

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 304

Course Name: Digital Marketing

L - 4, T - 0

Credits – 4

Objective: This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

Course Outcomes:

CO1: Interpreting the concept of Digital Marketing.

CO2: Assess the online buyer behavior and models.

CO3: Explore Digital promotional techniques.

CO4: Acquire skills to take various decisions related to online marketing.

CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities.

CO-PO Mapping

BBA 304 – Digital Marketing

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	1	3	3	3	2
CO2	3	3	3	1	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	2	3	3	3	3
CO5	3	3	3	2	3	3	3	3
AVG	3	3	3	1.8	3	3	3	2.8