



TULSIRAMJI GAIKWAD-PATIL College of Engineering and Technology

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institute Affiliated to RTM Nagpur University)



Department of Master of Business Administration

COURSE CODE & NAME:- MMB2408,

WEB & SOCIAL MEDIA ANALYTICS

MMB2408	COURSE OUTCOMES
CO1	Choose the right tools for website design for measured outcomes
CO2	Construct a modern metrics of better performance from eight specific metrics for web performance.
CO3	Develop a model for moving quickly from data to actions on a particular website
CO4	Develop the model for measuring the success of a Mobile & Social Media Campaign.
CO5	Develop a model for the website Outcome.