

Shri H.K. Commerce College, Ahmedabad-09.

Assignment: 2025-2026

**B.Com. Sem-4 (Eng. & Guj. Medium)
Skill Enhancement Course SEC-EMC 246
Essential Marketing Strategies**

Write short notes on the following.

1. Digital Marketing Strategy
2. Concept of Digital Marketing
3. Types of Marketing
4. Process of Marketing Communication