

To analyse and evaluate the paradigm shift from the conventional marketing strategy to the new strategic model for nutraceuticals

By

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TO WHOMSOEVER MAY CONCERN

This is to certify that **ANKITA DAS**, student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **VEFA ILAC** from **April 1, 2020 to May 31, 2020**

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific, and analytical.

The Internship is in fulfilment of the course requirements.

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THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the Summer Internship titled **To analyse and evaluate the paradigm shift from the conventional marketing strategy to the new strategic model for nutraceuticals** and put together by **Ankita Das**, Enrollment No. IIHMR-U/02/2019-21/0169 under the oversight of **Dr. Saurabh Banerjee** for grant of MBA in Pharmaceutical Management completed during the period from April 1, 2020 to May 31, 2020 encapsulates my unique work and has not shaped the reason for the honor of any degree, recognition partner transport, cooperation, titles in this or some other foundation or other comparable organization of higher learning.

Signature

Acknowledgement

I am first and foremost appreciative to my organization, Indian Institute of Health Management Research, Jaipur for giving me an open door as summer preparing, which helped me increase an inside and out information on the working of a clinic.

I might want to stretch out my true respects to **Mr. Ajinkya Dalal (Marketing Head, VEFA ILAC)** for giving me such an incredible learning opportunity and for controlling me at each progression, for giving me chances of prudent learning by allocating me anticipates and continually being open for useful conversations and for indicating unmistakable fascination for my late spring preparing and being agreeable and accommodating all through my time at VEFA ILAC.

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ABSTRACT

The purpose of this project is to find out whether in this recent ongoing pandemic situation of COVID-19, the pharmaceutical market is going through any kind of changes from the age old conventional marketing strategies or not.

The new normal out there in the market is DIGITALIZATION, so whether this digitalization is overtaking the powers of the conventional marketing system is all that which serves the purpose of the project.

Furthermore to add with it the purpose also speaks about different ways to go digital and how it can be helpful for generating more advocate customers and make them stick to their brand COGNI 3, a Dietary Supplement for kids.

1. Introduction

The project aims at the paradigm shift from the conventional marketing strategies to the new digital model. The company which provided with the project was VEFA ILAC and the product which was worked with was COGNI 3, a Dietary Supplement for Kids aged between 3-14 years of age. Before starting with the project it was very much necessary to know about the Company and the Product and the next sub-topics will be relating the same.

1.1 About the Company, VEFA ILAC

VEFA is an Istanbul, Turkey based company which is specialized in the research, development and manufacturing of food supplements & cosmetic products.

It has its Sales Market in Western Europe; Eastern Europe; Middle East; Asia; Australia; North America; Africa; Central/South America also in India.

Designated Partners of Vefa Ilac Llp are Khaladdin Guliyev and Diptiman Tripathy.

The main mission of VEFA is that they want to connect through continents and spread the awareness about Pharmaceutical products and how they are the source of wellness for human population.

PRODUCTS:

There products include **MEDICINES, FOOD SUPPLEMENTS FOR CHILDREN, FOOD SUPPLEMENTS FOR ADULTS and VeNatura.**

Medicines include:

Oral Suspensions such as Refcon Advance, Refcon Liquid and Refcon DoubleAction which have their Active Ingredient as Sodium Alginate, Sodium Bicarbonate and Calcium Carbonate.

There is a Vitamin D3 supplement as Oral Drop and Soft Gelatin Capsule which is D-Colefor.

Food Supplement for Children:

In this sector VEFA has its products in Syrup form they are Appetite Plus, BetaKid, Colispas, Bronkhomax and Zinconet C.

Food Supplement for Adults:

This Section includes medicines like Capsules, Soft gel capsules, Tablets, Concentrated Syrups like Hardman, Argimac, Arteasy Astera, Fondomix etc.

VeNatura:

It is the Brand of VEFA under which various Vitamin, Mineral and herbal product supplements are being made.

1.2 About COGNI 3

Cogni 3 syrup is a dietary supplement that helps and supports children with their cognitive abilities i.e., memory, learning and behaviour. It essentially contain Omega 3 fatty acid in it which is mostly of 3 types: ALA (Alpha linolenic Acid) , EPA(Eicosapentanoic Acid), DHA(Docosahexanoic Acid).

Cogni 3 syrup essentially contains EPA and DHA which have powerful health benefits and helps in the brain development of growing children.

EPA:

Body uses EPA to produce signalling molecules called eicosanoids which plays numerous physiological roles and reduce inflammation.

It is found mainly in sea food e.g., Eel, Shrimp, Salmon etc.

DHA:

DHA is an important structural component of our skin and the retinas of our eyes.

Boost heart health by reducing triglycerides and possibly LDL (bad) cholesterol.

Cogni 3 Purity Potency and Freshness: Each batch of Cogni 3 is certified by the International Fish Oil Standards (IFOS). Cogni 3 is packed in specially designed bottle to maintain the freshness of the fish oil throughout its shelf life.

Flu fighting Ability: As the recent Corona virus pandemic is taking the lives of thousands of people worldwide, a medicine which will boost our immunity is essential in our day to day life.

Vitamins such as vit c, vit A, vitB6, vit E, zinc etc are needed in our regular life to boost up our immunity. Along with these DHA is the most essential component which is present in the Cogni 3 syrup which will help in boosting the immunity and help in wellbeing.

Benefits:

- It has Omega 3 which helps in brain development and growth.
- It has significant role in proper functioning of eyes. It helps in proper functioning of Retina which is important for normal healthy eye.
- It also acts as anti-inflammatory and reacts to injury and infections.
- It even protects heart by not letting the bad cholesterol to accumulate in the body.

Proper and optimal omega 3 index should be maintained in body so as to have proper functioning of the body.

Lipomic Healthcare does the only test of Omega 3 index in India which measures the level of EPA and DHA in our blood.

1.3 Overview of Nutraceuticals Market

Nutraceutical is the half breed of 'nourishment' and 'pharmaceutical'. Nutraceuticals, in expansive, are food or part of food assuming a critical job in adjusting and keeping up ordinary physiological capacity that keeps up sound individuals. The chief purposes behind the development of the nutraceutical advertise overall are the current populace and the wellbeing patterns.

The food items utilized as nutraceuticals can be classified as:

- Dietary fiber
- Prebiotics, Probiotics
- Polyunsaturated unsaturated fats (PUFA)
- Antioxidants
- Different sorts of home grown/normal nourishments.

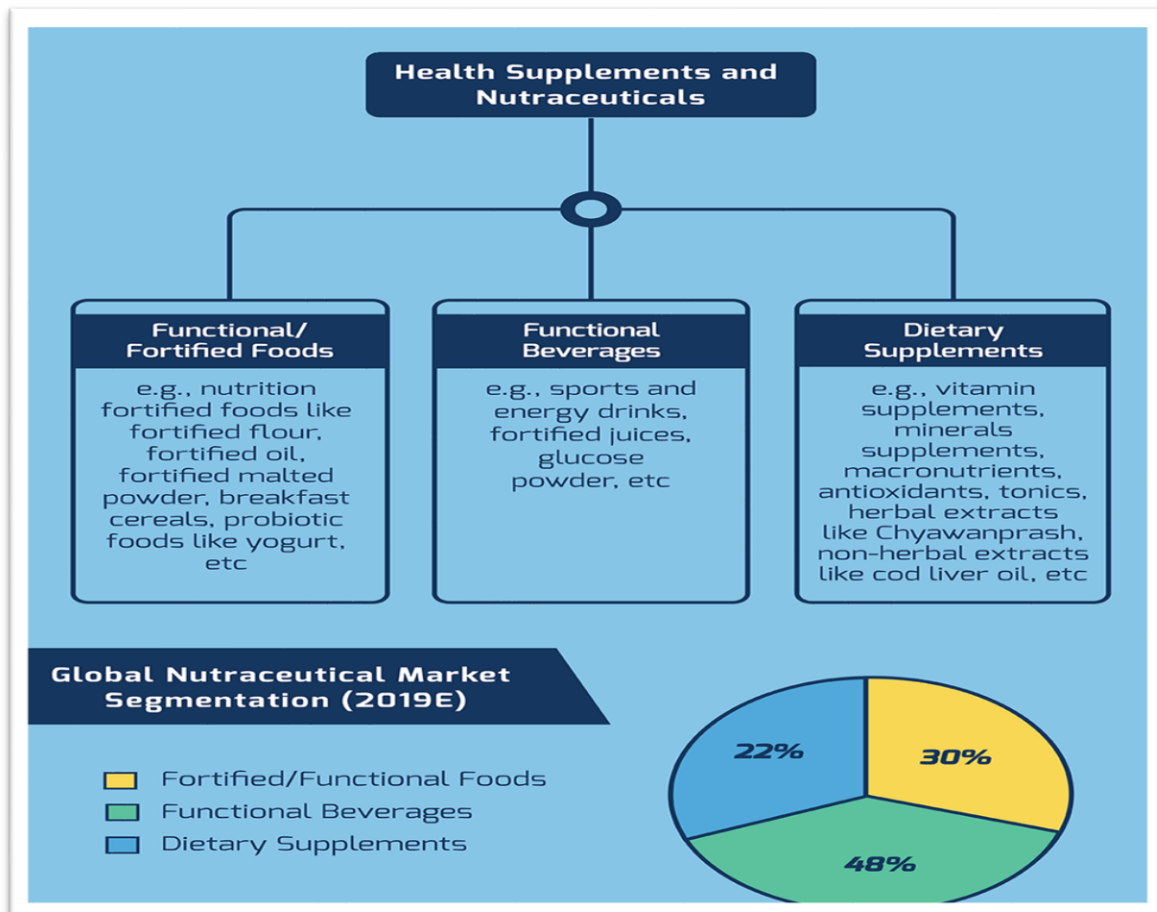
Nutraceuticals are the rising class of characteristic items that makes the line among food and medications to blur. The nutraceuticals of both plant and creature root holds energizing open doors for the food ventures to make novel food items. Wholesome investigations are presently concentrating on the assessment of nourishments for their defensive and infection forestalling potential (Nicoli et al. 1999), rather than negative traits, for example, small scale living being tally, adulterants, unsaturated fats and inorganic contamination fixation (Kaur and Kapoor 2001).

Recurrence of nutraceuticals use is half 70% in built up nations' populace and this number is expanding by the age. Women utilize more nutraceuticals than men. From a wellbeing perspective nutraceuticals are believed items regardless of whether they are not endorsed by specialists like pharmaceuticals. With a ton of nutraceuticals clinical investigations have been done and results beginning from these preliminaries bolster their adequacy just as their general security.

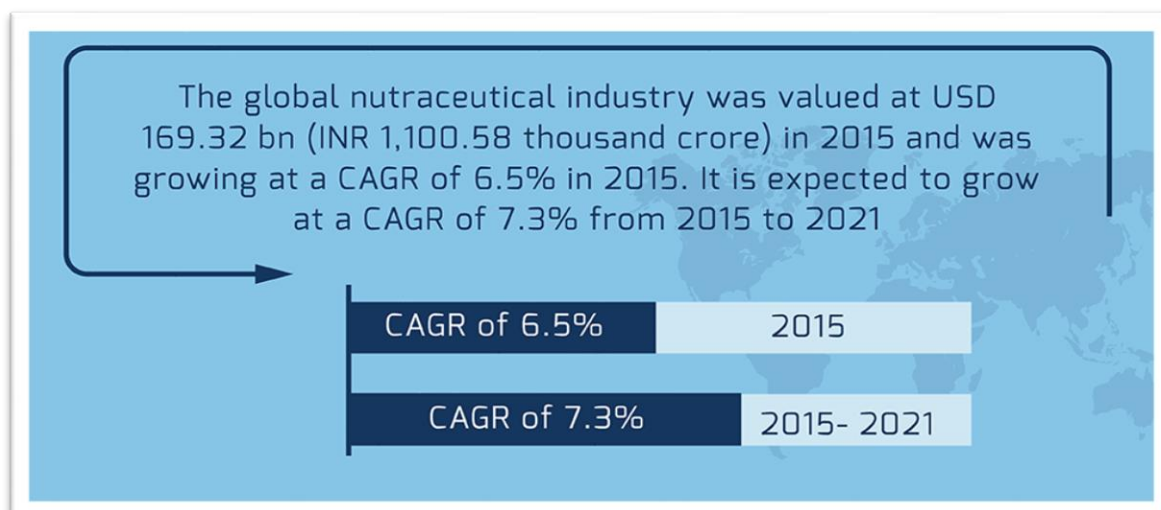
Numerous nutraceuticals have strong impacts and are very sheltered, so their dangers should be described and controlled. Certain symptoms could emerge out of nutraceuticals, including hypersensitive responses, sleep deprivation,

cardiovascular arrhythmias, connections with different nutraceuticals and restorative medications, extreme blood diminishing, and different genuine conditions.

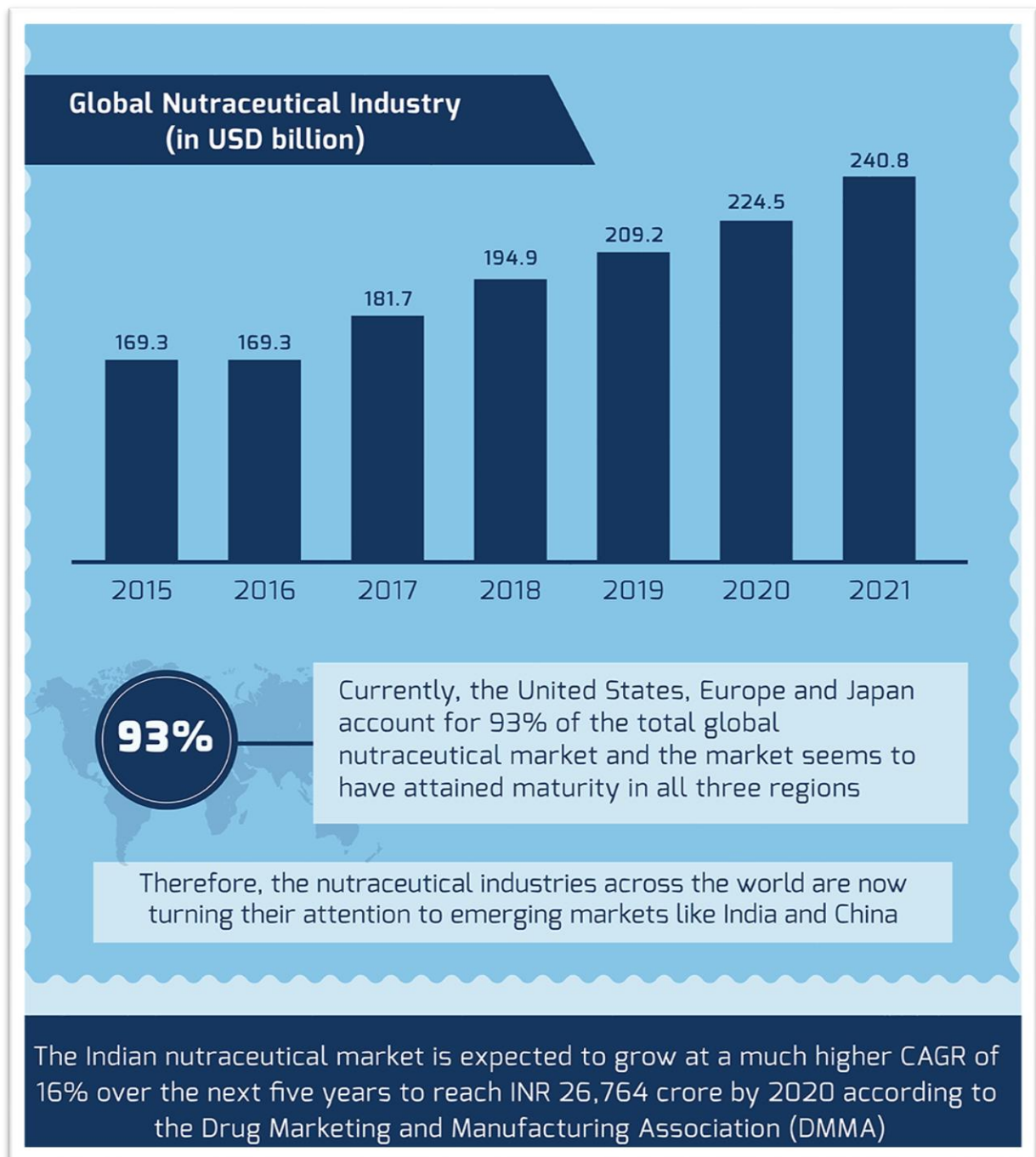
Segmentation of Health Supplements and Nutraceuticals



Global Nutraceutical Market:



Estimated Global Market for Nutraceuticals



1.4 Omega 3 market in India

Indian market for omega-3 polyunsaturated unsaturated fat (PUFAs) fixings is in development phase of its lifecycle. Omega-3 unsaturated fats have been utilized in food stronghold and dietary enhancements from an extensive stretch in India. Customer attention to omega-3 medical advantages and rising extra cash, particularly in urban zones of the nation, will lead the market development later on. It is evaluated that the market will develop by a sound pace of 11.4% CAGR from 2013 through 2020 as far as volume, though regarding esteem it is anticipated to contact US\$29.4 million by 2020 developing at a CAGR of 13%.

Dietary enhancements area is the biggest purchaser of omega-3 fixings as far as volume and worth, trailed by food and refreshment stronghold segment. Fish oil sourced omega-3 fixings rule the dietary enhancements area, while algal DHA oils are driving in food and drink stronghold industry. Opposite end-use application businesses for omega-3 fixings incorporate newborn child nourishment with a critical utilization and pet sustenance with least utilization regarding volume. Pharma and clinical wholesome applications are yet to be created in the Indian omega-3 market.

India is considered as the second biggest market represented a portion of 25.3% in the omega-3 market in 2018, as far as worth, in the Asia Pacific district. Dietary enhancements have seen a steady ascent sought after because of the expanding wellbeing awareness among the expanding grown-up populace in India. As indicated by Nutra fixings Asia 2016, India's high omega-3 inadequacy has become a genuine motivation of medical problems and the ascent in Chronic infections among grown-up populace in India. The investigation additionally specifies that the ascent in untimely births in the nation as of late is because of Omega-3 lack. This has urged the organizations to progressively concentrate on putting resources into the baby recipe section to take into account the wellbeing prerequisites of rashly conceived newborn children in the nation.

The organizations are significantly putting resources into expanding customer mindfulness on omega-3 based medical advantages. At present, the accessibility of omega-3 based practical food and refreshments is altogether low in the nation. As indicated by the National Institute of Health (NIH) 2018, there has been a flood in the dry eye illness cases among the Indian Women because of the low omega-3 utilization. This has likewise urged buyers to expend omega-3 dietary enhancements in the nation.

The general market is grouped into Dietary Supplements and Functional Food and Beverages, with the previous evaluated to involve the bigger lump of around 65% in 2015. Utilitarian food and refreshments are required to develop with a higher development rate. This is because of the expanding perceivability of such items in present day retail designs and limited time exercises through TV commercials.

In 2015, the Indian dietary enhancements advertise was esteemed at US\$ 1.8 Billion. Notwithstanding, with developing mindfulness, number of individuals deciding on dietary enhancements all alone has likewise expanded. Higher buying power has incited Indians to be more wellbeing cognizant and receive a sound eating routine finished with utilization of wholesome enhancements, said **Mr. D S Rawat, Secretary General ASSOCHAM.**

The interest for the nutrient and mineral enhancements may increment later on because of the undesirable dietary patterns and worry in day by day way of life. Individuals may profit by the additional supplements found in these enhancements. A multivitamin and mineral enhancement will help in shielding against occasional supplement setbacks in the eating routine. Because of these reasons the nutrient and mineral market in India is foreseen to develop in the coming years and arrive at an estimation of US\$ 2.1 Billion by 2022, includes the examination.

According to current market division, nutrients and minerals represent a lot of around 40 percent in Indian dietary enhancements showcase followed by natural enhancements (30 percent), probiotic (10 percent), omega-3 unsaturated fats (five percent) and proteins, amino acids and other basic components together record for the rest of the portion of 15 percent.

Dietary enhancements (for the most part nutrients and minerals) are principally delivered by pharmaceutical organizations and are dominantly medicine based, suggested by doctors, nutritionists, rec center educators and other people who go about as significant influencers.

Higher buying power has made individuals more wellbeing cognizant and incited them to embrace a sound eating routine finished with utilization of healthful enhancements.

2. Literature Review

A **WebMD article** says about the **uses of Omega 3 for Children and Teens**. A portion of the youth conditions that have been examined include:

- **ADHD:** Children with ADHD may have lower levels of omega-3s in their bodies than typical, and a couple of little investigations have seen fish oil supplements as a treatment. They found that the enhancements may improve conduct, diminish hyperactivity, and lift consideration in kids under 12.
- **Depression:** Fish oil is frequently utilized as a treatment for despondency in grown-ups; there have been a couple of studies in youngsters as well. One little 2006 investigation of fish oil in discouraged 6-to 12-year-olds discovered it helped their side effects altogether.
- **Diabetes:** One little examination took a gander at kids who were at high danger of creating type 2 diabetes. The specialists found that the individuals who ate a high omega-3 eating regimen were more averse to build up the condition.
- **Asthma:** Omega-3s may diminish aggravation in the aviation routes, which could profit those with asthma. One little investigation of 29 kids with asthma found that those taking fish oil for 10 months had less indications than the individuals who didn't. In any case, different investigations of omega-3s as an asthma treatment have not discovered steady proof that they help.

A NCBI article about Omega 3 Fatty Acid and Nutrient Deficit in Neurodevelopment and Childhood Behaviours says Healthful deficiencies of omega-3 highly unsaturated fatty acids (HUFAs) may effects mental health and neurodevelopmental results. An ongoing meta-investigation of ten randomized controlled preliminaries of omega-3 HUFAs revealed a little to unobtrusive impact size for the viability of omega-3 for rewarding side effects of ADHD in youth. A few controlled preliminaries of omega-3 HUFAs joined with micronutrients (nutrients, minerals) show sizeable decreases in forceful, reserved, and brutal conduct in youth and in youthful grown-up detainees. Meta-investigations report adequacy for burdensome indications in grown-ups, and fundamental discoveries recommend hostile to self-destructive properties in grown-ups, however concentrates in youth are deficient to reach any inferences with respect to state of mind. Dietary acclimations to expand omega-3 and diminish omega-6 HUFA utilization are reasonable proposals for youth and grown-ups dependent on general wellbeing contemplations, while the proof base for omega-3 HUFAs as potential mental medicines creates.

An article in **PubMed about Women and Omega 3 Fatty Acid** writes Omega-3 unsaturated fats (omega-3 FA) are constituents of the films of all phones in the body and are antecedents of privately delivered hormones, eicosanoids, which are significant in the anticipation and treatment of different infections, particularly in ladies. Omega-3 FA are of enthusiasm for probably the most well-known conditions influencing ladies. One instrument basic dysmenorrhea is an upset harmony between calming, vasodilator eicosanoids got from omega-3 FA and proinflammatory, vasoconstrictor eicosanoids got from omega-6 FA. Expanded admission of omega-3 FA can invert the manifestations in this condition by diminishing the measure of omega-6 FA in cell films. An expanded prostacyclin/thromboxane proportion incited by omega-3 FA can encourage pregnancy in ladies with barrenness issues by expanding uterine blood stream. Supplementation with omega-3 FA during pregnancy brings down the danger of untimely birth and can build the length of pregnancy and birth weight by modifying the equalization of eicosanoids associated with work and advance fetal development by improving placental blood stream. Admission of omega-3 FA during pregnancy and bosom taking care of may encourage the youngster's mental health. There is likewise some proof that supplementation with omega-3 FA may assist with forestalling preeclampsia, post pregnancy anxiety, menopausal issues, postmenopausal osteoporosis, and bosom malignant growth. Besides, in light of

the fact that raised triglyceride levels are related with cardiovascular ailment, particularly in ladies; and on the grounds that omega-3 FA affect triglycerides, ladies specifically gain from an expanded admission of these unsaturated fats. This is particularly significant in ladies accepting hormone treatment, which can build triglyceride levels. The nature of the omega-3 FA planning is significant. It ought to have a proper cancer prevention agent content not to initiate lipid peroxidation, and its substance of dioxin and polychlorinated biphenyls (PCBs) ought to be well underneath the built up safe breaking point.

A NCBI article about relationship of DHA with the learning behaviour in healthy child writes Adolescence is a time of mind development and development. The long chain omega-3 unsaturated fat, docosahexaenoic corrosive (DHA), is a significant lipid in the cerebrum perceived as fundamental for typical mind work. In creatures, low cerebrum DHA brings about weakened learning and conduct. In newborn children, DHA is significant for ideal visual and psychological turn of events. The typical admission of DHA among little children and kids is low and a few investigations show upgrades in insight and conduct as the aftereffect of supplementation with polyunsaturated unsaturated fats including DHA. The reason for this survey was to recognize and assess current information in regards to the relationship of DHA with proportions of learning and conduct in sound young youngsters. A methodical inquiry of the writing distinguished 15 important distributions for audit. The inquiry discovered examinations which were assorted in reason and structure and without reliable ends in regards to the treatment impact of DHA consumption or biomarker status on explicit subjective tests. Be that as it may, investigations of mind action announced advantages of DHA supplementation and over portion of the examinations detailed a great job for DHA or long chain omega-3 unsaturated fats in any event one region of comprehension or conduct. Studies likewise proposed a significant job for DHA in school execution.

3. Rationale of the Study

The whole study revolves around the concept of Omega 3 and its daily usage. Cogni 3, the product which was being worked with is a dietary supplement for children aged between 3-14 years of age. Now that it is launched in the market it needs to build its brand image. Due to this lockdown scenario while digitalization becomes the new normal the branding for the product has to be done online. The segmentation, targeting and positioning along with repositioning of the product is done.

Few ideas to enhance the digital presence of the products were also proposed.

Overall a profit and loss statement was also made out of the suggested ideas which might help for further assessment.

4. Objective of the Study

The objective of the study is to find out various ways through which we can enhance our digital presence and create awareness in the mind of the consumers about the product.

Amidst this lockdown scenario there was a loss in the field works which is the main part in any product roadmap journey. So, to compensate for those losses there is a way to go digital.

To sum up the objectives, it says:

- To find out the Segmentation, Targeting and Positioning of the product
Cogni 3
- To find out the GAP in the market and if there is any market in the GAP
- Design the new and adoptable strategic model.

5. Research Methodology

- Study Design

This is an observational study conducted to find out the new and adoptable strategic model for the product COGNI 3

- Type of Study

This is a Qualitative Study conducted where there were no statistical data's but here we were allowed to explore ideas and experience the same in depth.

- Sources of Data

Some sort of secondary data is provided by the organisation i.e., VEFA ILAC and remaining data's were collected from Research Papers, Google, Wikipedia etc.

6. Possible Marketing Plan for Cogni 3

To begin with the marketing plan we have to first find out the SWOT Analysis of COGNI 3 wherein we can understand the scenario and the market opportunities.

6.1 Swot Analysis

➤ **STRENGHT:**

- ✓ Helps in improving cognitive abilities
- ✓ Beneficial for vision
- ✓ Has anti-inflammatory properties and improves immunity
- ✓ Reduces the risk of heart diseases

- ✓ Highly palatable
- ✓ High Absorption Rate.

➤ **WEAKNESS:**

- ✓ Lack presence on the social media.
- ✓ Less awareness among the masses.
- ✓ High costs on marketing.
- ✓ Can only be administered by HCP's.

➤ **OPPORTUNITIES:**

- ✓ To increase presence on the social media.
- ✓ To reach out to the lower income groups with low cost medicines.
- ✓ To target HCP's in Hospitals, Clinics and Govt tenders.
- ✓ To establish strong Supply Chain for increased availability.

➤ **THREATS:**

- ✓ Presence of established players in the market.
- ✓ Increase in the new entrants.
- ✓ Changing policies of the government.
- ✓ Environmental factors.
- ✓ Acceptance by the HCP against the branded product.

6.2 Segmentation, Targeting and Positioning of Cogni 3

SEGMENTATION

In light of the Nutritional prerequisite of various age gathering and item use Cogni 3 can be very much divided into different subtypes, for example, for Healthy Children, Healthy Adolescents and Healthy Adults. The DHA and EPA admission is diverse in various subtypes they are:

- **Healthy Children (ages 4-12):** 2000 mg EPA+DHA every day
- **Healthy Adolescents (ages 13-18):** 2000-3000 mg EPA+DHA every day
- **Healthy Adults (ages 18+):** 3000-4000 mg EPA+DHA every day

As you likely noticed, these admission proposals are significantly higher than those given by other wellbeing associations, who for the most part suggest sound grown-ups take at least 500 mg of EPA+DHA daily.⁵ It is essential to perceive that these progressively humble admission suggestions are proposed essentials, as opposed to proposals for ideal cell wellbeing and working. In addition, these humble admission proposals are educated by research which has generally would in general decide in favor of alert by utilizing littler portions, when we currently have adequate proof that dosages as extensive as 5000 mg for each day are ok for every day utilization and increasingly successful for raising the omega-3 list towards cardioprotective levels.

Sufficient admission of Omega-3 fats is fundamental to keeping up the reasonable creation of the hormone-like substances called prostaglandins. Prostaglandins help direct numerous significant physiological capacities including circulatory strain, blood coagulating, nerve transmission, the incendiary and unfavorably susceptible reactions, the elements of the kidneys and gastrointestinal tract and the creation of different hormones.

Contingent upon the sort of unsaturated fats in the eating routine, particular kinds of prostaglandins might be created in enormous amounts, while others

may not be delivered by any stretch of the imagination. This prostaglandin awkwardness can prompt illness. The job of omega-3s in delivering advantageous prostaglandins may clarify why they have been appeared to have such a large number of medical advantages, including the counteraction of coronary illness, improving subjective capacity and the guideline of irritation.

High dosages of omega-3s have been utilized to treat and forestall state of mind issue, and new investigations are distinguishing their possible advantages for a wide scope of conditions including malignant growth, fiery entrail illness and other immune system ailments, for example, lupus and rheumatoid joint inflammation.

Omega-3s have been seen as fundamental for both neurological and early visual improvement of the child. Omega-3 unsaturated fats effectsly affect the pregnancy itself. Expanded admission of EPA and DHA has been appeared to forestall pre-term work and conveyance, bring down the danger of preeclampsia, and may build birth weight. Omega-3 lack likewise expands the mother's danger of wretchedness. This may clarify why baby blues state of mind issue may turn out to be more awful and start prior with resulting pregnancies.

TARGETING

- Customers inclination chooses the focusing on technique:

For instance, when you attempt to build up an inn, you need to set up a superior lodging in your preferred city. However, inside that city, which zone do you target? On the off chance that it's an excellent inn, at that point you need to focus on the zone which is the most premium.

Your choices will be made on the inclination of clients. So you have to make a focusing on procedure which incorporates client inclination and depends on it.

- Lifetime esteem:

To what extent is the item going to be related with the client? That is to what extent you will be related with a client and that is the client lifetime esteem.

So in such a case, there may be clients who are dynamic clients of rivalry or lethargic clients inside our span. Indeed, even these clients can be focused on.

As indicated by me The organization needs to widen its product offering and brand contributions so as to make the huge exhibit of items under one brand name and through new item offering it needs to build client maintenance and rehash buys.

One technique to actualize this thought is to make different items under a similar brand name and target different age gathering and not just babies or kids between the age gathering of 5-14 years.

On the off chance that Cogni 3 just perseveres in the market, at that point the objective market ought not exclusively be the Doctors however it ought to be Moms and families where youngsters are there.

POSITIONING

Positioning of Cogni 3 should be possible by following routes in the market:

- **Individuals Buy Benefits**

Customers are such that they are more inclined towards beneficial things rather than the normal one's. So, to sell a product the most useful thing is to sell the product in such a way where the customer feels that it is beneficial to buy the product.

- **Pick the correct spot where to advertise**

A mindful way to advertise a product is to pick a healthy spot where the proper advertisement can be done. A proper place will surely attract more number of customers. This attempt is done to make our product look more attractive than the competitors in the market.

- Concentrate On Keeping Your Customer For Life

“Once a customer, always a customer”

Keeping this thing in mind we have to grow our business. In the way of gathering more and more customers we cannot forget our prospect and real customers.

- Offer Freebies

This step is optional where to attract more and more customers we can offer free gifts along with the original product. This might as well increase the interest of the customers.

- Give Your Customers The Inside Scoop

The customers have the full right to know the full specifications about the product. This increases the awareness as well as the sense of trust among the customers which will incline them towards our brand.

- Utilize Content And Social Media Marketing To Your Advantage

Social media plays an important role in advertising one product and reach it out to masses.

Once the product gets launched then we have to decide where and how to market that product. Here is how social media comes into picture. Across the globe millions of person use this social media as a source of information and if we can place our product through various social media platforms then the marketing can be done in an effective manner.

A portion of the advantages of content marketing include:

- More access to qualified leads.
- More channels to sell your item.
- Lower expenses to gain clients.

6.3 Repositioning Cogni 3

Brand Repositioning means changing the current position of the brand.

For example, *Dettol toilet soap* was situated as a delight cleanser at first. This was not in accordance with its basic beliefs. *Dettol*, the parent brand (hostile to septic fluid) was known for its capacity to recuperate cuts and slices. The expansion's 'excellence' situating was not in line with the parent's "germ-kill" situating.

The cleanser, accordingly, must be repositioned as a "germ-kill" cleanser ("shower for tarnished events") and it fared very well in the wake of repositioning.

Repositioning includes changing objective markets or the differential bit of leeway or both. There are four conventional repositioning procedures:

Same item and target advertise, change in the picture of the item

The item might be satisfactory in utilitarian terms however fizzles since it comes up short on the necessary picture. The correspondence radiating from the organization is upgraded.

The promoting message is changed. The specific circumstances and the structure of the settings where the clients come into contact with the organization are changed to mirror the new picture.

An organization should participate in serious interior correspondence to cause its kin to feel distinctively about themselves before they begin anticipating the new picture to the clients. Frequently an organization may roll out shallow outside improvements, for example, in bundling, to pass on this sort of repositioning to its inward and outer clients. They don't work.

Item repositioning

The item is altered to make it increasingly adequate to its current objective market. Client necessities may have changed and the item must be altered to have the option to serve the new needs successfully.

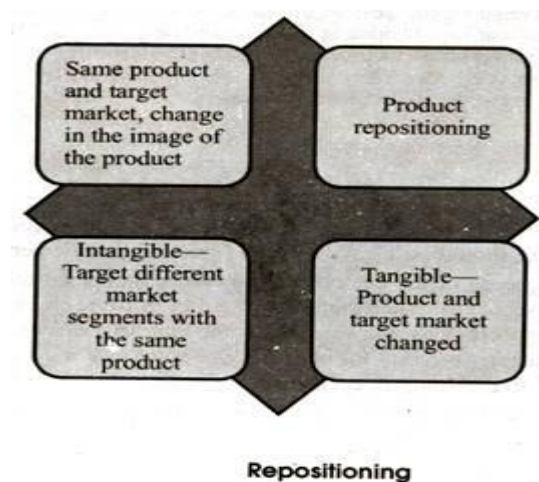
The organization may have procured new assets and skills empowering it to alter the item with the goal that it serves the objective market better.

Impalpable repositioning

The organization targets distinctive market sections with a similar item. The organization can find a section which has necessities, like the prerequisites of the portions it is serving. The organization holds its incentive and offers it to new sections.

Substantial repositioning

Both item and target showcase are changed. An organization may choose to go up or down a market by presenting another scope of items to address the issues of the new objective clients.



Considering the product Cogni 3, there may be barely any approaches to remarket the medication remembering the previously mentioned focuses, they are:

- The method of Advertisement can be changed, moving from the customary showcasing to some online notice with some eye snappy slogans.

For instance Horlicks has this slogan of Taller Stronger Sharper which can focus on the Youth.

Then another method of Advertising is the promotion through Doctors as we find in the advertisement's of Sensodyne and Colgate. Along these lines they accumulate the trust of the clients and their deal increments.

- Segment Oriented Repositioning should likewise be possible in which under a similar brand name different items which target other populace is brought into the market. This may expand the mindfulness about the brand.

For instance under the brand of Horlicks, ladies' Horlicks, youngsters Horlicks, Horlicks bread, nutribar, Horlicks light etc is being produced and sold. This even thusly expands the brand familiarity with the Horlicks.

- Up-Market Oriented Repositioning should be possible to our item by selling and in any event, marking the item in any top clinical sites.
- Door to Door promoting should likewise be possible where the intended interest group can be focused on particularly Mother's who will be dealing with their youngsters' prosperity. In the event that they know, at that point they can consider buying our item.
- Chemist's mindfulness should be possible where the scientific experts ought to be made mindful of our item Cogni 3 so that through them the intended interest group can likewise be made mindful of the equivalent.
- Key Business Leader and furthermore the Key Opinion Leader can be focused on where as in a workshop sort of things can be composed by our organization where attention to the medication i.e., the handiness, benefits, ADR's beginning and end can be examined with the goal that our image every now and again comes into their psyche while recommending.
- As referenced our item is focused on just to Metro urban communities however it ought to likewise be focused to Tier 2 urban areas also where the most extreme populace is there.

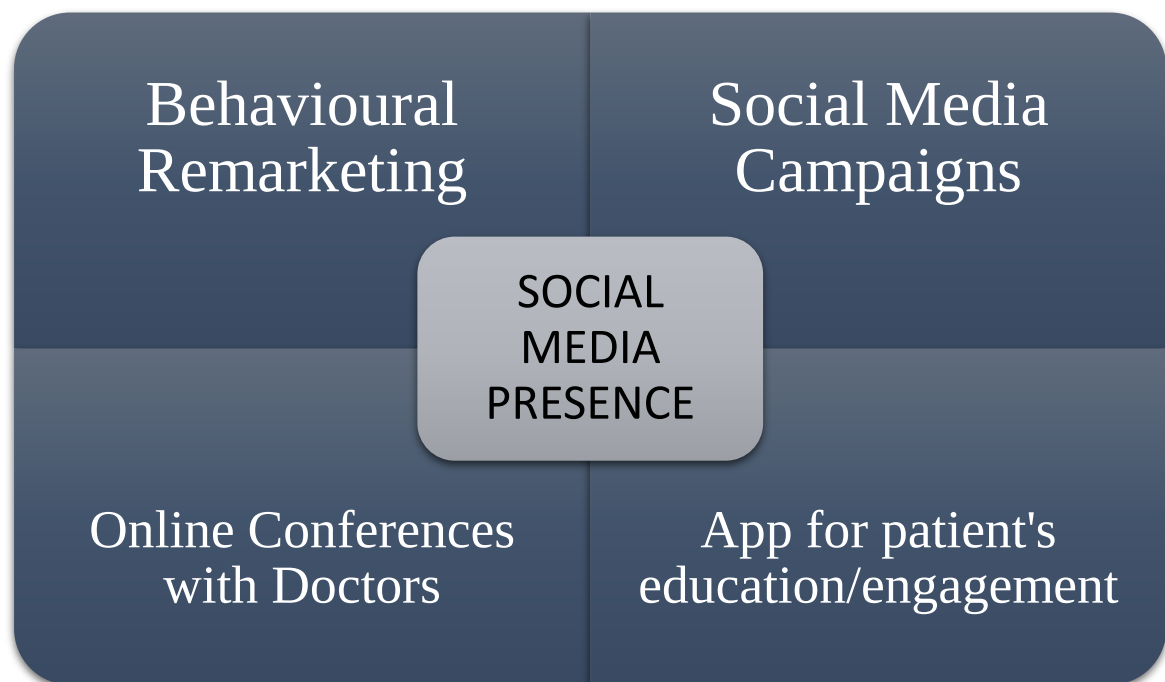
7. Results and Discussions

The various findings about the strategic model using the secondary data have been listed below.

7.1 Marketing Strategies and Tactics

1. To increase the Social Media Presence.
2. To increase In-Clinic Effectiveness.
3. To create Awareness or Brand Image.

1. To increase the Social Media Presence



Behavioural Remarketing

In this the scenario is such that is a patient once come and searches for our product in our particular site then automatically cookies will be generated in his/her device so that when they even go to some other web page a pop up holding the name of our product will be generated there and because of which the brand value might also increase.

Seeing the pop up for a regular basis will eventually cause one or the other time to land up in our products site which increases the popularity.



Figure: Steps in Behavioural Remarketing

Social Media Campaigns:

As the name suggest the Social Media Campaigns speaks about the various activities which are organised so as to increase the leads in all pages of the product i.e., Cogni 3 – The Intelligent Choice in all the available social media platforms i.e., Facebook, Instagram, YouTube etc.

They have been organising various events on special days such as World Autism Day, Mother's Day as well as International Yoga Day.

On Mother's Day various eminent personalities from professional world as well as TV actresses who are also a MOM have participated by sending their testimonial videos which was circulated throughout the social media page.

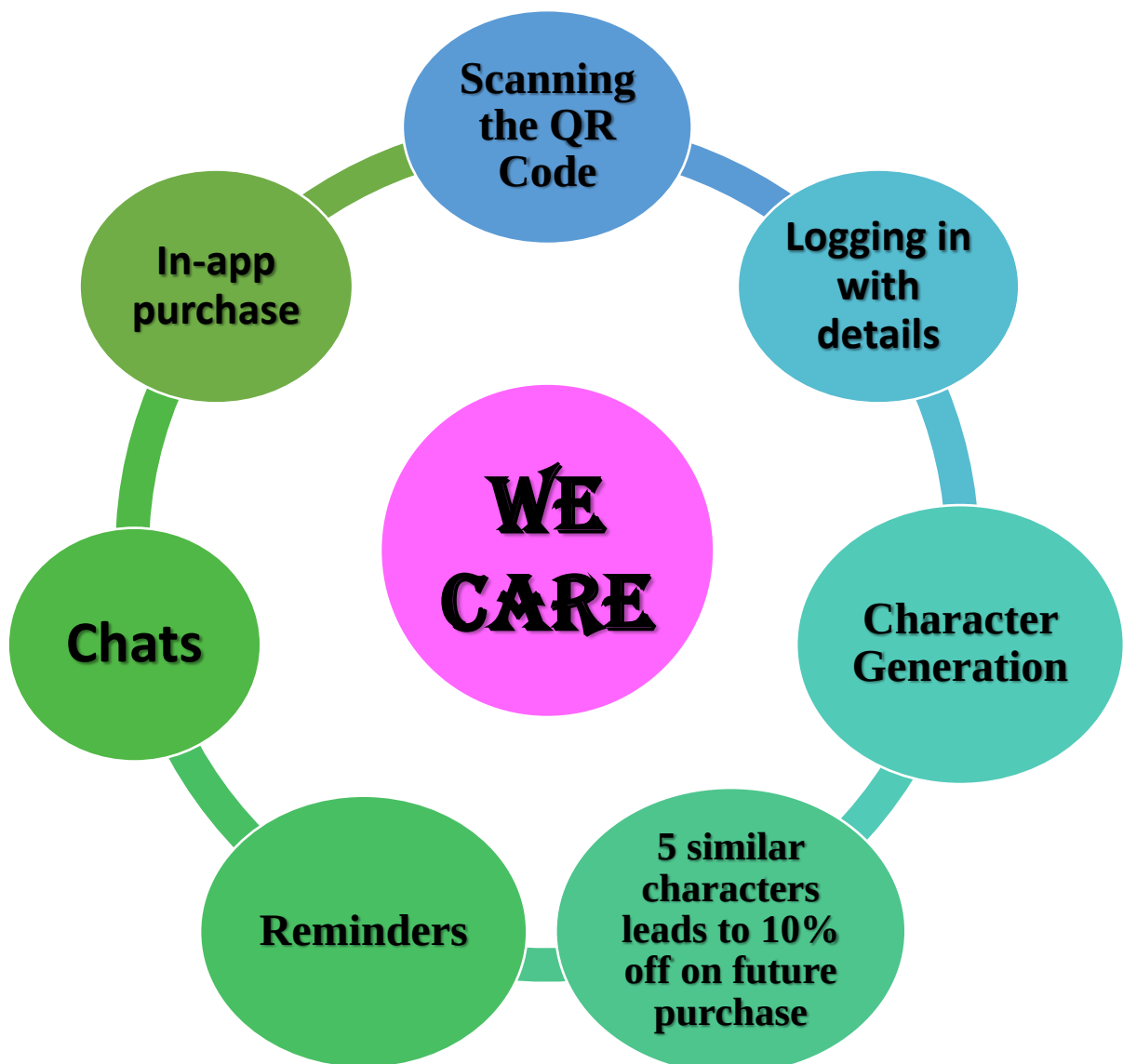
A book named IAmTheBestMom by famous paediatrician Dr. Anuj Rastogi was also launched on Mother's Day and till date more than 1000-1500 mom's have downloaded and read it giving a positive feedback every-time when asked.

This has helped a lot on generating interest about the product not through direct promotion but by indirectly hinting for the same.

Online Conferences with Doctors:

Amidst this lockdown period there were several conferences with various doctors like Paediatricians, General Physicians, Child Psychiatrists etc. Those turned out to be fruitful as this increased the number of viewers of the Cogni 3 website and also effected the prescription behaviour of the doctors.

An App for patients Education or Engagement:



The above figure shows the idea for an app which was suggested for better engagement of the potential customers and the doctors as well.

The app is named as “**We Care**” which suggests the idea that on each pack of Cogni 3 there will be a specific QR Code. Once a customer buys the pack then they have to download the app where they just have to scan the QR Code. By scanning the code they will land up in the login page where they only have to give their name and some phone number.

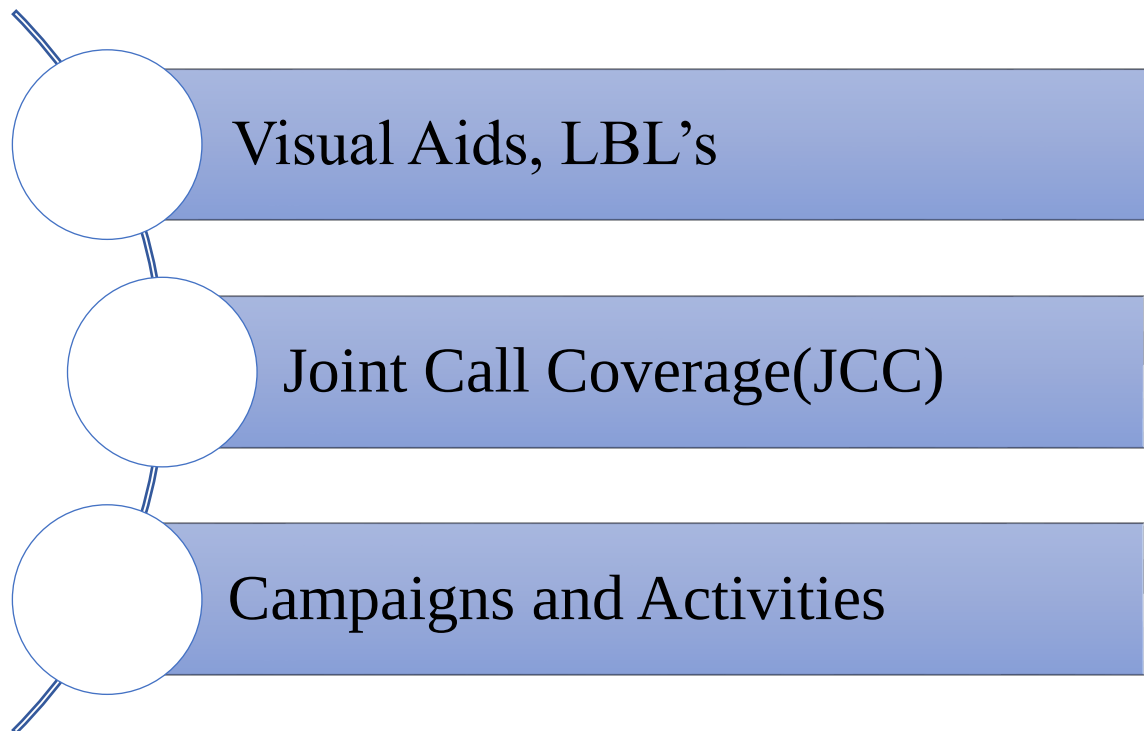
Now comes the point where the engagement of the child using the medicine is done. Once the code is scanned for 10 days every 24hrs a cartoon character will be generated which will quite interesting for the kids. Now you might be thinking what the use for this character generation and how it will be beneficial for the parents. The character generation is simply an attraction for the kids towards the medicine and every 10 days when they will collect 10 different characters at the end there will be an analysis which will show that if the child have collected 5 similar character then there will be 10% off on the next purchase of the medicine. And with the app installed they can order the medicine online without any engagement with any chemist.

The reminder section reminds that after 10 days there will be a necessity to buy another bottle of the medicine. This reminder section helps reminding them to buy one before its late.

There is a specific chat section in the application which helps in keeping a direct touch with the doctors. There will be few advocate doctors for the brand so those doctors will be requested to provide their valuable inputs each time a parent will ask about any query in the chat section. This will help in minimizing the gap between the doctors and the patients and also during this lockdown period when everything is just shut down and people are also scared to go outside and seek for any doctors help, this chat with the doctors via the app will turn out to be very effective.

2. To increase in-clinic effectiveness

To help in brand recall for more sales.



Leave Behind Literature:

This will help making reasonable KBL's and KOL's that will be beneficial for the things accomplishment.

The LBL's help with giving coherent proof of the Quality standards and the prosperity profile of the prescription nearby its affirmation of treatment.

By including LBL's we can draw in the MR's to convince the Doctor's and advance our thing thusly benefitting the Doctor's, patients, and the association.

Joint Call Coverage:

The Joint Call inclusion leaves an effect as the HCP's may have unambiguous conversation about the brand in this manner meeting the desires for the HCP.

Initiative for In-Clinic Effectiveness

Launch with group activity during Joint Call Coverage

Start with delivering inputs

Frequent reminders calls on WhatsApp, Emails and other social media platforms

Campaigning activities

Supplying to hospitals and clinics of HCP's

Long Call : Opening, Interview, Demo, Validation and Closings

Short Calls : Opening, Demo, Closings

Prescription Watch

Campaign on Special days: Mother's Day, International Yoga Day etc

Brand awareness, Reminders, Engagement with various activities

7.2 Marketing Mix

1. Product

- Brand Name: COGNI 3
- Medicine Class: Dietary Supplement for Kids
- Dosage:
 - a. Children of age (5-6 years) should take 1 teaspoonful
 - b. Children of age (7-9 years) should take 2 teaspoonful
 - c. Children of age (10-16 years) should take 2-4 teaspoonfulDosage should be directed by the physician
- Mode of Administration: Orally
- Use: Used for Cognitive Impairment in Kids

2. Price

- The price for COGNI 3 in India is marketed as Rs. 1195/200ml bottle.

3. Place

- Cogni 3 is marketed in India in 12 states including Delhi, Mumbai, Bangalore, Pune, Aurangabad, Gujarat and many more.

4. Promotion

- The special strategies have changed throughout the years and now it includes evidence based showcasing like tributes of the patients, instruction drove advertising.
- Presently a day's primary care physicians have additionally depended on the different stages for accepting and confiding in the items.
- Additionally, they follow the recommending examples of the senior and driving authorities to meet the correct treatment techniques for the patients.

- In difficult stretches like the lockdown in COVID-19, the advanced promoting hacks assume a significant job to pitch our item to the specialists and afterward the Medical reps visit, along these lines having a constructive outcome and building up our KOL's and KBL's.
- Supports, CME's, Community arrangements for item advancements, Offers, Camps, Special Gifts, and so on can be utilized for the advancement.

5. Campaigns and Activities

- On **World Autism Day** a campaign was organised by VEFA ILAC named **COMPANIONSHIP**. The main theme for the campaign was that the autistic children are those who remain very aloof from the society and other people, they tend to enjoy their company only. So to increase the awareness about autism a competition was held where children between the age group of 3-14 years were asked to draw or write a poem or a story or any art/craft thing under the theme of Companionship.

The main aim was to create awareness about Autism and also about Cogni 3 which is helpful for the same.

This increased the followers of the facebook page of Cogni 3 from **0 to 1500**

- The next campaign was on Mother's day. On the occasion of mother's day many well known personalities who are also mothers are invited to share their thought about their journey as a working mother.

25 testimonial videos of well know TV celebs as well as other personalities were uploaded on the page of COGNI 3- The Intelligent Choice.

This increased the lead from 1500 to approximately **2100**.

Apart from this Dr. Anuj Rastogi, a well-known Paediatrician wrote a book **IAmTheBestMom** which also released by VEFA. Over 2000 e-books were downloaded by moms across various states and when the feedback was taken over 1500 have read the book and found it to be quite helpful for their child upbringing.

- The most recent campaign was also launched by VEFA on **International Yoga Day** where **OmAtHome** campaign was done where the children between 3-14 years of age were asked to record a video doing any yoga posture and the best one will be awarded with prizes and certificates. Later a session with Kaveri Banga, Art of Living and International Yoga expert is being organised 6 days a week where the children are being taught yoga by her. More than 150 children are taking part in this everyday session and a positive response has been received from their parents as well. The leads have increased 2489 from 1500 within a month time.
- Various live sessions are also organised so that the product can gain popularity and the awareness can be spread virtually.

Conclusion

If all above strategies and exercises are effectively organised and exercised then the brand might as well gain popularity among masses and will be able to stand alone as the safest and the effective product which is preferred by both the doctors and the parents.

Some of them are already been executed and in digitalization language much of leads have been generated which will profoundly help in the generation of loyal customers at the end.

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10. <https://www.ncbi.nlm.nih.gov/pubmed/15385858>

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Online Course Report

Fundamentals of Digital Marketing

Course Description:

The course **Fundamentals of digital marketing** by **Google Digital Unlocked** is all about how effectively and efficiently someone can use the various aspects of digital marketing to groom their business. Likewise in these COVID-19 pandemic where everything is getting digitalised this simple yet effective course has helped to go into depth about digital marketing and its uses.

Objectives of the Course:

The main objective of the course is to let us know about the various ways by which we can groom our business digitally and also it let us know about the key aspects of each content. A separate quiz after the completion of each module has also been assigned failing which we won't be able to move on to the next module. A final exam was also a part of the course after passing that we can get our certificate. All these has been a part of the learning process and has helped to enhance our knowledge side by side.

Course Contents:

1. What is Digital Marketing?

Fundamentally, advanced advertising alludes to any internet showcasing endeavours or resources. Email showcasing, pay-per-click publicizing, online networking promoting and in any event, blogging are on the whole incredible instances of computerized advertising—they help acquaint individuals with your organization and persuade them to purchase.

2. Digital Marketing Assets

Nearly anything can be an advanced promoting resource. It basically should be an advertising apparatus you utilize on the web. That being stated, numerous individuals don't understand what number of computerized promoting resources they have available to them. Here are only a couple of models:

- Your website
- Logos, symbols, abbreviations, and so forth
- Video content (video promotions, item demos, and so on)
- Pictures (infographics, item shots, organization photographs, and so forth)
- Composed substance (blog entries, eBooks, item depictions, tributes, and so on)
- Online items or instruments (SaaS, adding machines, intelligent substance, and so forth)
- Audits
- Web based life pages

As you can most likely envision, this rundown just starts to expose what's underneath. Most advanced showcasing resources will can be categorized as one of these classes, however cunning advertisers are continually thinking of better approaches to arrive at clients on the web.

3. Digital Marketing Strategies

The rundown of advanced advertising methodologies is likewise continually developing, however here are a portion of the techniques most organizations are utilizing:

Pay-Per-Click Advertising

Pay-per-click (PPC) publicizing is really a wide term that covers any kind of computerized showcasing where you pay for each client who taps on a promotion. For instance, Google AdWords is a type of PPC publicizing called "paid inquiry promoting" (which we'll go over in a second). Facebook Ads are

another type of PPC promoting called "paid online life publicizing" (once more, we'll get into that in a matter of seconds).

Paid Search Advertising

Google, Bing and Yahoo all permit you to run text promotions on their Search Engine Results Pages (SERPs). Paid pursuit publicizing is probably the most ideal approaches to target potential clients who are effectively looking for an item or administration like yours.

Website streamlining (SEO)

In the event that you would prefer not to pay to appear in the SERPs, you can likewise utilize site design improvement (SEO) to attempt to rank pages or blog entries on your website naturally. You don't need to pay legitimately for each snap, yet getting a page to rank for the most part takes a considerable amount of time and exertion (for a more inside and out correlation of paid hunt and SEO, look at this article).

Paid Social Media Advertising

Most web based life stages like Facebook, Instagram, Twitter, LinkedIn, Pinterest and Snapchat will permit you to run promotions on their webpage. Paid online networking publicizing is extraordinary for building mindfulness with crowds that probably won't know that your business, item or administration exists.

Online life Marketing

Like SEO, online life promoting is the free, natural approach to utilize web based life stages like Facebook or Twitter to showcase your business. What's more, much the same as SEO, naturally advertising your business via web-

based networking media takes significantly additional time and exertion, yet over the long haul, it can convey a lot less expensive outcomes.

Transformation Rate Optimization (CRO)

Transformation rate streamlining (CRO) is the workmanship and study of improving your online client experience. More often than not, organizations use CRO to get more transformations (drives, talks, calls, deals, and so on) out of their current site traffic.

Content Marketing

Content showcasing is another genuinely wide advanced advertising term. Content showcasing covers any computerized advertising exertion that utilizations content resources (blog entries, infographics, eBooks, recordings, and so on) to fabricate brand mindfulness or drive snaps, leads or deals.

Email Marketing

Email showcasing is the most seasoned type of web based promoting it's despite everything going solid. Most advanced advertisers use email showcasing to publicize exceptional arrangements, feature content (frequently as a major aspect of substance showcasing) or advance an occasion.

Associate Marketing

Associate showcasing is basically paying another person (an individual or a business) to advance your items and administrations on their site.

As should be obvious from the rundown above, there are a variety of approaches to showcase your business on the web, which is the reason numerous organizations either recruit an office to deal with their computerized promoting endeavors or pay for an in-house advertising group and advertising mechanization programming to cover their showcasing requirements (for a top to bottom examination of these choices, look at this article).

4. Search Engine Optimisation and Search Engine Marketing.

Website improvement, famously known as SEO is the most looked for after and the most troublesome expertise to ace. Google is tweaking its positioning calculation 200 times each year which causes the professionals to remain alert as the strategies that worked before could get futile at the moment Google pushes an update.

On Page SEO (Search Engine Optimisation):

This is basically optimizing an individual web page in order to rank higher and earn more relevant customer.

For this we have to create more relevant contents with images and use some Target Keywords so that the web page we are targeting can get to the top of the search results.

It is directly linked to the website.

Off Page SEO:

This includes link building, social media and local SEO. In other words, we can generate traffic to your site and make the business appear like the real deal.

For instance, by composing quality substance you can chance in web indexes however by getting a couple of extraordinary pertinent destinations to connection to that content we can expand the opportunity that we can wind up getting two or three spots higher.

For this various connections will be given relying upon that we will land up to our preferred specific site.

Search Engine Marketing:

Search engine marketing is nothing but a paid promotion. Here what happens is that when we search for any particular page in the site like Google or Bing then the ads pop up. These ads are the result of keywords which are being searched. Keyword bidding is also done for this.

SEO v/s SEM

The main difference between SEO and SEM is that for SEO there is no paid stuff required whereas for SEM the whole thing is paid.

5. Social Media Advertising

It is nothing but addressing the business using any social media platforms such as Facebook, Twitter, YouTube, Instagram and many more. This is all done for the generation of leads which will in-turn prove to be the advocate customers. This can be done by the following ways:

Social Media Postings:

Facebook clearly has its own place toward the beginning of this area. However, internet based life is far beyond just Facebook and you have to exploit that. Internet based life clients are developing constantly and are as of now at 2.6 billion as per Statista.

The principal thing that you can do via web-based networking media is sufficiently basic. On the off chance that you have another item that you need individuals to think about, make a post about it. Discussion about the highlights of your new item, how it can help individuals or improve their lives. To put it plainly, make them amped up for it.

Something else you can do is to make an incredible hashtag. What we mean by this is your hashtag ought to be remarkable and stands apart from the rest. Individuals, or to be progressively careful, likely clients, will have the option to discover data that is identified with your item utilizing the hashtag. Fuel the fervor further by including some off camera content about your item. This can be photographs, posts, or recordings indicating some fascinating stuff that you didn't at first show to general society.

Additionally, you can utilize online networking challenges, surveys and giveaways to siphon up the association among you and your devotees. This is a fun and simple approach to draw in with the crowd and in the end, acquire fans all the while. In actuality, as indicated by a review, a straightforward Facebook challenge can surrender you to 34% new devotees. That is on a normal for every battle.

Something very similar should be possible with Twitter, Instagram and YouTube also.

Instagram:

Instagram has millions of users across the globe. This is one of the most promising platform of digital media where people can showcase their talents and as well use it for advertisement. The new age youths go crazy over this new platform. Sharing videos (long or short), posting pictures and getting thousands of likes is the new trend now.

Through this platform various contests can be run which might as well help in advertisement.

YouTube:

YouTube has gotten one of the world's biggest web search tools for finding new substance. Furthermore, YouTube recordings can likewise rank in conventional web crawlers like Google. This presents an enormous traffic opportunity.

You don't have to make a viral video to get results on YouTube. You can in any case advance your items with fascinating or accommodating recordings. Numerous individuals may as of now be searching for your items or brand

on YouTube. By making a marked channel, with your own recordings, you can control the story.

6. E-Mail Marketing

E-mail marketing is a very effective and widely used type of digital marketing. This is very simple where the list of prospective customers are to be taken out and then specific emails relating to the contents are sent. This is very helpful in creating advocate customers and turn one time buyers into loyal ones.

To collect the email ids various sign up processes can be created which will end up in collection of the email ids.

7. Website Planning and Creation

Making and Planning your site is a basic route with WordPress it's amazing and simple stage. Begin in minutes with word press and make changes to your webpage in Seconds. Register a one of a kind .com .net, .organization, or .me space for your site which can assist you with identifying your business on web and begin utilizing it in proficient manner. after certain endeavors in ad you can get some online nearness in only not many advances. You can plan additionally your current site in WordPress and tweaked your site in a couple of simple advances.

8. Info Graphics

In straightforward manner we can make an image and we can clarify own words that are called data illustrations. Internet based life is better stages for utilizing information realistic for ad and method of utilizing it best option of each guest those are might want to incline toward web based shopping and should utilized all these person to person communication channels to discover their ideal stage for their requirement. Whenever we take a shot at Social Media we required alluring illustrations to get a consideration of their crowd since data designs is very slanting via web-based networking media to advance your image via web-based networking media.

9. Behavioural Remarketing

In this the scenario is such that is a patient once come and searches for our product in our particular site then automatically cookies will be generated in his/her device so that when they even go to some other web page a pop up holding the name of our product will be generated there and because of which the brand value might also increase.

Seeing the pop up for a regular basis will eventually cause one or the other time to land up in our products site which increases the popularity.

10. Lead Generation

It is the procedure by which an association finds arranged customers for its thing commitments. Possibilities can come as names and addresses, names and phone numbers, email areas and fax numbers. at whatever point we do promoting for business on premise of primary goal we centre number of leads and what number of clients we are getting every day. lead age is the idea in that we have convert an outsider in our client. We as a whole here Doing advertising to get a few leads from customers after close the lead convert them clients.

These are the various ways taught in the course about digital marketing which are the proven methods to carry out a business digitally. It can also be helpful during any sort of branding of medicine digitally. Altogether the headings mentioned above are proven one's and are also beneficial.

Learning Methodology:

The entire course was conducted with the aid of video tutorials where at the end of each module a quiz related to the module has been conducted failing which we were not allowed to move on to the next module.

At the end a all syllabus final exam was also conducted which will lead to gaining the certificate of the course.

Key Learning from the Course:

The basic learning from the course is that of the strategies of digital marketing, how it is to be conducted and how it is helpful.

It gives a handful of ideas how socially we can gather leads and with that we can build the prospect customers.

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