

A Study on digital marketing and its impact on revenue generation

By

Mamidipaka Manohar

IV Semester MBA

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Vinay Rao**

**Project Report submitted to the University of Mysore in partial fulfillment
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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 Publication available on Google Play Books These e books are tailored to align with the curriculum of Anna University and cover all subjects With their comprehensive content and user friendly format these e books provide a valuable resource for MBA students Access them easily on Google Play Books and enhance your learning experience today

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 PRODUCTION MANAGEMENT 8 MARKETING MANAGEMENT 9 PROJECT MANAGEMENT 10 HUMAN RESOURCE 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

Business Research 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 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

US Black Engineer & IT, 1998-10 **CompetitiveEdge: A Guide to Business Programs** 2013 Peterson's, 2013-04-15 Peterson's CompetitiveEdge A Guide to Graduate Business Programs 2013 is a user friendly guide to hundreds of graduate business programs in the United States Canada and abroad Readers will find easy to read narrative descriptions that focus on the essential information that defines each business school or program with photos offering a look at the faces of students faculty and important campus locales Quick Facts offer indispensable data on costs and financial aid information application deadlines valuable contact information and more Also includes enlightening articles on today's MBA degree admissions and application advice new business programs and more

Business Research Projects A. D. Jankowicz, 2013-11-11 about management research has developed and made a more prominent appearance in the relevant literature Both the Academy of Management Review and Management Education and Development have devoted complete special issues to these topics in their impact on theory building and research see section 6.5 While the latter journal continues its editorial team have decamped to set up a new periodical Management Learning which emphasizes current thinking about management research This the New Paradigm postmodern analysis call it what you will is an epistemology whose relevance I argued in my first edition and continue to emphasize in Chapter 6 of the present The appreciation of qualitative approaches to the understanding of organizational life has increased during the last four years approaches seen as complementary to quantitative analysis by many a substitute by some The appearance of the second edition of Miles and Huberman 1994 indicates the growing importance attached to qualitative analysis by many management researchers and I have mentioned some of the techniques they advocate at relevant points in Part Three of this book without attempting or indeed being able to replicate their magnificent work Discourse analysis biography and hermeneutic analysis are among the recent approaches to which pointers are provided in Part Three Similarly the value of arguing a case rather than testing a thesis has been emphasized for some forms of Diploma and MBA work see section 6.4

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British Universities' Guide to Graduate Study, 1992 University of Michigan Official Publication, 1965

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General Register University of Michigan, 1964 Announcements for the following year included in some vols

Case Studies in Marketing Sidharth Balakrishna, 2011 Highly readable and up to date this casebook provides marketing students with the opportunity to gain valuable experience in case analysis through active participation and discussions This book is a collection of twelve cases drawn from different sectors like FMCG automobiles and petroleum

Marketing, 6th Edition Greg Elliott, Sharyn Rundle-Thiele, David Waller, Edward Bentrutt, Siobhan Hatton-Jones, Pete Jeans, Stephanie Joshua Anandappa, Pauline Campbell, 2023-10-23 Designed for first year students Elliott's Marketing 6th Edition offers students the perfect mix of marketing theory strategy and practice This concise yet comprehensive title contains an abundance of real world insights explanatory diagrams and practical examples to clarify foundational marketing concepts Students using Marketing 6th Edition will gain understanding and the requisite tools to practically apply their knowledge and skills throughout their

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