










**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**  
**DEPARTMENT OF M.COM**  
**EVEN SEMESTER -2023**  
**EXPERIENTIAL LEARNING**


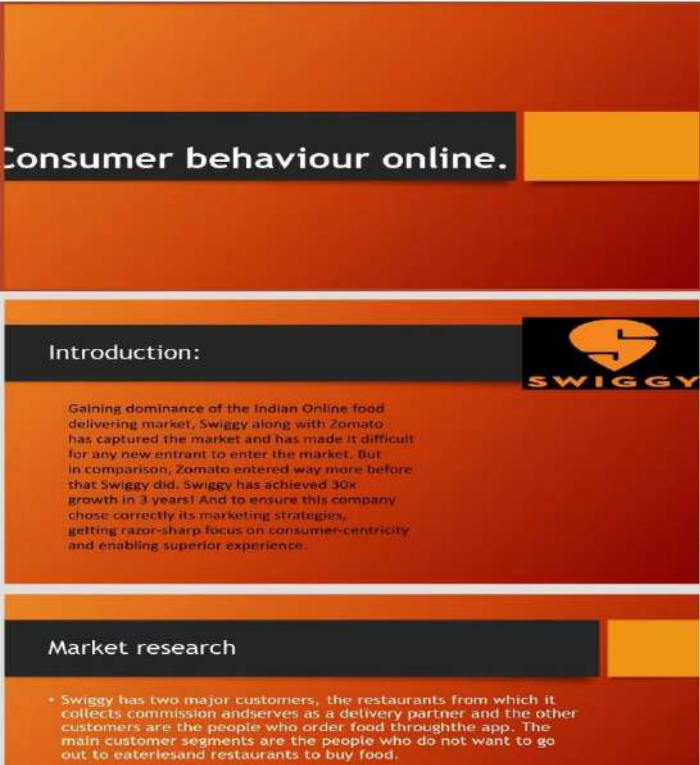
Semester: 2<sup>nd</sup>  
 Course: M.Com  
 Subject: Digital Marketing  
 Faculty: Dr.Mahalakshmi.V


**Method: PPT presentations by Students on trending topics in IBE**

SL.NO	STUDENT NAME	Date of presentation	PPT PRESENTATION TOPIC	Marks allotted (for 5)
1.	Ambika	11.8.2023	Internet Infrastructure and stack business models of KFC 	5
2.	Arpitha MJ	11.8.2023	Strategic Planning, E Planning of Pizza Hut 	5
3.	Krishna.KV	18.8.2023	How Amazon Creates Customer Value online? 	5

4.	Nadeem Khan	18.8.2023	Change in Pricing strategies with reference to Coffee day Oral presentation	5
5.	Sahana	30.8.2023	HOW Mintra creates customer value online  	5
6.	Shobitha	30.8.2023	Change in pricing strategies with reference to coffee day	5

			  	
7.	Annapoorna	31.8.2023	Online channel intermediaries in Global perspective	5
8.	Akshaya Jyothi	1.9.2023	  <ul style="list-style-type: none"> <li>• Integrated marketing communication is a strategic approach to marketing that involves coordinating and integrating various communication channels and tools to deliver a consistent and unified message to your target audience .</li> <li>• Here are the key components involved in creating an IMC plan</li> </ul>  <p><b>MARKET ANALYSIS</b> Begin by conducting market research to understand your target audience , their preferences , needs , and behaviors . Identify</p> <p>PowerPoint pasted from your clipboard. Reading view</p>	5
9.	Premdeep		SEO-Search Engine Optimisation	5

			 <p style="text-align: center;"><b>SEARCH ENGINE</b></p> <ul style="list-style-type: none"> <li>• SEO is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website/webpage to user of web search engine</li> <li>• SEO is about understanding what people are searching for online, the answers they are seeking, the words they're using, and the type of content they wish to consume.</li> <li>• SEO fits into larger digital marketing strategy and more focused on obtaining free or organic traffic.</li> </ul> <p style="text-align: center;"><b>SEARCH ENGINE</b></p> <ul style="list-style-type: none"> <li>• They search billions of pieces of content and evaluate thousands of factors to determine which content is most likely to answer your query.</li> <li>• Search engines do all of this by discovering and cataloguing all available content on the Internet (web pages, PDFs, images, videos etc.) via a process known as "crawling and indexing," and then ordering it by how well it matches the query in a process we refer to</li> </ul>	
10.	Goran	4.9.2023	<p style="text-align: center;"><b>Consumer Behaviour Online</b></p>  <p style="text-align: center;"><b>Consumer behaviour online.</b></p> <p><b>Introduction:</b></p> <p>Gaining dominance of the Indian Online food delivering market, Swiggy along with Zomato has captured the market and has made it difficult for any new entrant to enter the market. But in comparison, Zomato entered way more before than Swiggy did. Swiggy has achieved 30x growth in 3 years! And to ensure this company chose correctly its marketing strategies, getting razor-sharp focus on consumer-centricity and enabling superior experience.</p> <p style="text-align: center;"><b>Market research</b></p> <ul style="list-style-type: none"> <li>• Swiggy has two major customers, the restaurants from which it collects commission and serves as a delivery partner and the other customers are the people who order food through the app. The main customer segments are the people who do not want to go out to eateries and restaurants to buy food.</li> </ul>	5
11.	Arpitha MJ	4.9.2023	Instagram	5

			<p style="text-align: right;">Slide 1 of 8</p> <h2 style="text-align: center;">INSTAGRAM</h2> <p style="text-align: center;">- ARPITHA K. A</p> <h3 style="text-align: center;">MEANING</h3> <p>Instagram is a popular social media platform primarily focused on sharing photos and videos. It allows users to post, like, comment on, and engage with visual content shared by others. Instagram also includes features such as Stories, IGTV, and direct messaging, making it a versatile platform for personal and business use.</p>  <h3 style="text-align: center;">FEATURES OF INSTAGRAM</h3> <ul style="list-style-type: none"> <li><b>Photo and Video Sharing:</b> Users can post photos and videos to their profiles, which can be viewed and liked by their followers.</li> <li><b>Stories:</b> Instagram Stories allow users to share temporary photos and videos that disappear after 24 hours. Users can also add stickers, text, and interactive elements.</li> <li><b>IGTV:</b> Instagram has its own video platform for sharing longer videos, up to 10 minutes in length.</li> <li><b>Direct Messaging:</b> Users can send messages to individuals or groups via direct messages.</li> </ul> <p style="text-align: center;">Reading view</p>	
12.	Lavanya		<h2 style="text-align: center;">Digital marketing</h2> <p style="text-align: center;">Topic: WhatsApp Presented by: Lavanya BK</p> <h3 style="text-align: center;">WhatsApp</h3> <ul style="list-style-type: none"> <li>WhatsApp, a play on the casual greeting "what's up?", is an ad-free mobile messaging app that allows users to exchange text and media messages through their internet data plan or through Wi-Fi.</li> <li>Users do not have to pay for SMS. Once you start using WhatsApp to connect with your friends, you'll wonder how you ever lived without it!</li> </ul> <p style="text-align: center;"><a href="https://en.wikipedia.org/wiki/WhatsApp">https://en.wikipedia.org/wiki/WhatsApp</a></p> <ul style="list-style-type: none"> <li>WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both veterans of Yahoo.</li> <li>A cross-platform instant messaging application that allows iPhone, BlackBerry, Android, Windows Phones and Nokia smartphones.</li> <li>Users to exchange text, image, video and audio message for free.</li> </ul>	5

Other students Presented a Oral presentation