

Awareness towards Online marketing



Date of Activity: 05/09/2018

Class: I Semester B.Com

Lecturer Name: Ms. Lathashree M L

Objective:

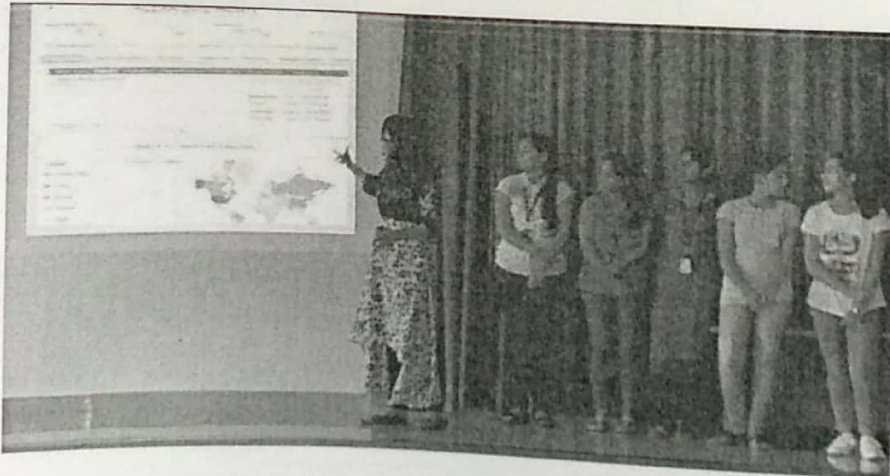
- To know the importance of online marketing.
- To make the students understand the merits and demerits of online marketing.
- To know how online marketing saves our time in this busy world.
- To make students realize that to what extent the technology has improved.

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.



L. S.
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19/10/19
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K. Sankar
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