

**“TRADITIONAL MARKETING AND E-MARKETING
: A COMPARATIVE STUDY”**

A project report submitted to the Amguri College, Amguri in partial fulfillment of requirement for the award of the Degree of Bachelor of commerce in Marketing



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CERTIFICATE

I have the great pleasure in certifying that Sri Mritunjoy Ghatowar (B.com 6th Semester) a student of Department of Commerce, Major in Marketing, Amguri College, Amguri has prepared his project report entitled “ **TRADITIONAL MARKETING AND E-MARKETING : A COMPARATIVE STUDY**” under my guidance and supervision.

Neither the whole nor any part of this project has been submitted to any other college/ University related to a similar requirement.

I wish him all success in life.


Parag Gogoi

Place - Amguri

Date - 12-04-2017

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PREFACE

Electronic marketing (as a new marketing phenomenon and philosophy) to grow in a very dramatic and dynamic way. Small business enterprises have an important role in the world economy, and they are well-known as one of the crucial factors in the development of economy. In the era of globalization and technology, the way of communicating among people has changed. These changes also appeared in the way of conducting business among the nations. In recent years, increasing numbers of business have been using the internet and other electronic media in their marketing efforts giving the chance for electronic marketing to grow in a very dramatic and dynamic way.

Marketing is an important strategy for businesses and it contains numerous effective tools. Traditional marketing has been in use for many years and nowadays Internet has brought new ways of doing business for companies and that has affected marketing.

The present study highlights about the differences between traditional marketing and Internet marketing and discuss the marketing mix of both the marketing.

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