subject name : digital marketing

1. Identify one product category example - Shoes / Food / Apparels / payment apps, Airlines, Automobiles, telecom companies etc. I would say airlines

2. Understand the market strategies of various brands in that category.

3. Now imagine yourself (Launching a new product in that category)

4. Mention all the steps you will take for Introducing your new product to the market along with digital marketing strategies (from awareness creation to sales)

5. You can give name to your brand / can create logo / can give tagline

6. You can also do SWOT analysis if required of that brand

7. Come out with some new / Innovative strategies to promote that brand

8. If required, you can create an ad campaign also for that brand

9. This is 10 marks assignment

10. Your report should be of around 35-40 pages maximum

11. names are supposed to be given in advance. 1

2. Presentation would be planned post assignment submission

 13. Last date of submission would be 1st August 2024 