



**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)



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## **Department of Master in Computer Application**

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**Course Name MCA31206: Social Network Analysis and Digital Marketing**

<b>MCA31206</b>	<b>Course Outcomes</b>
CO1	Examine various types of alternatives for digital marketing
CO2	Preparation of various tools 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 facebook platform