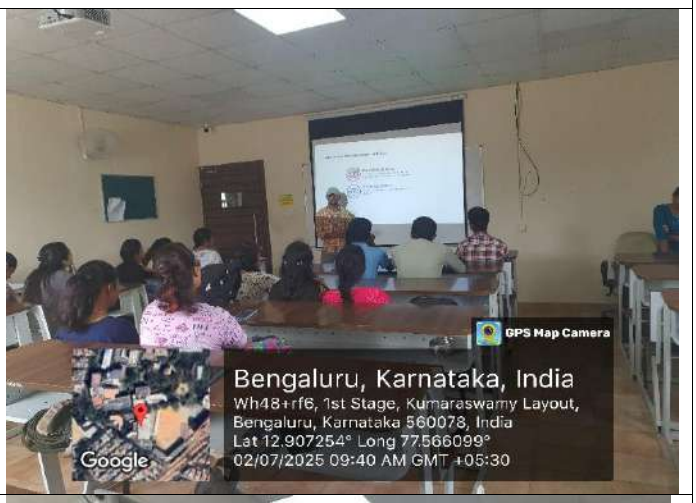
Dayananda Sagar College of Arts science and Commerce
Department of M.Com
Innovative teaching practices June 2025-Oct 2025
CASE STUDIES
Experiential learning Method: Power point presentation

Faculty: Dr.Mahalakshmi.V
Subject: Digital Marketing **Course:M.Com 2nd semester**

Student Name	Topic	Photos
Deepthi, Rakshitha, Nikhil, vijetha	Creating customer value online-- **Amazon**	
Keerthi prashanth, kushal, Harish,Madhushree	Customer Relatioship management - **Amazon**	
Mahathi, Shubhashini, Sanjay, Ramya	Data-warehousing- **IBM**	

Janani, swetha, Anvitha, Ayesha	Global E marketing Issues- **European Union**	
Darshan, Hemanth, AAliya, Akash	Stack Business Model-of any innovative business idea	
Abhigna,Gayathri, Pavithra, satish	**Integrated Marketing Communication- OLA**	