

TECNIA INSTITUTE OF ADVANCED STUDIES
Grade 'A' Institute
Department of Information, Communication & Technology
Bachelor of Computer Applications (BCA)
Scheme and Syllabus (w.e.f. AS 2021-22)

COURSE CODE: BCA 222

COURSE NAME: DIGITAL MARKETING

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following: -

1. Understand the basics of Digital Marketing.
2. Comprehend the importance of Digital Marketing Platforms.
3. Gain knowledge about the usefulness of Social Media Marketing (SMM) and Search Engine Optimization (SEO)

PRE-REQUISITES: None

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO
CO1	Understanding the digital marketing concepts and its usefulness in business.
CO2	Planning steps for digital marketing strategy and successfully executing it.
CO3	Understand the importance of Social Media Platforms and Social Media Marketing for online communication.
CO4	Applying Search Engine Optimization techniques (SEO) and Search Engine Marketing (SEM) to maximize reach and enhance engagement of users.
CO5	Analyzing web using analytics tools and gaining insights to various tools for Social Media Marketing.