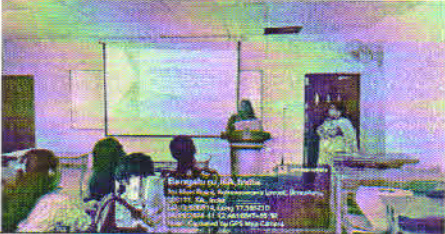


Dayananda Sagar college of arts science and Commerce
Department of M. Com
2023-24 Even semester

Faculty Dr.Mahalakshmi.V

Subject:Digital Marketing

Method: PPT presentations on various DM topics

SL.NO.	STUDENT NAME	DATE OF PRESENTATION	PPT PRESENTATION TOPIC/photos	Assignent MARKS ALLOTTED
1.	Gautami	18.6.2024	DM: Problems and challenges 	5
2.	Shelet Rosa	18.6.2024	Digital Marketing Vs Real Marketing 	5
3.	Manasa	28.6.2024	Strategic Planning : E Planning of Star Bucks	5
4.	Likith	28.6.2024	Infosys Strategic drivers of Business	5
5.	Karthik	5.7.2024	List all products on Internet of service Industry –at least 10 and explain their marketing strategy	5
6.	Chandana	5.7.2024	How does Zomato create customer value online	5
7.	Nandan	5.7.2024	E marketing has enhanced product development of mobiles explain with reference to Samsung mobiles	Absent
8.	Nikhil Nayak	5.7.2024	Changing Pricing strategies of Mc.Donald's-post pandemic	5

9.	Harshitha	12.7.2024	Pricing strategies of 5 online service industries	5
10.	Likita	12.7..2024	Online Payment options explain any 3 options	5
11.	Devpriyan	12.7.2024	Emarketing enhanced product Developentof any 3 apps	5
12.	Varun	12.7.2024	Online distribution channels-All means	5
13.	Sanjana.S	26.7.2024	Online channel Intermediaries of Amazon	5
14.	Varshanvitha	26.7.2024	Promotion Integrated marketing communication ofgoogle	5
15.	Yashwini	26.7.2024	Internet advertising on any 3 website	5
16.	Manoj	26.7.2024	Sales promotion offers of any 3 major retail outlets	5
17.	Soumya	13.8.2024	Content management and SWOC analysis of Yahoo	5
18.	Sharanya	13.8.2024	Monitoring social mediaof any 4 companies	5
19.	Shradha	13.8.2024	Marketing database of coffee day	5
20.	Dhanush gowda	13.8.2024	5 data warehousing companies in India and its process	5
21.	Priyanka & shubha	18.9.2024	Briefing about any two data warehousing in India	5
22.	Gnanavi & keerthana	18.9.2024	Consumer Behaviour online –pertaining to any platform	5
23.	Shivani & shruthi	24.9.2024	Use of Google Analytics	5
24.	Tejus & Hariharan	25.9.2024	Online marketing research tools of Google	5

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