



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 Institute Affiliated to RTM Nagpur University)



Department of Master of Business Administration

COURSE CODE & NAME:- MMB2309, INTERNET MARKETING

MMB2309	COURSE OUTCOMES
CO1	Handle various approaches to Internet Marketing
CO2	Compare advantages and disadvantages of approaches to Internet Marketing
CO3	Develop skills to implement Internet Marketing under appropriate situations
CO4	Determine E- Commerce and management system.
CO5	Determine and demonstrate online promotion techniques.