


<b>This document is apart of Main Course File</b>		<b>DocumentNo.:CFM-8</b>	
		<b>SARDARVALLABHBHAIPATELEDUICATIONSOCIETY MANAGED</b>	
		<b>N.G.PATEL POLYTECHNIC</b>	
		<b>INFORMATIONTECHNOLOGY DEPARTMENT</b>	
<b>ASSIGNMENTS</b>			
<b>Course Name (With Code): Essentials Of Digital Marketing(4341601)</b>			
<b>Semester/Year: Fourth/Second</b>			
<b>AssignmentNumber: 1<sup>st</sup></b>			
<b>Assignment CO Number: 4341601.a</b>			
<b>Sr.No.</b>	<b>Questions related to Course Outcomes</b>		
<b>Part-A</b>	<b>Questionscarrying3 Marks</b>		
1	Define:DigitalMarketing,LandingPage,CTA(CallToAction),PayperClick		
2	Brief about evolution of digital marketing.		
<b>Part-B</b>	<b>Questionscarrying4 Marks</b>		
1	What are the major differences between traditional and digital marketing?		
2	What is Digital Marketing Strategy (Concept)?Explain concept of digital marketing.		
3	Explain Digital Marketing Plan.		
<b>Part-C</b>	<b>Questionscarrying7Marks</b>		
1	Explain P.O.E.M framework in detail.		
2	Explain in skills required in Digital Marketing.		
<b>Prepared By: N.C.Pandya</b>		<b>Signatureof I/C Head ofDepartment</b>	