

PROJECT REPORT ON
EFFECTIVE BRAND BUILDING STRATEGY FOR BANKING INDUSTRY
THROUGH ONLINE MARKETING WITH REFERENCE TO CANARA
BANK

SUBMITTED BY

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SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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2022-23


Date:16-08-2023

CERTIFICATE

This is Certified that, Pallavi, (USN 4AL21BA055), MBA Student of "Alva's Institute of Engineering and Technology, Moodbidri", has completed her project work on "Effective brand building strategy for banking industry through online marketing" with special reference to Canara bank Yedapadavu (DP0657) from 17-04-2023 to 27-05-2023.

During this period, interest evinced by her in completing the project work was good. She has found to be keen in learning and displaying good conduct and character.

कृते केनरा बैंक
For CANARA BANK


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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @, Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **PALLAVI** bearing **USN 4AL21BA055** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"EFFECTIVE BRAND BUILDING STRATEGY FOR BANKING INDUSTRY THROUGH ONLINE MARKETING WITH REFERENCE TO CANARA BANK"** is prepared by her under the guidance of **Mr. Guruprasad Pai**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I Pallavi bearing USN 4AL21BA055 hereby declare that the project report entitled "EFFECTIVE BRAND BUILDING STRATEGY FOR BANKING INDUSTRY THROUGH ONLINE MARKETING WITH REFERENCE TO CANARA BANK" has been prepared by me under the guidance of Mr. Guruprasad Pai, Asst. Professor of MBA Department, Alva's Institute of Engineering and Technology. I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Mijar



Signature of the student

Date: 6/09/2023

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EXECUTIVE SUMMARY

This study is conducted on” **EFFECTIVE BRAND BUILDING STRATEGY FOR BANKING INDUSTRY THROGH ONLINE MARKETING WITH SPECIAL REFERENCE TO CANARA BANK**”. This project report provides the information about brand building strategy implemented by bank.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand strategy implemented by bank through online.

In the 1st chapter you will find the details about the industry and company profile of CANARA BANK YEDAPADAVU, vision, mission and SWOT analysis.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the bank.

The chapter 5 is about the findings, suggestions and conclusion of the project.

In the end bibliography and annexure are attached relating to the project.