

**Content Marketing Strategies and Its Impact on Consumer Engagement:
A Case Study of Amazon India**

Submitted by

Asma Safi

IV SEMESTER

REG. NO. P01ZZ21M0216

Under the Guidance of

Prof. D. Anand

Project Report submitted to the University of Mysore in partial fulfilment of the requirements of IV Semester MBA examination – 2023

**B.N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES, UNIVERSITY
OF MYSORE, MANASAGANGOTTHRI, MYSORE-570006**

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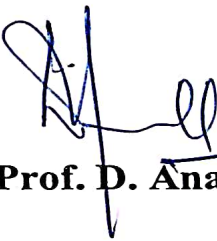
GUIDE CERTIFICATE

The project report titled “Content Marketing Strategies and Impact on Consumer Engagement: A Case Study of Amazon India.” is prepared by Ms. Asma Safi, claiming it to be original work of candidate. My guidance is on the framework on the project only.

This report is submitted to University of Mysore in partial fulfilment of the requirements of IV semester MBA Degree Examinations – 2023

Date: 24/08/2023

Place: Mysore



(Prof. D. Anand)

(Project Guide)

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OF MYSORE, MANASAGANGOTHRI, MYSORE-570006**

CERTIFICATE

This is to certify that **Ms. Asma Safi**, a student of IV semester MBA course in this institute has prepared the project report titled "**Content Marketing Strategies and Impact on Consumer Engagement: A Case Study of Amazon India.**" in partial fulfillment of the requirements of IV Semester degree examinations of -2023.

Date: 24/08/2023

Place: Mysore


(Prof. S. J. Manjunath)

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