

GOVERNMENT DEGREE COLLEGE' KORATLA.

PERMISSION LETTER

Date: 17-09-2016.

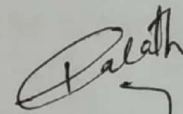
To  
The Principal,  
Government Degree College,  
Koratla.

Sir

Department of Economics wants to organise "Certificate Course in Agriculture Marketing" for enable students to acquire skill for self employment, in our college in zero hours. We want to conduct it free of cost classes will run daily 2 hours for 15 days i-e 30 hours duration kindly permit me to conduct the certificate course.

Thanking you sir,

Yours faithfully,

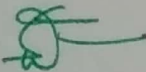


(Syeda Talath Fathima)

Lecturer in Economics

Department of Economics

permitted



PRINCIPAL  
GOVT. DEGREE COLLEGE  
KORATLA, DIST: JAGTIAL

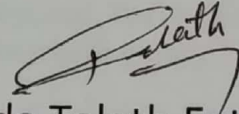
GOVERNMENT DEGREE COLLEGE, KORATLA

Date: 20-09-2016.

CIRCULAR


The Department of Economics has planned to conduct certificate course on Agriculture Marketing for UG students from 22-09- 2016 to 20-10-2016. The interested students can register their name. The faculty for the above program is Syeda Talath Fathima.

Signature of the organiser



( Syeda Talath Fathima )

Lecturer in Economics,  
Department of Economics.



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# SYLLABUS

**An Overview of Marketing** : What is marketing? Marketing concepts and tools.

**The Marketing Environment** : External and Internal Marketing Environment. Macro and Micro Environment.

**Marketing Information Systems**: Gathering information for decision making. The information system in marketing and the role of MIS in decision making.

**Product Decisions**: Product mix. Product life cycle. Branding and packaging decisions.

**Pricing Decisions**: Importance of Price. Pricing objectives. Determinants of price. Setting the right price.

**Promotion Decisions**: The communication process. Barriers to marketing communications. The role of promotion in the marketing mix.

**Managing Direct and On-line Marketing**: The Growth and benefits of direct marketing. Major channel for direct marketing. E-commerce.

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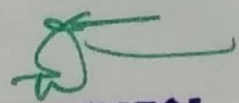
DEPARTMENT OF ECONOMICS  
ACADEMIC YEAR- 2016 - 2017  
AGRICULTURE MARKETING

PROGRAMM SCHEDULE

DATE	HOURS	TOPIC
22/09/2016	2H	What is Marketing? Marketing concept and tools,
23/09/2016	2H	External and Internal marketing environment.
24/09/2016	2H	Micro and Macro Environment.
26/09/2016	2H	Marketing information system.
27/09/2016	2H	Marketing information system.
28/09/2016	2H	Product decision.
29/09/2016	2H	Branding and Packaging decision.
01/10/2016	2H	Pricing Decision.
03/10/2016	2H	Importance of price and pricing objectives.
13/10/2016	2H	Promotion Decisions.
14/10/2016	2H	The role of promotion the marketing mix.
17/10/2016	2H	Managing Direct and On-line Marketing.
18/10/2016	2H	The Growth and benefits of direct marketing.
19/10/2016	2H	Major channel for direct marketing.
20/10/2016	1H	E-commerce.



S.NO.	STUDENT NAME	Course
1	Nishath Shireen	BA (HEP) III
2	Tasleem Begum	III
3	Ruheena Sultana	III
4	Farheen Kouser	III
5	Tahmeena Tahseen	III
6	AyeshaSultana	III
7	M.A Azeez	III
8	Saba Begum	III
9	Umama Mutal	III
10	Asfiya Khatoon	III
11	Tahniyath Fathima	III
12	Shagufta Tarannum	III
13	Asra Farheen	III
14	Arshiya Firdous	III
15	Tayaba Fathima	III
16	Abeda Shireen	III
17	M.a Nazim	III
18	Umme Salma	II
19	Shaheen Sultana	II
20	Fakeha Firdous	II
21	MD.Bin Mubarak	II
22	MD.Mussavir Ali	II
23	MD .Sayeed	II
24	Hafsa Anjum	II
25	Shaista Parveen	II
26	Sumera Begum	II
27	Furqana Firdous	II
28	MD.Afroz	II
29	MD Shahab Ali	II
30	MD. Rizwan	II

  
**PRINCIPAL**  
**GOVT. DEGREE COLLEGE**  
**KORATLA, DIST: JAGTIAL**

### STUDENT ATTENDANCE SHEET

S.NO	STUDENT NAME	22-09-16	23-09-16	24-09-16	26-09-16	27-09-16	28-09-16	29-09-16	01-10-16	03-10-16	03-10-16	11-10-16	17-10-16	18-10-16	19-10-16	20-10-16
1	Nishath Shireen	P	P	P	AB	P	P	P	P	P	P	P	P	P	P	P
2	Tasleem Begum	P	P	P	P	P	P	P	AB	P	P	P	P	P	P	P
3	Ruheena Sultans	P	P	P	P	P	P	P	P	P	P	P	AB	P	P	P
4	Farheen Kouser	P	P	P	P	P	AB	P	P	P	P	P	P	P	P	P
5	Tahmeena Tahseen	P	P	P	P	P	P	P	P	P	AB	P	P	P	P	P
6	Ayesha Sultans	AB	P	P	P	P	P	P	P	P	P	P	P	P	P	P
7	M.A Azeez	P	P	P	P	AB	P	P	P	P	P	P	P	P	P	P
8	Saba Begum	P	AB	P	P	P	P	P	P	P	P	P	P	P	P	P
9	Umama Mutal	P	P	AB	P	P	P	P	P	P	P	P	P	P	P	P
10	Aspiya Khatoor	P	P	P	P	P	P	AB	P	P	P	P	P	P	P	P
11	Tahniyath Fatlums	P	P	P	P	P	P	P	P	AB	P	P	P	P	P	P
12	Shagufta Tarannum	P	P	P	P	P	P	P	P	P	P	P	P	P	P	AB
13	Asma Farheen	P	P	P	P	P	P	P	P	P	P	P	P	AB	P	P
14	Arshiya Firdous	P	P	P	AB	P	P	P	P	P	P	P	P	P	P	P
15	Tayaba Fathims	AB	P	P	P	P	P	P	P	P	P	P	P	P	P	P
16	Abeda Shireen	P	P	P	P	P	AB	P	P	P	P	P	P	P	AB	P
17	M.A. Nazim	P	P	P	P	P	P	P	AB	P	P	P	P	P	P	P
18	Umme Salma	P	P	AB	P	P	P	P	P	P	P	P	P	P	P	P
19	Shaheen Sultans	P	P	P	P	P	P	P	P	P	AB	P	P	P	P	P





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DEPARTMENT OF ECONOMICS  
CERTIFICATE COURSE IN ECONOMICS

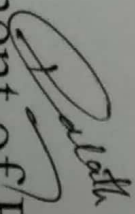


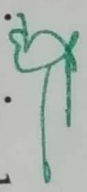
CERTIFICATE OF APPRECIATION

This is to certify that Mr /Miss Umme Salma studying B.A II with Hall Ticket No. 704615129906 has attended

"CERTIFICATE COURSE IN ECONOMICS"

From 22-09-2016 to 20-10-2016 at the Department of Economics and his/her participation is highly appreciable.

  
Head Department of Economics

  
Principal  
GOVT. DEGREE COLLEGE  
KORATLA, DIST: JAGTIAL