



Savitribai Phule Pune University
सवित्रीबाई फुले पुणे विद्यापीठ



A

Project Report

On

**“DIGITAL MARKETING AS KEY DRIVER
FOR SALES IMPROVEMENT”**

Submitted To

Savitribai Phule Pune University, Pune

For the Partial Fulfillment of MASTER OF COMMERCE

Submitted By

KHAMKAR DIPALI RAJENDRA

M.com II

Under The Guidance Of

Dr. Liyakat R. Sayayd

ARTS, COMMERCE AND SCIENCE COLLEGE

Sonai Tal- Newasa Dist- Ahmednagar

2023-24



Mula Education Society's

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Certificate


This is to certify that project report entitled “**DIGITAL MARKETING AS KEY DRIVER FOR SALES IMPROVEMENT**” is written and submitted to SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE by **Miss. Khamkar Dipali Rajendra** in the partial fulfillment of requirement for the award of Masters Degree in commerce. This is her original work carried out under the guidance and supervision of project guide. We further certify that the best of our knowledge and belief, the matter presented in this project is bona-fide and has not been submitted to any other degree, diploma or membership.

DATE: 04/05/2024

Place: Sonai


Project Guide


External Examiner


Head of Department


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STUDENT DECLARATION

I the undersigned, hereby declare that the project report entitled **“DIGITAL MARKETING AS KEY DRIVER FOR SALES IMPROVEMENT”** written and submitted by me to the SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE towards the fulfillment of requirement for the award of the degree of MASTER OF COMMERCE under the guidance of **Dr. Liyakat R. Sayad** it is my original work and the conclusion drawn there in are based on the material collected by myself.

Place : *Sondal*

Date : *04-05/2024*

Miss. Khamkar Dipali Rajendra