

**LAL BAHADUR SHASTRI P.G. COLLEGE, MUGHALSARAI, CHANDAULI**

**Class: - B.com 4<sup>th</sup> Sem.**

**Subject: - Digital Marketing (Practical)**

**Assignment Topic:-**

1. Introduction of the Digital Marketing, Digital vs. Real Marketing.
2. Facebook As a digital marketing Platform?
1. You Tube As a digital marketing platform?
2. Write in Detail about SEO.
3. Digital Marketing Budgeting- resource planning, cost estimating, cost control

(Attempt any one of the following question, Approx. 15 to 20 Pages)

**Note: - Compulsory of Every Student**

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(Dept. of Commerce)