

Programme: Bachelor of Computer Applications

Semester VI

UGCA1953

Digital Marketing Laboratory

Course Outcomes (COs)

CO#	At the end of the course, the student will be able to:
CO1	Highlight the key elements of a digital marketing strategy.
CO2	Implement common digital marketing exercise using SEO, Social media and Blogs.
CO3	Identify the major digital marketing channels.
CO4	Design content for digital marketing.
CO5	Develop digital marketing strategy and plan.

(Source: IKGPTU Syllabus for Bachelor of Computer Applications (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2021/12/BCA-2021.pdf>)