

CAREER ORIENTED COURSE
DIGITAL MARKETING
I Semester
PAPER-I
FUNDAMENTALS OF DIGITAL MARKETING

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able to:

CO1: Understand the Concept of Digital Marketing

CO2: Explain the Role of Digital Marketing in rapidly changing Business landscape.

CO3: Develop Skills in analyzing the useability of Website.

CO4: Setup web elements-page layout, colors scheme in the designs.

CO5: Understand the terminologies of Digital Marketing.

CAREER ORIENTED COURSE
DIGITAL MARKETING
II Semester
PAPER- II
ADVERTISING TOOLS & ITS OPTIMIZATION

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able to:

CO1: Understand the importance of Digital Adverting.

CO2: Identify the best media type based on advertising goals and targets.

CO3: Analyze the principles, benefits of types of Online Advertising.

CO4: Understand Advertising Positioning with respect to the Digital marketing.

CO5: Understand the Buying Models of Digital marketing

CAREER ORIENTED COURSE
DIGITAL MARKETING
III Semester
PAPER- III
BRANDING AND COMMUNICATION

Course outcome:

On the successful completion of this course the students are able to:

CO1: Analyze the key frameworks on how to establish personal brand.

CO2: Understand the steps in creation of branding.

CO3: Identify the importance of Brand Positioning to sustain in market.

CO4: Understand the Digital Communication Channels.

CO5: Judge Digital Marketing Communication and strategies.

CAREER ORIENTED COURSE
DIGITAL MARKETING
IV Semester
PAPER- IV
SOCIAL MEDIA AND CONTENT MARKETING

Course Outcome:

On successful completion of this course the students are able to:

CO1: Access the use of Digital Marketing tools.

CO2: Identify and select the Digital Market Opportunities.

CO3: Explain the Nature of Social Media Marketing.

CO4: Understand why Content Marketing is important? and its key benefits.

CO5: Understand the principles, benefits of Affiliate Marketing.

**CAREER ORIENTED COURSE
DIGITAL MARKETING**

V Semester

PAPER- V

Advertising and Public Relations

Max. Marks : 100

Course Outcomes:

On successful completion of this course the students are able to:

CO1: Understand the importance of Digital Advertising.

CO2: Identify the best media type based on advertising goals and targets.

CO3: Analyze the principles, benefits of types of Online Advertising.

CO4: Understand the role of Online Public Relations in the success of the business.

CO5: Provide information about Online Public Relations Agencies.

**CAREER ORIENTED COURSE
DIGITAL MARKETING**

VI Semester

PAPER- VI

Global Digital Marketing

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able to:

CO1: Analyze Cross Cultural and ethical issues in Globalized Digital Markets.

CO2: Evaluate issues in adopting to Globalized markets.

CO3: Explain emerging trends in digital marketing.

CO4: Analyze the impact of digital marketing on International Trade.

CO5: Access the Role and importance of global online marketers.