

UNIVERSITY OF MUMBAI



RAJEEV GANDHI COLLEGE OF MANAGEMENT STUDIES

Plot No. 01, Sector-08, Ghansoli, Navi Mumbai - 400701.

**“xxxxx TITLE OF THE PROJECT xxxxx”**

A PROJECT SUBMITTED IN THE PARTIAL FULFILLMENT OF  
THE REQUIREMENT FOR THE AWARD OF  
THE DEGREE OF MASTER IN MANAGEMENT STUDIES (MMS)

SUBMITTED BY:

Ms./Mr. **FIRSTNAME SURNAME**

Roll No.

**MMS202224001/ MMS202224051/ MMS202224102**

UNDER GUIDANCE OF:

**Prof. Dr. Dinesh T. Gabhane/ Dr. Radhika Wadhera/ Dr. Farheen Ahmad/ CMA**

**Niyati Joshi/ Ms. Sameen Shaikh/ Ms. Bidisha Goswami/ Mr. Ashish Pant/**

anyother (keep only respective guide name)

MMS (**Specialization**) – SEM III A.Y. 2023-2024

Batch : 2022- 2024



## **DECLARATION**

I, **Mr./Ms. (name of the student)** have completed the Summer Internship Project titled “**(Title of the Study project)**” at **(name of the company)** has done this project under the guidance of **(Guide’s Name)** in the partial fulfillment of the requirement for the award of degree of Master in Management Studies (MMS) of Mumbai University. This is an original piece of work & I have neither copied and nor submitted it earlier elsewhere.

Date.....

Place.....

**Signature**

**Student’s Name**

**CERTIFICATE**

This is to certify that **Mr./Ms.**..... is a bonafide student of Rajeev Gandhi College of Management Studies, Ghansoli, Navi Mumbai. As a part of the University of Mumbai curriculum, the students has undergone summer internship of two months & prepared a study project title  
”.....  
.....  
.....”  
in the partial fulfillment of the requirement for the award of the Degree of Master in Management Studies (MMS).

**Signature**  
**Guide Name**  
**(Faculty Guide)**

**Signature**  
**Prof. Dr. DINESH GABHANE**  
**(Director- RGCMS)**

**Signature**  
**Guide Name**  
**(Industry Guide)**

**Signature**  
**(External Examiner)**

**College Seal**

**CERTIFICATE FROM INTERNSHIP COMPANY** (kindly attach coloured photocopy of the original certificate in black book)

## ACKNOWLEDGEMENT

This project has been a great learning experience for me. I take this opportunity to thank **(Guide name)**, my internal project guide, whose valuable guidance & suggestions made this project possible. I am extremely thankful to **him/her** for all the support. **He/She** has encouraged me and channelized my enthusiasm effectively.

I express my heart-felt gratitude towards my parents, siblings and all those friends who have willingly and with utmost commitment helped me during the course of my project work.

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I would like to thank all the faculty members and administrative staff of Rajeev Gandhi College of Management Studies, especially the library staff who were very helpful in providing books and articles I needed for my project.

Last but not least, I am thankful to all those who indirectly extended their cooperation and invaluable support to me.

## **PREFACE**

The motive of the study is to discuss an insight about what is digital marketing and provide the relevant literature that discusses digital marketing components and its activities that help an organization for branding its products and services. Digital marketing was defined in Wikipedia as “marketing that make uses of electronic devices such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. The study focuses how digital marketing acts as an ‘umbrella’ term for marketing of products or services using digital technologies. The study focuses on how the “Ultimate Performance” uses the digital marketing and its components to increase its efficiency on Google and social media like Facebook and Instagram. It also talks about “Ultimate Performance” is able to present themselves in front of people digital media. This entire project shows where “Ultimate Performance” was and where they are now using digital marketing.

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