

A Project Report on

**“A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BRAND
AWARENESS WITH REFERENCE TO MEDOPHARM, MALUR”**

BY

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USN: 4AL17MBA19

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Prof. Johnson FERNANDES

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May 2019

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CERTIFICATE**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr. **Muniraju M** **USN No: - 4AL17MBA19** Student from Alva's Institute Of Engineering and Technology Mangalore has undergone Project Work in our Organization from: - **03-01-2019 to 16-02-2019**.

He has done his Project with respect to a study on
"Digital Marketing and Its Impact on Brand Awareness" at MALUR.

During his Project period, He was found to be hard Working.
Sincere.

We wish him all the best.

For **MEDOPHARM**

Authorized Signatory



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Certificate

This is to certify that **Mr. MUNIRAJU M** bearing **USN 4AL17MBA19** is a bonafide student of Master of Business Administration program(2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "**A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BRAND AWARENESS WITH REFERENCE TO MEDOPHARM**" is prepared by him under the guidance of **Prof. Johnson Fernandes**, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes
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EXECUTIVE SUMMARY

This project is based on the study on “**A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BRAND AWARENESS WITH REFERENCE TO MEDOPHARM, MALUR**”. This study very much helpful to the researcher to know the Customer satisfaction of the firm. Here the objectives of the study included; to understand the current existing practice of Customer satisfaction towards Medopharm Malur. To study the significance of Digital Marketing and its impact on brand awareness at Medopharm Malur. To find the effectiveness of clients satisfaction followed by Medopharm Malur.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, and objectives of the study, need for the study, scope of the study, methodology adopted literature review as well as limitations of the study. The first chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitor's information, future growth and prospects.

The third chapter includes theoretical background of the study, The fourth chapter includes the data analysis and the interpretation where analysis is done The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.