

Course list



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Marketing Management-I

₹2,000.00

Prof. Jayanta Chatterjee

Prof. Shashi Shekhar Mishra

IIT Kanpur

***Additional GST and optional Exam fee are applicable.**

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Description	Additional information	Certification Process
Course Details	Reviews (0)	



Course Details

Week-1 Introduction to Marketing

- Defining Marketing
- Core concepts in Marketing
- Evolution of Marketing
- Marketing Planning Process
- Contemporary Issues and Practices

Week-2 Scanning the Business Environment

- The value chain
- Core Competencies
- Strategic Planning Process
- PESTEL
- Competition Analysis
- SWOT Analysis

Week-3&4 Marketing Information System and Marketing Research

- Role of Marketing Information
- System in Managerial Decision Making Process
- Components of Marketing Information systems
- The Marketing Research Process: An overview
- Defining the Management Decision Problem and Marketing Research Problem
- Framing Research Objectives and developing the research plan
- Exploratory vs. Conclusive Research

Week-5&6 Buyer Behavior

- Consumer Behavior
- Consumer buying process model
- What Influences Consumer Behavior
- Key Psychological Processes
- The Buying Decision Process: The Five Stage Model
- Other Theories of Consumer Decision Making
- Industrial Buyer Behavior
- Concept of Buying Center
- Industrial buying process model
- Influence of Economic and Behavioral Factors
- Influence of Procurement Organization
- Role of Negotiation Process



Week-7&8 Generic Marketing Strategies

- Defining Market Segmentation
- Bases of segmentation
- Evaluation and Targeting Market Segments
- Brand Positioning and Differentiation



support-elearn@nptel.iitm.ac.in (mailto:support-elearn@nptel.iitm.ac.in).



NPTEL Office, 3rd Floor, ICSR Building, IIT Madras, Chennai – 600036



[\(044\) 2257 5908](tel:(044)22575908) (tel:(044) 2257 5908).





NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
MOHAMMED AFEEF
for successfully completing the course

Marketing Management - I

with a consolidated score of **67** %

Online Assignments	19.5/25	Proctored Exam	47.45/75
--------------------	---------	----------------	----------

Total number of candidates certified in this course: **1972**


Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)


Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur

**Indian Institute of Technology Kanpur**

Roll No: NPTEL22MG57S14480161

To validate the certificate

No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
AJEETHKUMAR
for successfully completing the course

Marketing Management - I

with a consolidated score of **51** %

Online Assignments	20.83/25	Proctored Exam	30/75
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Total number of candidates certified in this course: **1972**


Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)


Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur

**Indian Institute of Technology Kanpur**

Roll No: NPTEL22MG57S14480165

To validate the certificate 

No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
ANBUCHSELVAN S
for successfully completing the course

Marketing Management - I

with a consolidated score of **49** %

Online Assignments	18.63/25	Proctored Exam	30/75
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Total number of candidates certified in this course: **1972**



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14480211

To validate the certificate 

No. of credits recommended: 2 or 3

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1/1



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
ANGEL JENI PREETHI
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	19.46/25	Proctored Exam	30.62/75
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Total number of candidates certified in this course: **1972**



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14480215 To validate the certificate  No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to

A M ASMITHA

for successfully completing the course

Marketing Management - I

with a consolidated score of **57** %

Online Assignments	20/25	Proctored Exam	36.74/75
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Total number of candidates certified in this course: **1972**



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14480247

To validate the certificate



No. of credits recommended: 2 or 3

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1/1



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
ARUNPRASATH M
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	18.33/25	Proctored Exam	32.15/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: **1972**



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur



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Roll No: NPTEL22MG57S14480239

To validate the certificate 

No. of credits recommended: 2 or 3

<https://archive.nptel.ac.in/noc/Ecertificate/?q=NPTEL22MG57S1448023910237006>

1/1



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
HARISHA
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	17.79/25	Proctored Exam	32.15/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14484682

To validate the certificate 

No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
ISHWARIYA G
for successfully completing the course

Marketing Management - I

with a consolidated score of **51** %

Online Assignments	20/25	Proctored Exam	30.62/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14484697

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:35



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
J JAGASRI
for successfully completing the course

Marketing Management - I

with a consolidated score of **57** %

Online Assignments	19.17/25	Proctored Exam	38.27/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 1972



Prof. B. V. Ravi Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14484699

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:35



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
M S JAYASUNDER
for successfully completing the course

Marketing Management - I

with a consolidated score of **55** %

Online Assignments	19.88/25	Proctored Exam	35.21/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14484792

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:35



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
MANOJ
for successfully completing the course

Marketing Management - I

with a consolidated score of **51** %

Online Assignments	20.33/25	Proctored Exam	30.62/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14484777

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:35



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
MATHIYARASI M
for successfully completing the course

Marketing Management - I

with a consolidated score of **49** %

Online Assignments	18.75/25	Proctored Exam	30.62/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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Roll No: NPTEL22MG57S14484778

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:35



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
MATHUMATHI S
for successfully completing the course

Marketing Management - I

with a consolidated score of **51** %

Online Assignments	18.75/25	Proctored Exam	32.15/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
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IIT Kanpur

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(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
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Roll No: NPTEL22MG57S14484779

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:35



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
NANDINI P
for successfully completing the course

Marketing Management - I

with a consolidated score of **52** %

Online Assignments	18.63/25	Proctored Exam	33.68/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 1972



Prof. B. V. Ravi Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

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Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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Roll No: NPTEL22MG57S14484806

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:36



Elite
NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
NITHYASREE K
for successfully completing the course

Marketing Management - I

with a consolidated score of **60** %

Online Assignments	17.33/25	Proctored Exam	42.33/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: **1972**


Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)


Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur

**Indian Institute of Technology Kanpur**

Roll No: NPTEL22MG57S14484822

To validate the certificate

No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
PAVITHRA K
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	20.29/25	Proctored Exam	30/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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swayam

Roll No: NPTEL22MG57S14481573

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:36



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
PAVITRA J
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	20/25	Proctored Exam	30/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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swayam

Roll No: NPTEL22MG57S14481574

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:36



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
PRABAKAR VR
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	19.04/25	Proctored Exam	30.62/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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swayam

Roll No: NPTEL22MG57S14481576

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:36



NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
PRAKALATHA R
for successfully completing the course

Marketing Management - I

with a consolidated score of **60** %

Online Assignments	20.38/25	Proctored Exam	39.27/75
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Total number of candidates certified in this course: **1972**


Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)


Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur

**Indian Institute of Technology Kanpur**



Roll No: NPTEL22MG57S14481581

To validate the certificate 

No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
PRIYADHARSHINI
for successfully completing the course

Marketing Management - I

with a consolidated score of **55** %

Online Assignments	19.92/25	Proctored Exam	35.21/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ravi Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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Roll No: NPTEL22MG57S14481592

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:37



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to

R SNEHA

for successfully completing the course

Marketing Management - I

with a consolidated score of **57** %

Online Assignments	20/25	Proctored Exam	36.74/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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Roll No: NPTEL22MG57S14481698

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:37



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
R THIRUNEELAKAVIARU
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	19.58/25	Proctored Exam	30.62/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ravi Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14580026

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:37



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
REENA SELVA SRI Y
for successfully completing the course

Marketing Management - I

with a consolidated score of **49** %

Online Assignments	18.75/25	Proctored Exam	30/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14481615

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:37



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to

ROOBASREE S

for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	19.58/25	Proctored Exam	30/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14481625

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:37



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
S KEERTHANA
for successfully completing the course

Marketing Management - I

with a consolidated score of **52** %

Online Assignments	19.58/25	Proctored Exam	32.15/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
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Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14481629

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:37



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
SARAVANAKUMAR D
for successfully completing the course

Marketing Management - I

with a consolidated score of **58** %

Online Assignments	19.88/25	Proctored Exam	38.27/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14480319

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:38



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
SATHISH V
for successfully completing the course

Marketing Management - I

with a consolidated score of **56** %

Online Assignments	20.29/25	Proctored Exam	35.21/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: **1972**



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
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swayam

Roll No: NPTEL22MG57S14481666

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
SELVA PRIYA C
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	13.75/25	Proctored Exam	36.74/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14481670

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:38



NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
SIBI LOKESH
for successfully completing the course

Marketing Management - I

with a consolidated score of **62** %

Online Assignments	19.46/25	Proctored Exam	42.86/75
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Total number of candidates certified in this course: 1972


Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)


Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur

**Indian Institute of Technology Kanpur**

Roll No: NPTEL22MG57S14480277

To validate the certificate

No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
SOWMIYA S
for successfully completing the course

Marketing Management - I

with a consolidated score of **58** %

Online Assignments	19.5/25	Proctored Exam	38.27/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

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(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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swayam

Roll No: NPTEL22MG57S14481701

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:39



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
SUBASH
for successfully completing the course

Marketing Management - I

with a consolidated score of **52** %

Online Assignments	19.92/25	Proctored Exam	32.15/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

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Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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swayam

Roll No: NPTEL22MG57S14481718

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:39



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
THANVARSHINIB
for successfully completing the course

Marketing Management - I

with a consolidated score of **51** %

Online Assignments	20/25	Proctored Exam	30.62/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

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(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



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swayam

Roll No: NPTEL22MG57S14481739

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:39



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
D. THENMOZHI
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	20/25	Proctored Exam	30/75
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Total number of candidates certified in this course: **1972**



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14481746

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:40



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
VAISHNAVI A
for successfully completing the course

Marketing Management - I

with a consolidated score of **55** %

Online Assignments	19.46/25	Proctored Exam	35.21/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



swayam

Roll No: NPTEL22MG57S14481754

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:40



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
VALARMATHI
for successfully completing the course

Marketing Management - I

with a consolidated score of **50** %

Online Assignments	20/25	Proctored Exam	30/75
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Total number of candidates certified in this course: 1972



Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)



Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL22MG57S14481757

To validate the certificate 

No. of credits recommended: 2 or 3

1 of 1

15-05-2024, 21:40



NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
VIGNESHRAJN
for successfully completing the course

Marketing Management - I

with a consolidated score of **61** %

Online Assignments	15.58/25	Proctored Exam	45/75
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Total number of candidates certified in this course: **1972**


Prof. B. V. Ramesh Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Aug-Oct 2022
(8 week course)


Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur

**Indian Institute of Technology Kanpur**



Roll No: NPTEL22MG57S24483679 To validate the certificate  No. of credits recommended: 2 or 3