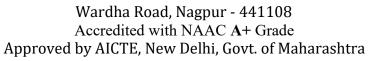


## TULSIRAMJI GAIKWAD-PATIL College of Engineering and Technology





## (An Autonomous Institute Affiliated to RTM Nagpur University)

## **Department of Master of Business Administration**

## **COURSE CODE & NAME:- MMB2309, INTERNET MARKETING**

MMB2309	COURSE OUTCOMES
CO1	Handle various approaches to Internet Marketing
CO2	<b>Compare</b> advantages and disadvantages of approaches to Internet Marketing
CO3	<b>Develop</b> skills to implement Internet Marketing under appropriate situations
CO4	Determine E- Commerce and management system.
CO5	<b>Determine</b> and demonstrate online promotion techniques.