms.</p> <p>CO2: Recommend powerful imagery and videos that stand out in the crowded word of traditional and social media.</p> <p>CO3: Illustrate a cohesive strategy that ties various types of content together to reach specific organizational goals</p> <p>CO4: Explain by creative writing acute awareness of societal and environmental issues.</p>

Semester V

Subject Name	Course Outcomes
<p>BRAND DESIGN</p>	<p>CO 1. Evaluate the significance of a brand design for large and new venture organizations.</p> <p>CO 2. Analyze brand strategy of a firm and its implications on brand design.</p> <p>CO 3. Create a distinct brand identity for a new venture.</p> <p>CO 4. Demonstrate brand design outcomes on brand development process.</p> <p>CO 5. Develop brand visuals for a venture adhering to ethical and sustainable principles</p>
<p>INTERNATIONAL BUSINESS</p>	<p>CO 1. Understand the concept of globalization and its impact on business operations. Ethical and Legal Considerations.</p> <p>CO 2. Explore the theories of international trade and their application in real-world scenarios.</p> <p>CO 3. Analyze different modes of entry into international markets and their advantages and disadvantages.</p> <p>CO 4. Develop strategies for managing cross-cultural differences and leveraging cultural diversity.</p> <p>CO 5. Understand global marketing strategies, including product adaptation, pricing, distribution, and promotion.</p>

Subject Name	Course Outcomes
SOCIAL MEDIA MARKETING	CO 1. Analyze the role of social media in brand building. CO 2. Determine the role of social media in the Integrated Marketing Plan. CO 3. Analyze the use of different platforms for a campaign. CO 4. Create a social media plan for any business. CO 5. Develop strategies to leverage social media ethically and advancing social causes through brand initiatives.

Semester VI

Subject Name	Course Outcomes
<p align="center">PR AND CORPORATE COMMUNICATION</p>	<p>CO 1. Analyze the role of public relations in organizational reputation management.</p> <p>CO 2. Develop strategic communication plans for diverse stakeholders.</p> <p>CO 3. Apply media relations techniques to enhance organizational visibility.</p> <p>CO 4. Create effective communication materials including press releases, speeches, and social media content.</p> <p>CO 5. Enhancing public awareness and understanding of important social issues through effective communication campaigns.</p>
<p align="center">MEDIA PLANNING</p>	<p>CO 1. Analyze the role of media planning in branding.</p> <p>CO 2. Analyze media planning for online and offline businesses.</p> <p>CO 3. Create a media plan for a multinational and startup company.</p> <p>CO 4. Analyze the budgeting process and ROI in media planning.</p> <p>CO 5. Apply socially responsible media planning strategies to promote social issues.</p>