

Course Outcomes (COs)	PO1 Business Knowledge	PO2 Digital Mktg Expertise	PO3 Critical Thinking	PO4 Communication Skills	PO5 Creativity & Innovation	PO6 Ethics & Responsibility	PO7 Entrepreneurial Mindset	PO8 Teamwork	PO9 Global Awareness	PO10 Continuous Learning
CO1: Understand the Fundamentals of Digital Marketing	3	2	2	1	1	2	2	–	2	2
CO2: Apply Digital Marketing Tools and Platforms	2	3	3	2	2	1	2	1	2	3
CO3: Create and Manage SEO and SEM Strategies	2	3	2	1	3	1	2	–	2	3
CO4: Design Social Media Campaigns	2	3	2	2	3	2	3	1	3	3
CO5: Analyze Web and Campaign Performance Using Analytics	2	3	3	2	2	1	2	–	2	3
CO6: Develop Content for Digital Platforms	1	2	1	3	3	2	2	–	2	2
CO7: Understand Ethical and Legal Aspects of Digital Marketing	1	2	2	1	1	3	2	–	1	2
CO8: Plan and Execute an Integrated Digital Marketing Campaign	2	3	3	2	3	2	3	2	2	3
CO9: Demonstrate Teamwork and Project Management in Marketing Projects	2	2	2	2	2	2	2	3	2	2
CO10: Adapt to Emerging Trends in Digital Marketing	2	3	3	2	2	2	3	–	3	3