

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.M.S. (SEMESTER - V)

SUBJECT: MARKETING - E-COMMERCE AND DIGITAL MARKETING

Sr. No.	Course Objectives	Course Outcomes
1)	To discuss the increasing significance of E-Commerce and its applications in Business and Various Sectors	Learners will comprehend the increasing significance of E-Commerce and its applications in Business and Various Sectors
2)	To deliver insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business	Learners will be competent with Digital Marketing activities on various Social Media platforms and their emerging significance in Business
3)	To identify Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation	Learners will recognize the Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization
4)	To discuss Payment, Security, Privacy and Legal Issues in E-Commerce	Learners will identify the current Payment, Security, Privacy and Legal Issues in E-Commerce