

## SET 1

Q. No		Course Outcomes	Marks
1	<p>Burger King is legendary when it comes to establishing their digital footprints in the space of digital marketing. Their digital campaign in the US made a pure genius marketing strategy. The constant competition among the two brand rivals, Burger King and Mc Donald's, often caused a ripple in the waters of digital marketing space.</p> <p>Question:1 -Develop a social media campaign content of Burger King using Canva.</p> <p>Question: 2- Also write two social media metrics to be used to promote the campaign and what are their benefits.</p>	CO2	10
		CO1	10