

GOVERNMENT DEGREE COLLEGE' KORATLA.

PERMISSION LETTER

Date: 22-08-2015.

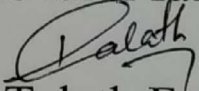
To
The Principal,
Government Degree College,
Koratla.

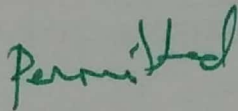
Sir

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 faith fully


(Syeda Talath Fathima)
Lecturer in Economics
Department of Economics





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GOVT. DEGREE COLLEGE
KORATLA, DIST: JAGTIAL

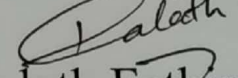
GOVERNMENT DEGREE COLLEGE, KORATLA

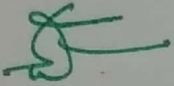
Date: 24-08-2015.

CIRCULAR

The Department of Economics has planned to conduct certificate course on Agriculture Marketing for UG students from 26-08- 2015 to 15-09-2015. 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.

**GOVERNMENT DEGREE COLLEGE, KORATLA.
DEPARTMENT OF ECONOMICS
ACADEMIC YEAR- 2015 - 2016
AGRICULTURE MARKETING**

COURSE DATE: 26-08-2015.

PROGRAMM SHEDULE

DATE	HOURS	TOPIC
26/08/2015	2H	What is Marketing? Marketing concept and tools,
27/08/2015	2H	External and Internal marketing environment.
28/08/2015	2H	Micro and Macro Environment.
31/08/2015	2H	Marketing information system.
01/09/2015	2H	Marketing information system.
02/09/2015	2H	Product decision.
03/09/2015	2H	Branding and Packaging decision.
04/09/2015	2H	Pricing Decision.
05/09/2015	2H	Importance of price and pricing objectives.
08/09/2015	2H	Promotion Decisions.
09/09/2015	2H	The role of promotion the marketing mix.
10/09/2015	2H	Managing Direct and On-line Marketing.
11/09/2015	2H	The Growth and benefits of direct marketing.
14/09/2015	2H	Major channel for direct marketing.
15/09/2015	1H	E-commerce.

S.NO.	STUDENT NAME	Course
1	Sana Fathima	BA (HEP) III
2	Huma Samreen	III
3	Amreen Fatima	III
4	Anjum nayyara	III
5	Salma sultana	III
6	Sumayya Batool	III
7	Shaista Samreen	III
8	Sana Firdous	III
9	Nasreen kouser	III
10	Farheen Kouser	III
11	Dilshad Tasneem	III
12	Qusiya Shireen	III
13	Shagufta Fathima	III
14	MD .Aslam	III
15	MD. Qayyum	III
16	Ayesha Parveen	III
17	Rabiya Nurani	III
18	Sumayya Kouser	III
19	MD.Siraj	III
20	MD.Zubair	II
21	Nousheen Sultana	II
22	Asma Arshiya	II
23	Sabiha Begum	II
24	MD.Qizer	II
25	Abdul Majid	II
26	MD.Khalid	II
27	Tamkanath Fathima	II
28	Subiya Saleha	II
29	Zeeshan Firdous	II
30	Amena Firdous	II
31	Atufa Tamkeen	II
32	Asra Fathima	II
33	M.A.Nazim	II
34	Sadiya Rahman	II
35	Farhana Kouser	II


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STUDENT ATTENDANCE SHEET

S.NO	STUDENT NAME	26/08/15	27/08/15	28/08/15	29/08/15	31/08/15	01/09/15	02/09/15	03/09/15	04/09/15	05/09/15	06/09/15	07/09/15	08/09/15	09/09/15	10/09/15	11/09/15	12/09/15	13/09/15		
1	Sana Fatima	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
2	Huma Samreen	P	A	P	A	P	P	A	P	P	A	P	P	P	P	P	P	P	P	P	P
3	Amreen Fatima	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
4	Ajrum Nayyars	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5	Salma Sultana	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
6	Sumayya Batool	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
7	Shaista Samreen	A	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
8	Sana Firdous	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
9	Nasreen Kouser	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
10	Farheen Kouser	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
11	Dilshad Tasneem	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
12	Qusia Shireen	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
13	Shagufa Fatima	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
14	Md. Aslam	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
15	Md. Bayyom	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
16	Ayesha parveen	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
17	Rabiya Nuzani	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	Sumayya Kouser	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
19	Md. Siraj	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	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 Ameen Fatmins studying B.A III with Hall Ticket No 30461312903 has attended

“CERTIFICATE COURSE IN ECONOMICS”

From 26-08-2015 to 15-09-2015 at the Department of Economics and his/her participation is highly appreciable.

Principal
PRINCIPAL
GOVT. DEGREE COLLEGE
KORATLA, DIST: JAGTIAL

Head Department of Economics