



ADIKAVI NANNAYA UNIVERSITY: RAJMAHENDRAVARAM
Single Major B.Com. Computer Applications (w.e.f:2023-24A.B)

SEMESTER-III

COURSE 8: DIGITAL MARKETING

Practical

Credits: 1

2 hrs/week

LIST OF EXPERIMENTS

1. Digital Marketing Implementation in Business Scenario
2. Create the Digital Marketing Webpage
3. Conducting the Search Engine Optimization and Search Engine Marketing
4. Using Google Analytics to analyze website performance
5. Creating Promotional banner through Canva
6. Face book Promotion using banners
7. Creating YouTube Channel for Marketing
8. Twitter Marketing
9. Instagram Marketing
10. Email Marketing