

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Information, Communication & Technology

Master Of Computer Applications (MCA)

Scheme and Syllabus (w.e.f. Academic Session 2020-21 onwards)

Course Code: MCA- 128

Course Name: Digital Marketing

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LEARNING OBJECTIVES:

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

1. Overall understanding of Digital Marketing.
2. Various strategies involved in Marketing products and Services Digitally.
3. Understanding of Digital Marketing Platforms.
4. Techniques for Search Engine Optimization (SEO) and Mobile Marketing.
5. Develop insight on Current Trends - Digital and Social Statistics (Infographics)

PRE-REQUISITES:

1. Fundamentals of computer system.
2. Basics information systems and security

COURSE OUTCOMES (COs):

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

CO#	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Interpret Digital Marketing preliminaries	BTL2	PO1
CO2	Build effective Digital Marketing strategies for different products and services	BTL3	PO7, PO2, PO3, PO8
CO3	Make appropriate use of varied Digital Marketing Platforms like Email, Facebook, Twitter, YouTube, Pinterest, etc. as per given scenario	BTL3	PO1, PO2, PO3, PO5
CO4	Apply and analyze the concept of Search Engine Optimization (SEO), SEM and Mobile Marketing to given scenarios	BTL4	PO1, PO2, PO3, PO4, PO5, PO6, PO10
CO5	Analyze specific trends using Google Analytics	BTL4	PO1, PO2, PO3, PO4, PO5, PO6, PO10
	Create effective Display Ads and Search Engine Advertising	BTL5	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12