

Programme: Bachelor of Computer Applications

Semester VI

UGCA1947

Digital Marketing

Course Outcomes (COs)

CO#	At the end of the course, the student will be able to:
CO1	Highlight the key elements of a digital marketing strategy.
CO2	Choose the right platform for digital marketing
CO3	Identify the major digital marketing channels.
CO4	Design content for digital marketing.
CO5	Develop digital marketing strategy and plan.

(Source: IKGPTU Syllabus for Bachelor of Computer Applications (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2021/12/BCA-2021.pdf>)