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**DEPARTMENT** : INDUSTRIAL BIOTECHNOLOGY

**COLLEGE** : GOVERNMENT COLLEGE OF TECHNOLOGY,  
COIMBATORE

**NAANMUDHALVAN  
COURSE** : DIGITAL MARKETING

**NAANMUDHALVAN ID** : 1ACC51DE01DA4D19A744D8916999497A

## ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and word press . Customize the theme design and post new article with 500 words.

Blogspot: <https://prakashshashi370.blogspot.com/2023/10/watches.html>

Word press: <https://watch836.wordpress.com/>

### WATCHES



October 28, 2023

Timepieces of Elegance and Functionality

Watches have been an integral part of human civilization for centuries. These timepieces serve a dual purpose, combining both functionality and fashion. They have evolved from simple sundials to intricate and technologically advanced devices, reflecting changes in technology and society. In this 500-word exploration, we will delve into the history, design, and significance of watches.

Historical Evolution:

The history of watches can be traced back to ancient civilizations. Sundials and water clocks were among the earliest timekeeping devices. The concept of portable timekeeping emerged during the 16th century with the advent of pocket watches. These early watches were large, heavy, and often ornate, a symbol of social status.

However, it was not until the 20th century that wristwatches gained popularity. The First World War played a pivotal role in this transition, as soldiers found wristwatches more practical than pocket watches for coordinating military operations. Over time, wristwatches became an everyday accessory and a statement of personal style.

Design and Craftsmanship:

The design of a watch is a delicate balance between form and function. A typical watch consists of several key components: the case, dial, hands, and movement. The case houses the inner workings, protecting the delicate mechanisms from external elements. The dial, often adorned with numbers or markers, displays the time. Hands, driven

2. Create a new Facebook business page and post one social media poster for your brand.

<https://www.facebook.com/profile.php?id=61551066556585>

C R O N O X  
W A T C H E S

Watch

# SPECIAL OFFER

DISCOUNT

UP TO  
**50%**  
OFF

↓

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

# CRONOX WATCHES

Since 1979  
Where Style Meets Functionality!!



## New collection

### Spring/Summer Trends

We are thrilled to introduce our newest collection, Ben10 watch, where we have seamlessly blended timeless elegance with cutting-edge innovation. Each timepiece in this collection is a work of art, meticulously crafted to redefine your style. Discover the beauty of Ben10 on our website or at our boutiques today.



## Check It Out

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Coimbatore -13.  
[www.cronoxwatches.com](http://www.cronoxwatches.com)

@reallygreatsite

4. Create email newsletter design using Mailchimp or Canva tool.

