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ಪ್ರಧವನ್ ಇವ್ಸ್ಟ್ ಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ಡಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟಡೀಪ್

(ಕುವಂದು ವಿಶ್ವವಿಧ್ಯಾನಿಲಯದ ಸಂಮಂಗಾವರ್ಗೋಪಟ್ಟರ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾವುಕ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

PES Institute of Advanced Management Studies
(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

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Awareness towards Online marketing

Date of Activity: 05/09/2018

Class: I Semester B.Com

Lecturer Name: Ms. Lathashree M L

Objective:

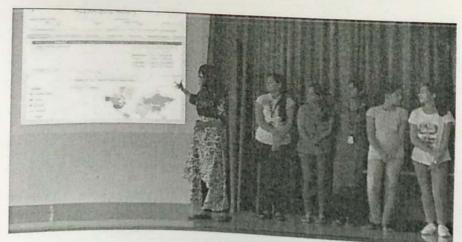
- · To know the importance of online marketing.
- To make the students understand the merits and demerits of online marketing.
- To know how online marketing saves our time in this busy world.
- To make students realize that to what extent the technology has improved.

Rule of this Activity:

- Forming a group and selecting their interested online shopping company.
- Students are instructed to prepare logo of that company.
- Each group should not exceed the 8 members.
- Each group is provided with 20 minutes of time.

Outcome:

This activity really helped my subject since it is related to marketing. After conducting this activity, the students came to know that online shopping has more merits than demerits. They gave a positive response to this.



Incharge Faculty

Head Of Department

4. Saulaling

STUDIES

Principal

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