

**Programme: Master of Business Administration**

**Semester III**

**MBA 942-18**

**E-COMMERCE AND DIGITAL MARKETS**

**Objective:** The objective of this paper is to acquaint the students with the effectiveness of ecommerce and digital marketing. Students will learn about the implications of an increasingly technological Society and to provide insights on how to implement marketing in a digital world.

*Course Outcomes (COs)*

Sr. No.	At the end of the course, the student will be able to:
CO1	To understand of various applications and scope of ecommerce.
CO2	To know the working of various payment modes used in ecommerce today.
CO3	Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy, Developing effective digital and social media strategies
CO4	Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
CO5	Students will be able to explore the latest digital ad technologies

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)