

**Programme: Master of Computer Applications**

**Semester III**

**PGCA1974**

**e-Commerce and Digital Marketing Laboratory**

*Course Outcomes (COs)*

<b>CO#</b>	<b>At the end of the course, the student will be able to:</b>
CO1	Understand of implementation of ecommerce applications.
CO2	Learn to develop and implement digital marketing strategy and plan
CO3	Implement and developing effective digital and social media strategies
CO4	Implementation and working on the social, and security issues concerning the digital marketing and e-commerce.

(Source: IKGPTU Syllabus for Master of Computer Applications (Affiliated Colleges), 2021.  
<https://ptu.ac.in/wp-content/uploads/2022/05/MCA-2021-Upto-4th-Sem.pdf>)