

ASSIGNMENT

DOMAIN : DIGITAL MARKETING

ZONE : 1

NM ID : 13D05E421B97D92B6DF462F2A35867D9

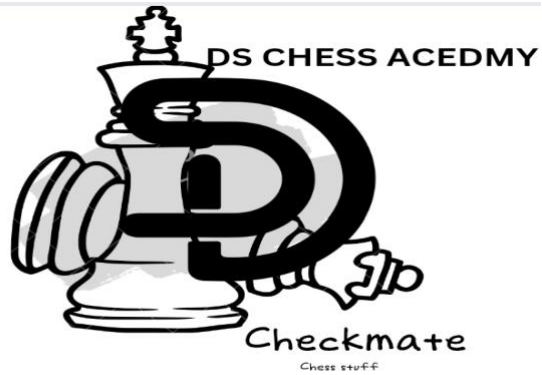
COLLEGE NAME : JAYA SAKTHI ENGINEERING COLLEGE

FACULTY MENTOR: SUREKHA

1. Create a blog or website using Blogspot and WordPress.
- (i) I created a brand for chess academy

BRAND NAME: DS CHESS ACADEMY

BRAND LOGO:



- (ii) I posted an 500 words
articles on blogger about my brand and its innovations

link to my blog:

<https://dschessacademy18.blogspot.com/2023/10/ds-chess-academy-newsletter.html>



emy18.blogspot.com



40



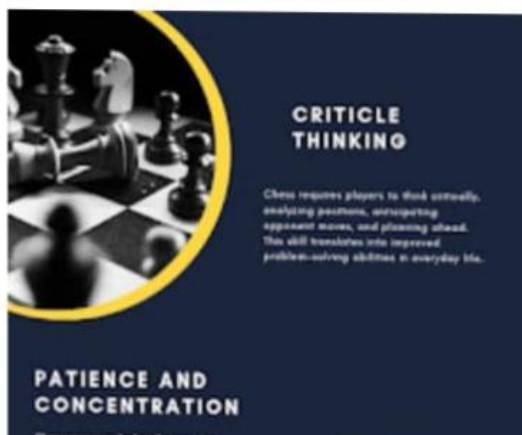
DS chess acedmy



DS chess academy newsletter



October 08, 2023

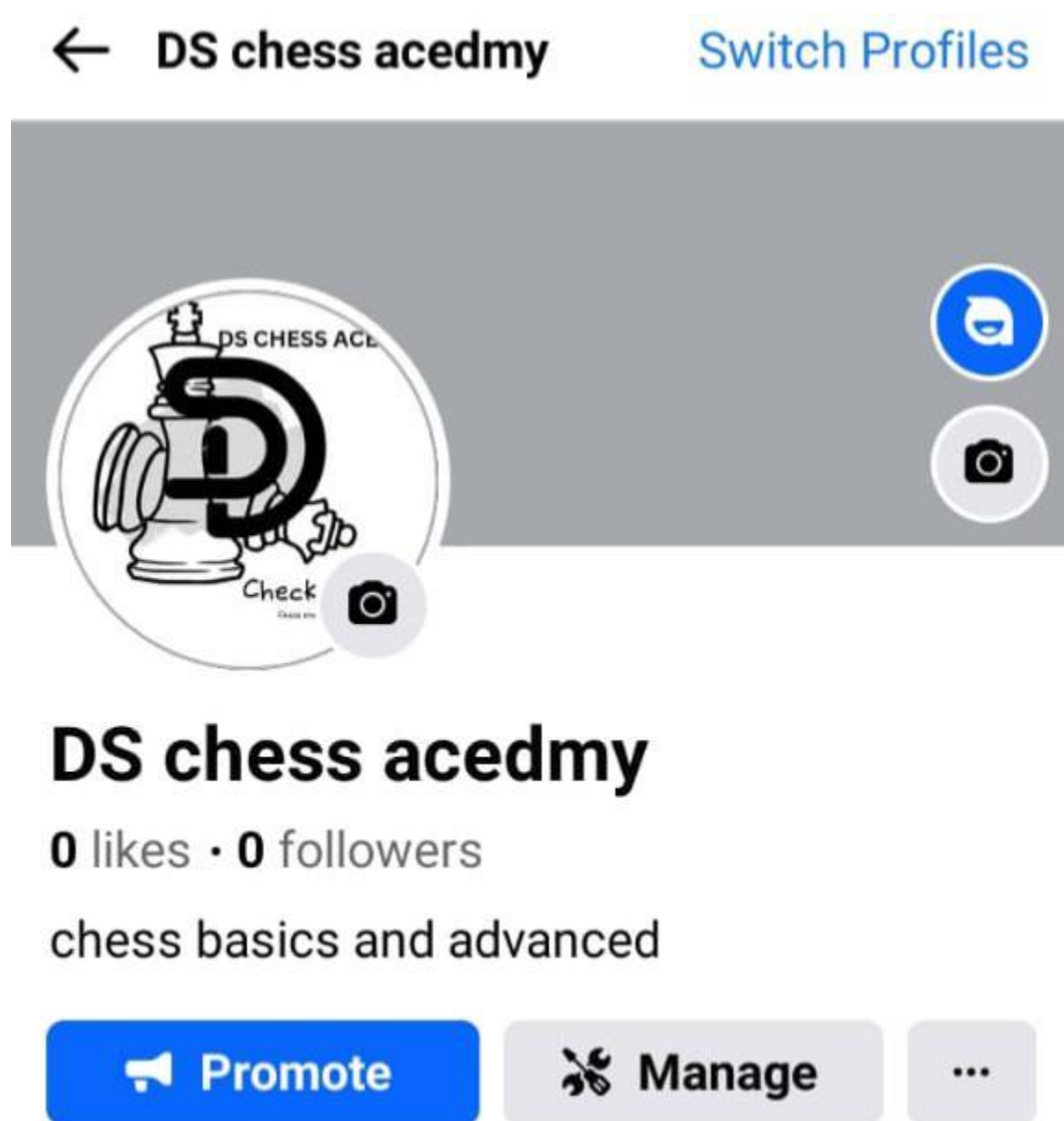


Create a New Facebook Business Page and post one

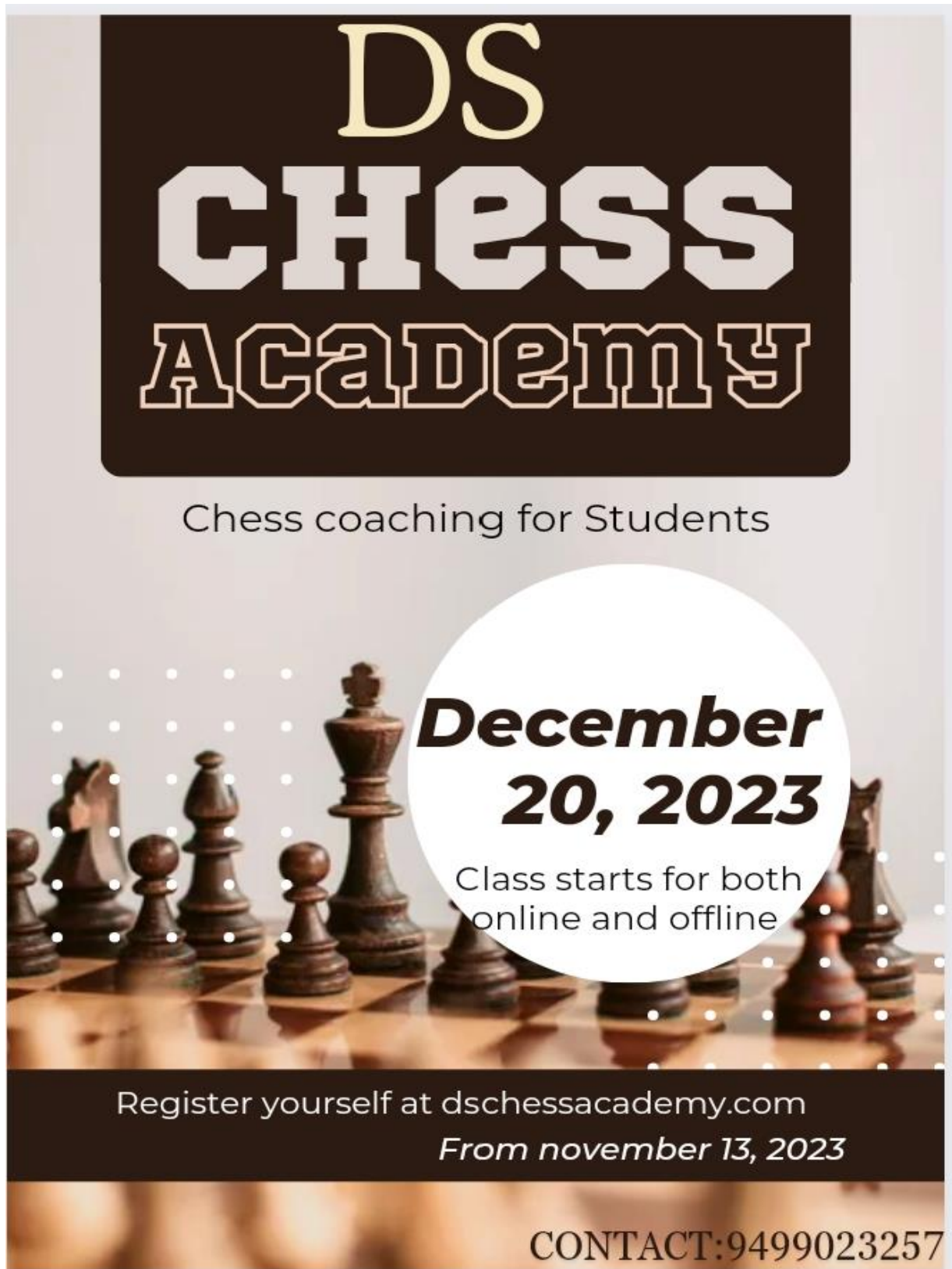
Social media poster for your brand.

My Facebook page link for the brand I have created

<https://www.facebook.com/profile.php?id=61552108024245>



2. Create and design a social media advertisement poster using Canva.



3. Create email newsletter design using MailChimp or canva

Tool.





CRITICLE THINKING

Chess requires players to think critically, analyzing positions, anticipating opponent moves, and planning ahead. This skill translates into improved problem-solving abilities in everyday life.

PATIENCE AND CONCENTRATION

Chess games can be lengthy, requiring patience and unwavering concentration. These qualities are valuable in academic pursuits and professional careers.

MAKING DECISION

Chess teaches decision-making under pressure. Players learn to make informed choices quickly, a skill that's applicable in high-stress situations.



