

ADITYA DEGREE & PG COLLEGE (A) – KAKINADA

Affiliated to Adikavi Nannaya University,

Approved by APSICHE, Accredited by NAAC with A++

BBA-DM-Course Outcomes

CO Code	Course Outcomes
CO1	Understand the fundamentals of digital marketing
CO2	Apply digital marketing tools and platforms effectively
CO3	Create and manage SEO, SEM, and social media strategies