

Class Assignment

Digital Marketing (MCA-128)

Q1) Assignment Objective:

- Review case studies of a company, regardless of their affiliation with the IT sector.
- Analyze their digital marketing strategies.
- Evaluate their social media marketing strategies, focusing on preferred platforms.
- Assess the relevance of the POEM framework to their digital marketing journey.
- Identify the paid, owned, and earned marketing tools and channels utilized by each organization.
- Investigate recent digital marketing campaigns undertaken by that organization.
- Examine the impact of utilizing diverse digital marketing tools on the company's brand value, sales, and revenue.

Q2) Explain in detail the P.O.E.M. framework of digital marketing?

Q3) How Digital Marketing is different from Traditional Marketing?