PROGRAM OUTCOMES

After successful completion of M.A. in Digital & Creative Marketing program, Students will be able to:

a. **PO1: DOMAIN KNOWLEDGE** - Apply the fundamental knowledge of Digital and Social Media Marketing.
b. **PO2: Problem analysis** - Identify, formulate, and analyse complex marketing problems reaching substantiated conclusions using principles of marketing.
c. **PO3: Design/development of solutions** - Design solutions for complex marketing problems through marketing strategies and creative designs.
d. **PO4: Conduct investigations of complex problems** - Use market research techniques and contemporary business knowledge including design of experiments, analysis and interpretation of business data, and synthesis of the information to provide valid conclusions.
e. **PO5: Modern tool usage** - Create, select, and apply appropriate analytical techniques, resources, and IT tools.
f. **PO6: Business and society** - Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional management practice.
g. **PO7: Environment and sustainability** - Understand the impact of the business solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
h. **PO8: Ethics** - Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practice.
i. **PO9: Individual and team work** - Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
j. **PO10: Communication** - Communicate effectively on complex business activities and solutions with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
k. **PO11: Project management and finance** - Demonstrate knowledge and understanding of the financial management principles and apply these to evaluate new and existing projects for effective decision making.
l. **PO12: Life-long learning** - Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.