



**Tulsiramji Gaikwad-Patil College of Engineering and Technology**

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to RTM Nagpur University, Nagpur)



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## **Department of Masters of Business Administration**

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**Course Name MMB1209: Digital and Social Media Marketing (MM)**

MMB1209	Course Outcomes
CO1	<b>Determine</b> the use of various channel options available for digital marketing.
CO2	<b>Apply</b> the concept of digital marketing research.
CO3	<b>Measure</b> search engines and their utility in digital marketing area.
CO4	<b>Explain</b> the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.
CO5	<b>Create</b> favorable online reputation, later, as future managers, for organizations they serve.