

**MAJOR REPORT ON  
"FOOTPRINTS OF DIGITAL MARKETING"**

**SUBMITTED IN PARTIAL FULFILLMENT FOR THE  
AWARD OF THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION**

**GURU GOVIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**2020-2023**



*Bhattacharya*

**UNDER THE GUIDANCE OF  
DR. CHAITALI BHATTACHARYA  
PROFESSOR**

*Gagan*

**SUBMITTED BY:  
GAGAN ADWANI  
Enrolment No.: -35421301720  
BBA VI E C**



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**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**  
Tel: 91-11-27555121-24, E-Mail: [directortias@tecnia.in](mailto:directortias@tecnia.in), Website: [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)





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## CERTIFICATE

To whom it may concern

I GAGAN ADWANI, Enrolment no 35421301720, from BBA-VI Semester, Shift-II of Tecnia Institute of Advanced studies, Delhi hereby declare that the Major Report (BBA-312) entitled FOOTPRINTS OF DIGITAL MARKETING is an original work and the same has not been submitted to any other institute for the award of any other degree. A presentation of the MAJOR REPORT was made on FOOTPRINTS OF DIGITAL MARKETING and the suggestions as approved by the faculty were duly incorporated.

Date: 27/6/23

*Gagan Adwani*  
Signature of student:

Certified that the MAJOR REPORT submitted in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION (BBA) to be awarded by G.G.S.I.P university, Delhi by GAGAN ADWANI, Enrolment no. 35421301720 has been completed under my guidance and is Satisfactory.

Date: 27/06/23

*Bhattacharya*  
Signature of the faculty guide  
Name of the Guide: *Dr. Chaitale Bhattacharya*  
Designation: *Professor*



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Tel: 91-11-27555121-24, E-Mail : [director@tecnia.in](mailto:director@tecnia.in), Website: [www.iaspp.tecnia.in](http://www.iaspp.tecnia.in)



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*Rodman*