ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER   **COMMERCE** TIME:2HRS/WEEK

COM-Ma4-3451(2) **DIGITAL MARKETING** MARKS:100

w.e.f 2024-2025 (23AK Batch) **PRACTICAL** **SYLLABUS**

**LIST OF EXPERIMENTS:**

1. Digital Marketing Implementation in Business Scenario

2. Create the Digital Marketing Webpage

3. Conducting the Search Engine Optimization and Search Engine Marketing

4. Using Google Analytics to analyze website performance

5. Creating Promotional banner through Canva

6. Face book Promotion using banners

7. Creating YouTube Channel for Marketing

8. Twitter Marketing

9. Instagram Marketing

10. Email Marketing

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