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<b>Document Title</b>	<b>Program Specific Outcomes of Two Years Full Time MMS Program (Marketing Specialization)</b>
<b>Date of Issue</b>	1 <sup>st</sup> July 2016
<b>Document / Process Owner</b>	Dr. Manisha Karandikar
<b>Last Modified</b>	
<b>Objectives of this document</b>	To provide Program Specific Outcomes (Marketing) of Two year Full Time MMS program
	<b>PSO1</b> - Introduction of role and importance of marketing to all organizations across all sectors including NGO/NPO
	<b>PSO2</b> - To drive home the importance of customer in all functions/departments of an organization and importance of linking all departments to customers
	<b>PSO3</b> - To help students understand the structure of marketing and sales department across different sectors.
	<b>PSO4</b> - To introduce students to the four pillars of Marketing Viz. Segmentation, Targeting, Differentiation & Positioning (STPD)
	<b>PSO5</b> - To sensitize students to the impact of macro and micro environmental factors on marketing
	<b>PSO6</b> - To understand the role and importance of 4P/7P framework to organizations
	<b>PSO7</b> - To study consumer behavior and understand its role in formulation of long term & short term strategies
	<b>PSO8</b> -To emphasize on marketing strategy formulation and understand the nuances of implementation of these strategies
	<b>PSO9</b> - To understand sales force management and management of distribution channels
	<b>PSO10</b> - To learn management of retail stores and resolve challenges associated with them
	<b>PSO11</b> -To learn about the ever evolving and changing trends in marketing