



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, Nagpur)



Department of Master in Computer Application

Course Name **MCA1208: Social Network Analysis & Digital Marketing**

MCA1208	Course Outcomes
CO1	Examine various types of alternatives for digital marketing
CO2	Preparation of various tools for and services for digital marketing
CO3	Preparation About Google search engine and its analysis
CO4	Implementation of analysis tools and marketing material at various platform of social media
CO5	Demonstrate digital marketing approach at face book platform