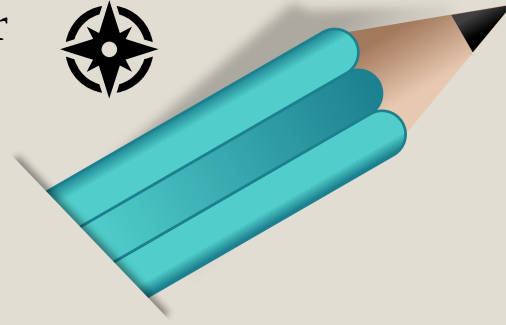




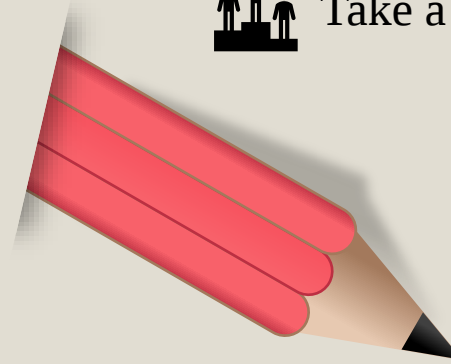
Pooja Gupta
MBA PM-11
Roll No-0195



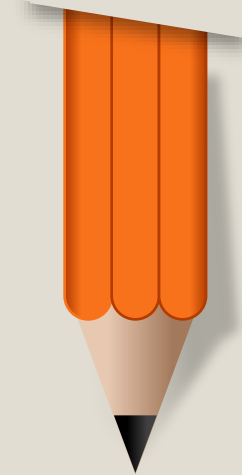
Sell products or
services online



Take a business online



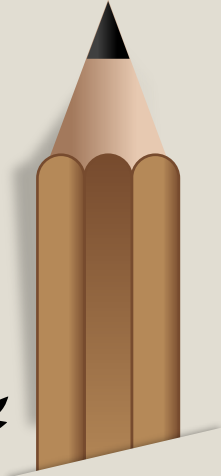
Make it easy for people
to find a business on
the web



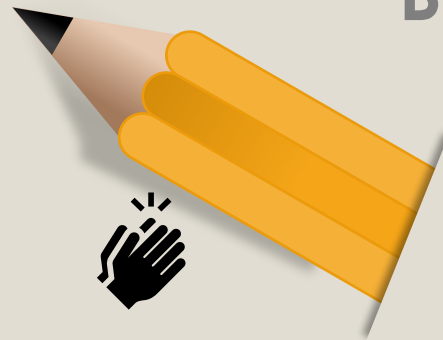
Why Digital Marketing is Beneficial?



Track and measure
web traffic



Reach more customers
with advertising



Reach more people locally, on
social media, or on mobile



About
the
Course

Some may complete it at record speed, particularly if you are able to skip topics by passing the quiz.



There are twenty-six topics in total, each containing two to seven lesson videos (most averaged around three or four).



For each topic, Google gives an estimated time it will take to complete it (watching all the lessons and taking the quizzes).



Each video is a person talking to you and delivering the message. Both the man and woman had a nice, smooth, and easily understandable delivery.



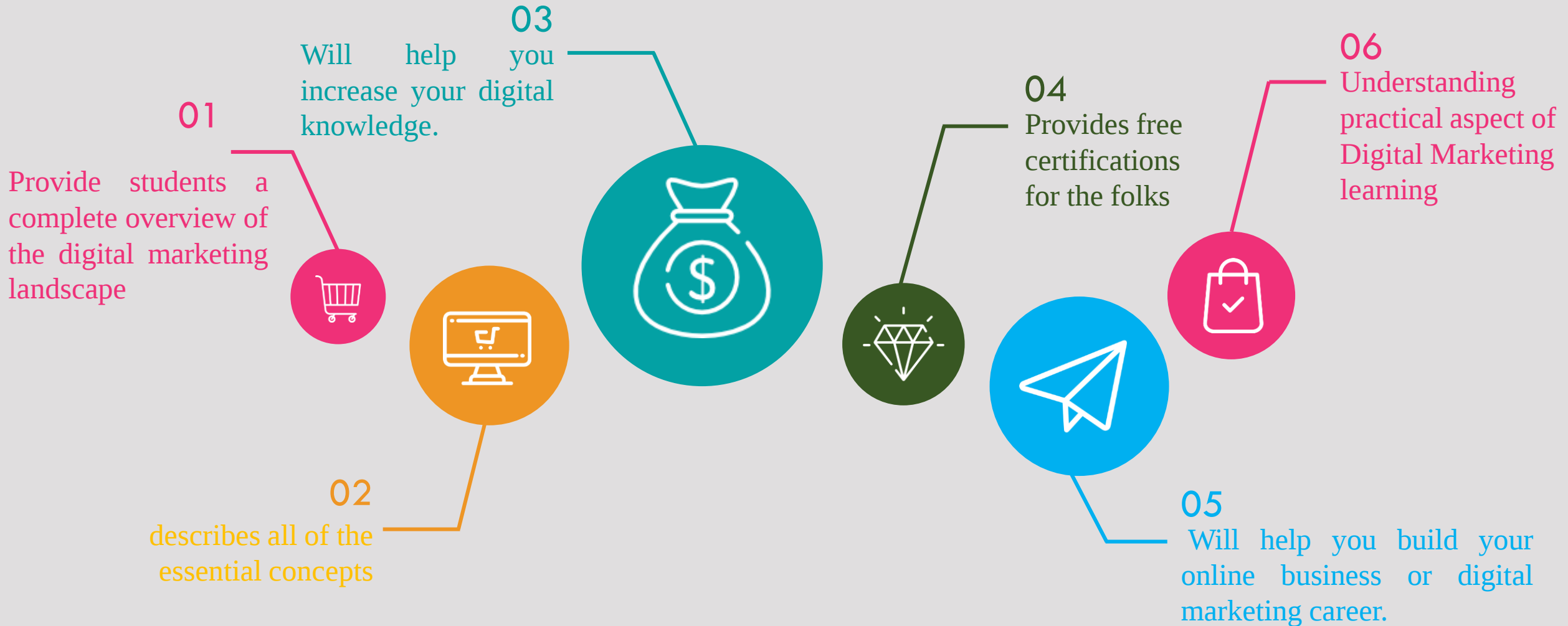
At the end of the topic, there is a quiz of approximately five questions.



This could be beneficial since it means you can listen without needing to view



WHY FUNDAMENTALS OF DIGITAL MARKETING BY GOOGLE





What did I like in this course?



Thank You