

Programme: Master of Computer Applications

Semester III

PGCA1921

E-Commerce & Digital Marketing

Course Outcomes (COs)

CO#	At the end of the course, the student will be able to:
CO1	Understand various applications and scope of ecommerce.
CO2	Acquire knowledge of various payment modes used in ecommerce today.
CO3	Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan
CO4	Describe how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy, Developing effective digital and social media strategies
CO5	Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media

(Source: IKGPTU Syllabus for Master of Computer Applications (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2022/05/MCA-2021-Upto-4th-Sem.pdf>)