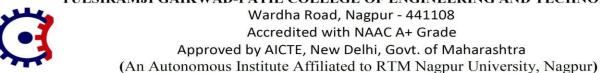


TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING AND TECHNOLOGY





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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 |