

Shivaji College, University of Delhi-110027

Department of Commerce

SEC Digital Marketing Semester-II

UPC-(2926000002)

Faculty Name: Ms. Yogita Rani Negi

Assistant Professor, Shivaji College, University of Delhi

Maximum Marks: 20 (Full Practical)

Submission Format: Written Answers + Presentation (PPT) + Video Recording (with Editing) + Digital Presentation with monetisation and Self Business Idea Pitching+ Test and Assignments.

Part-I

Create a Self-Advertisement Imagine you have started your own business. Design an advertisement for your business, highlighting its key features, target audience, and unique selling proposition (USP). Your advertisement should be creative, persuasive, and real enough to attract potential customers? Prepare both the content and design of the advertisement, and explain how you used digital marketing strategies such as social media, SEO, or email campaigns to amplify its reach ?Include edits or iterations you would make to enhance its effectiveness. (20 Marks)

Shivaji College, University of Delhi-110027

Department of Commerce

SEC Digital Marketing Semester-II

UPC-(2926000002)

Faculty Name: Ms. Yogita Rani Negi

Assistant Professor, Shivaji College, University of Delhi

Maximum Marks: 20 (Full Practical)

Submission Format: Written Answers + Presentation (PPT) + Video Recording (with Editing) + Digital Presentation with monetisation and Self Business Idea Pitching+ Test and Assignments.

Part-II

Q2: Digital Business Pitch - Mapping Out a New Venture: Assume that you are planning to start a new business in the digital space. Create a business pitch that outlines the core idea of your business, the problem it solves, the target market, and how you plan to reach that market using digital channels? Present a digital map of your business plan, highlighting strategies for launching and scaling it in the online world (e.g., social media platforms, content marketing, or influencer collaborations). (20 Marks)

Shivaji College, University of Delhi-110027

Department of Commerce

SEC Digital Marketing Semester-II

UPC-(2926000002)

Faculty Name: Ms. Yogita Rani Negi

Assistant Professor, Shivaji College, University of Delhi

Maximum Marks: 20 (Full Practical)

Submission Format: Written Answers + Presentation (PPT) + Video Recording (with Editing) + Digital Presentation with monetisation and Self Business Idea Pitching+ Test and Assignments.

Part-III

Q3: Monetizing Your Business Idea. Think of a business idea that you are passionate about, and describe in detail how you would monetize this idea? Outline the revenue model for your business, discussing strategies such as subscription models, advertising, affiliate marketing, or selling products/services? What digital marketing tools would you use to drive traffic and sales, and how would you measure the success of your marketing campaigns? (20 Marks)

Shivaji College, University of Delhi-110027

Department of Commerce

SEC Digital Marketing Semester-II

UPC-(2926000002)

Faculty Name: Ms. Yogita Rani Negi

Assistant Professor, Shivaji College, University of Delhi

Maximum Marks: 20 (Full Practical)

Submission Format: Written Answers + Presentation (PPT) + Video Recording (with Editing) + Digital Presentation with monetisation and Self Business Idea Pitching+ Test and Assignments.

Part-IV

Q4: Test: Explain Search Engine Optimization (SEO) Strategy for Your owned assumed Business. Assume your business is heavily reliant on online presence. Develop a search engine optimization (SEO) strategy for your business to ensure high visibility in search results? Discuss on-page and off-page SEO techniques you would employ and how these would improve your website's ranking? Additionally, explain the potential scope of SEO for growing your business and increasing its customer base. Assignment Representation of Presentation Submission: Create a running or video moving PowerPoint Presentation (PPT) Prepare a presentation based on your answers to Q1-Q4, summarizing your business idea, advertisement strategy, and digital marketing approach. Submit a Video Recording: Record a video of your presentation, ensuring you incorporate editing elements such as graphics, transitions, and text to enhance your delivery. The video should demonstrate how you intend to market your business idea digitally, including monetization strategies? Detailed Monetization Process: In your presentation, explain the detailed process of how you will monetize your business, with specific focus on digital channels and tools. (20 Marks)

Important: PPT and video recordings are mandatory as part of your submission. Creativity, digital marketing strategies, and practical application will be key assessment criteria. Ensure your answers are well-researched, drawing from real-life examples of successful digital marketing campaigns and businesses.