

A Study on digital marketing and its impact on revenue generation

By

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Mysore – 570 006

CERTIFICATE

This is to certify that the project work entitled study on digital marketing and its impact

Mba Project Report On Marketing

Rittik Chandra



Mba Project Report On Marketing:

The Project Manager's MBA Dennis J. Cohen, Robert J. Graham, 2001-07-09 Project managers are no longer judged by the technical success of their projects alone. They are also held accountable for their contributions to the company's financial goals. Yet most project managers don't have the business knowledge necessary to make project-based decisions that lead to bottom line success. In this book, Dennis Cohen and Robert Graham, both former university professors and experienced project management consultants, provide the skills that until now could only be gained through a graduate degree and years of hands-on experience. Cohen and Graham walk project managers through basic business concepts such as value creation, accounting, and finance strategy and marketing. They connect these concepts to the decisions project managers face every day. And they make it easy to apply the resulting solutions on the job through a unique business systems calculator. Readers can use the online calculator in conjunction with the book to understand how different project variables affect business outcomes, to determine the overall impact of proposed project changes, and to evaluate the economic results of many decisions they make. Cohen and Graham's principles apply equally to projects in business, non-profit, and government organizations. And each one is illustrated through case studies drawn from a range of industries, including pharmaceuticals, the technology sector, even the winemaking business. Whether the mandate is to get new products to market, improve the infrastructure, or better serve customers and clients, this book teaches project managers how to make day-to-day decisions from an upper management perspective. And it provides a blueprint for planning and pitching potential projects that demonstrates a higher level of business savvy.

Marketing Projects Olivier Mesly, 2020-01-24 Marketing is about placing a new product or service into the market. Projects are about delivering new products and services. The merger of these two fields holds great promise for delivering value to organizations and their clients. Project managers can serve many markets, ranging from investors who fund projects to that of clients who use new products and services. *Marketing Projects* is a guide for helping project managers have projects funded or deliver value to end users. It is also a guide for marketing managers new to the world of project management. The book begins by presenting the basics of both marketing and project management and highlights the aspects that are unique and relevant to both areas. It then explores marketing project feasibility and presents tools for assessing feasibility, which include the 6Ps of project management strategy: The project, 4Ps, plan, processes, people, and power. PRO, pessimistic, realistic, and optimistic scenarios; POVs, points of vulnerability; POE, point of equilibrium; POW, product organization and work breakdown structures; PWP, work psychodynamics. This book illustrates how to use these tools to market new projects to potential sponsors and investors. It then explores marketing projects to end users. Crucial to the success of projects are the relationships between project managers and clients and the way marketing experts implement their strategies. This book explains how project managers can develop meaningful relationships with clients to foster trust and have positive interactions. Project managers excel at managing the processes for delivering new products and services.

Marketers are keenly aware of latent or unconscious needs as well as those developing and emerging and can provide project promoters and managers with exciting ideas This book will help improve the mutual understanding between marketing and project managers an effort ultimately benefiting end users whether they be investors or customers A better work atmosphere and a closer fit between marketing and project management objectives can only serve the interests of investors and end users for whom marketers and project managers conceive and realize projects one way or the other **Entrepreneurship**

Development Prof. Dr. J. Mohanraj, Dr. S. Kanda Prasath, 2021-03-10 Entrepreneurship Development MBA 1st Semester of Anna University Chennai Purchase the e books for MBA 1st Semester of Anna University Chennai published by Thakur

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Projects for Students A. D. Jankowicz, 2013-11-11 The idea for this book came about one Friday afternoon towards the end of a summer term I was giving the third project tutorial of the afternoon The first had been to a BA Business Studies student the second to a part time MBA student and the third to a student registered on the Diploma in Personnel Management

programme and a great variety of issues had been dealt with during the course of the time involved Nevertheless I noticed that some of the material was common to all three students I found myself thinking that I was repeating myself and wanting to get through the basics as quickly as possible so that we could move on to the specifics of each particular project which we both each student and I found more interesting to deal with Unfortunately the basics were precisely those topics which I considered essential to the success of any project What's more they dealt with the sort of material which wouldn't on the whole have occurred spontaneously to many students and so it was a necessary part of my job to go through them One or two could be dealt with by issuing a handout and the student could be referred to the library for some of the rest but there wasn't a systematic written compilation of all the points that I needed to make **COMPLETE MBA** Rittik Chandra, 2013-07-25

COMPLETE MBA is the **ULTIMATE GUIDE** to provide knowledge of the underlying theoretical background and knowledge of management practice This book comprises most important subjects such as 1 BUSINESS ETHICS 2 BUSINESS LAWS 3

BUSINESS COMMUNICATION 4 ORGANIZATIONAL BEHAVIOUR 5 FINANCIAL MANAGEMENT 6 BANKING 7

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MANAGEMENT 11 INTERNATIONAL BUSINESS 12 RESEARCH METHODS IN MANAGEMENT 13 ENTREPRENEURSHIP

The major objectives of this book i.e. **COMPLETE MBA** are as follows Foster knowledge of different business administration and management disciplines Appreciate the practice of management Develop critical thinking and analytical skills Develop problem solving and decision making skills Understand team dynamics and team work in the workplace Develop skills to write succinct reports and present reports to stakeholders Make students career ready for positions in business and

management **Needs-Based Market Segmentation Strategies** James R. Taylor, 2021-12-06 Wouldn't it be great if you had a tool for accurately predicting businesses' future successes or failures and winners or losers based on something other than historical facts and figures about those businesses? Written by a leading business school professor, this book presents business executives, investors, students, educators, and others with that tool. Market Segmentation is the division of businesses' potential customers into groups based on a wide range of characteristics including demographics, income, and education levels, interests, and more. And Needs-Based Market Segmentation as presented in this book is an innovative form of market segmentation that allows accurate forecasts of businesses' future competitive performance, successes, and failures, winners and losers, by measuring today's consumer and business needs. This book is the result of requests from students and business executives to have a document that summarizes material the author, Professor James R. Taylor, presented in MBA classes and executive education programs during his over forty-year teaching and research career at the University of Michigan's famed Ross School of Business. The book is cleverly written as a recounting of the real-life progression of a business school student named Bob as he learned about the Needs-Based Market Segmentation process in school and then used that process to make millions in the stock market and retire early. Are you the next Bob? Read and find out. **Qualitative Research in**

Marketing and Management Chris Hackley, 2019-12-09 This is a practical and accessible yet sophisticated introduction to interpretive methods for doing qualitative research projects and dissertations. Bringing together concepts of qualitative research from ethnography, phenomenology, critical discourse analysis, semiotics, literary analysis, postmodernism, and poststructuralism, this textbook offers an accessible and comprehensive introduction to the subject. Utilising a uniquely pragmatic approach, it bridges the gap between advanced specialised books on research traditions with more general introductory business research books. This new edition has been fully updated to include new examples, explorations of the field, and an improved pedagogy with better exposition of key issues and concepts as well as more schematics and diagrams to aid understanding. The first half of the book considers the practicalities of research and writing a research project, including the craft of academic writing, the critical literature review, the role of the independent research project as part of university courses, suggested projected structures, standards of academic scholarship, and the main techniques for gathering qualitative data. The book's second half deals with abstract concepts and advanced theory by looking at key theoretical traditions that guide the interpretation of qualitative data. It is perfect for advanced undergraduate and postgraduate students of marketing, management, consumer behaviour, and research methods. It will also be useful as a primer for practitioners in qualitative research. **Market Research in Health and Social Care** Mike Luck, Rob Pocock, Mike Tricker, 2003-09-02 The shift to managed markets has meant that whilst planners and purchasers of health and social services seek information on needs, managers who provide these services seek information on performance and response. Market research contributes to both. This text is a comprehensive and rigorous introduction to the relevance, planning, and

management of market research in the areas of health and social care that have developed in Britain and most other industrialised countries It features an explanation of how managed markets provide the context for market research a comprehensive guide to choosing the appropriate survey method recommendations for commissioning monitoring and implementing results practical advice on producing successful student projects a comparative international perspective Intended for managers and students of public sector management and marketing this outstanding book contains instruction on research methods practical advice for managers and professionals on how to commission monitor and implement the results of market research and an excellent selection of case studies **University of Michigan Official Publication**

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Peterson's,2013-12-20 Peterson s Graduate Programs in Business Education Information Studies Law Social Work 2014 contains comprehensive profiles of more than 11 000 graduate programs in disciplines such as accounting finance business administration management education human resources international business law library information studies marketing social work transportation management and more Up to date info collected through Peterson s Annual Survey of Graduate and Professional Institutions provides valuable data on degree offerings professional accreditation jointly offered degrees part time evening weekend programs postbaccalaureate distance degrees faculty students requirements expenses financial support faculty research and unit head and application contact information There are helpful links to in depth descriptions about a specific graduate program or department faculty members and their research and more Also find valuable articles on financial assistance the graduate admissions process advice for international and minority students and facts about accreditation with a current list of accrediting agencies

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