

BTECH/MTECH MINOR/MAJOR PROJECTS

❖ CSE/IT

Project list of Digital Marketing:

- ✓ Analyse Retail Product Display Ratio of top FMCG Companies
- ✓ Analyse and determine Consumer Buying behaviour for sedan cars in Delhi/NCR
- ✓ Analysis of IT Infrastructure Usage in the Healthcare Industry
- ✓ Associate and Build Relationship with Prospects for a given company
- ✓ Brand Affiliate: Act as a Brand Affiliate Marketer for Triveni Fashions
- ✓ Business Associations and Networking via Key Marketing Initiatives
- ✓ Business Associations: Connect with Prospective Clients through Online Marketing
- ✓ A Detailed Study of Challenges from Upcoming Malls in Delhi/NCR
- ✓ A detailed study on Impact of public relations in corporate organizations.

- ✓ Analysis on Marketing Spend of Restaurants for Zomato
- ✓ Business Association with Prospect Franchisees via Online Media
- ✓ Business Development by Building Hotels Network for a Tourism company
- ✓ Business Networking - Building Client Outreach & Interest through Usage of Professional Networking
- ✓ Build Go To Market Strategy for a leading legal solution provider company
- ✓ Build Social Media Presence for Company Products & Services
- ✓ Building Brand Awareness through Social Media Marketing & Promotions for Company Products & Services
- ✓ Article Writing: Write Attractive Articles on Restaurants and Local Delicacies In & Around Your City
- ✓ B2B Strategic Alliances - Research and Planning