

## SHORT-TERMINTERNSHIP



**Dr. LANKAPALLI BULLAYYA COLLEGE  
VISAKHAPATNAM**

# **PROGRAM BOOK FOR SHORT-TERM INTERNSHIP**

**Name of the Student : M. ASHWINI**

**Name of the College : Dr Lankapalli Bullayya College, Visakhapatnam**

**Registration Number : 722128805492**

**Period of Internship : 3rd July to 2nd August**

**Name & Address of Intern Organization:**

**Name of the University : Andhra University**

**Year : 2024**

# An Internship Report on

## Digital Marketing

Submitted in accordance with the requirement for the degree of

BSC 'CMBBT'

Under the Faculty Guideship of

Sireesha Mani

Department of

Chemistry

Dr Lankapalli Bullayya College: Visakhapatnam

Submitted by

Marri. Ashwini

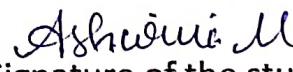
Reg. No.

722128805492

Dr. Lankapalli Bullayya College  
Visakhapatnam-13

## Declaration

I M. ASHWINI student of Dr.L.B.Collage Digital marketing  
Program, Reg. No. 722128805492 of the Department of Biotechnology  
College do hereby declare that I have completed mandatory Short-Term  
Internship Under the Faculty Guideship of Sreesha Mam  
Department of Chemistry, Dr.L.Bullayya College,  
Visakhapatnam.

  
Signature of the student

## Official Certification

This is to certify that M. Ashwini

Reg. No. 722128805492 has completed Internship in

3<sup>rd</sup> year on Digital marketing

Under my supervision as part of a partial fulfillment of the requirement for  
the Degree of BSC 'CMBBT' in Department of

Dr. Lankapalli Bullayya College, Visakhapatnam.

This is accepted for evaluation.

Signature with Date and seal

### Endorsements

Faculty Guide : \_\_\_\_\_

Head of the Department : \_\_\_\_\_

Principal : \_\_\_\_\_

## Acknowledgements

The completion of this project will be incomplete without mentioning of few names. I take this opportunity to acknowledge the efforts of the many individuals who helped me to complete this project. I want to express my heartfelt gratitude to Ms. Sneha Singh for giving me the opportunity to do my internship project at Smartinternz. The supervision and support that she gave truly help the progression and smoothness of the Internship programme. I would like to thank Mrs. Sireesha mam for her support and guidance throughout the project study. The co-operation a much indeed appreciated.

Finally, I would like to thank my Institute, Dr. Ian Kapalli. Bellayya College for making this experience of internship program. The learning from this experience has been immense and would be cherished throughout life.

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**This page content gives an idea only, which topics have to write.**

## **1: EXECUTIVE SUMMARY**

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

## **2: OVERVIEW OF THE ORGANIZATION**

### **Suggestive contents**

- A Introduction of the Organization
- B Vision, Mission, and Values of the Organization
- C Policy of the Organization, in relation to the intern role
- D Organizational Structure
- E Roles and responsibilities of the employees in which the intern is placed.
- F Performance of the Organization in terms of turnover, profits, market reach and market value.
- G Future Plans of the Organization.

## **3: INTERNSHIP PART**

*Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.*

## ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Digital Marketing	Understand Digital marketing fundamental.	
Day - 2	what is digital Marketing	understand Digital marketing Strategies	
Day - 3	how digital marketing is useful	Benefits and Target Audience Engagement	
Day - 4	how digital Marketing influence the Social media.	To understand the role of Social media	
Day - 5	what are the Digital Marketing channels	Identify various digital marketing channels and Strategies.	
Day - 6	Challenges & Opportunities	Develop Solutions for overComing Challenges.	

## WEEKLY REPORT

WEEK - 1 (From Dt..... to Dt .....

**Objective of the Activity Done:**

**Detailed Report:**

Digital marketing uses online platforms and technologies to promote, reach, engage, and measure their audience more effectively than traditionally methods.

- Enhance website visibility in search engine results.
- Create valuable content to attract and engage audiences.
- uses platforms like facebook and Instagram for brand building and engagement.
- Sends targeted messages to nurture leads and build customer's relationship.
- Paid ads on search engines and social media platforms.
- Partners with affiliates to promote products and earn commissions.
- Collaborates with influencers to reach their followers.

## ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Traditional vs Digital Marketing	understanding Brand building Techniques	
Day -2	on-page-optimization techniques	Content Quality & Structure.	
Day -3	Social Media Marketing	platform proficiency & content creation.	
Day -4	Search Engine Optimization	Content creation and optimization	
Day -5	Keyword Elements	Skills in strategically placing keywords	
Day -6	Basics & application of digital marketing	Advanced strategy development	

**WEEKLY REPORT**  
**WEEK - 2 (From Dt..... to Dt.....)**

Objective of the Activity Done:

Marketing  
Detailed Report: Basic E, Application of Digital Marketing involves various online channels used to reach and engage customers.

Includes social media, search engines, Email, and websites.

Techniques to improves a websites visibility in search engine results

Creating valuable content to attract and engage a target audience.

using social platforms to build brand awareness and engage with audiences.

Identify the specific demographics and interests of potential customers.

Defining clear goals such as brand awareness or lead generation.

using analytics tools to gather insights and measures campaign effectiveness

Adjusting strategies to incorporate the latest best practices and innovations.

### ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction Social media marketing , Quiz on previous Topics	Better understanding the Social media marketing	
Day - 2	Facebook marketing; Setting up and managing Facebook Page	understanding of the facebook marketing	
Day - 3	Instagram marketing:- Instagram Business Account Instagram Advertising	understanding the Instagram marketing	
Day - 4	Twitter marketing:- Setting up and managing a twitter account	understanding the twitter marketing	
Day - 5	LinkedIn marketing:- Setting up and managing a LinkedIn	understanding of the LinkedIn marketing	
Day - 6	—	—	

## WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done: Social media Marketing

Detailed Report: In today's digital landscape, social media has become an essential channel for businesses to connect with their target audience, build brand awareness, and drive website traffic and sales. Our company has been actively engaging on various social media platforms, including [insert platform]. This report will delve into our performance on these platforms, highlighting key metrics, success, and challenges.

- Analyze engagement rates, follower growth, content,
- Performance across social media platforms
- Evaluate the effectiveness of our social media advertising campaigns.
- Identify areas for improvement and provide recommendations for future strategy. This report covers our social media activity from [insert start date] for [insert end date]. The report focuses on the data analyzed.

## ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction to pay per click advertising Quiz on the previous topic	Helpful for your online business & achieve marketing	
Day -2	Introduction to pay per click Advertising	Helps to reach the right audience	
Day -3	Setting up and managing Google Ads account	promotion of business, raising awareness & increase traffic.	
Day -4	Creating effective ads	offers opportunities to increase the global reach	
Day -5	measuring and maintaining performance	Evaluation of the Effectiveness of digital marketing	
Day -6		-	

**WEEKLY REPORT**  
**WEEK - 4 (From Dt..... to Dt.....)**

**Objective of the Activity Done:**

**Introduction To pay per click Advertising**

**Detailed Report:**

pay per click (ppc) advertising is a digital marketing strategy that involves advertising, paying a fee each time a user clicks on their ad. ppc is also known as the cost-per-click (cpc) model.

PPC allows advertisers to reach people who already interested in their products or services. PPC can be used to place ads on search engine result pages, social media sites and other websites. The amount an advertiser pays is based on how much they bid for the ad space as well as other factors like the network, audience and competitiveness of the industry or keyword.

Google Ads is one of the most popular ppc advertising systems in the world. It also allows business to create ads that appear on Google's search engine and other google properties.

## ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction to E-mail marketing & Quiz on previous topic	understand the fundamentals of Email marketing & its importance	
Day -2	Building an Email List and Creating effective Email Campaigns	Understand the key element of effective email campaigns.	
Day -3	Email Marketing Automation and Behavioral	understand the Benefits and types of email	
Day -4	measuring and monitoring email marketing performance	Learn how to track and measure email marketing	
Day -5	Email marketing Automation and platforms	understand the benefits and platforms of Email marketing	
Day -6	—	—	

## WEEKLY REPORT

WEEK - 5 (From Dt..... to Dt.....)

**Objective of the Activity Done:** About Email marketing Automation

**Detailed Report:** E-mail Marketing is a powerful strategy that involves sending targeted emails to current and potential customers. Its goals include increasing brand awareness, driving engagement, nurturing leads and boosting sales.

**Benefits of Gmail marketing:** Increase brand awareness, generate website traffic, drive sales and revenue, gain valuable business data, keep customers engaged,

- Building an Email list - Create a sign-up
- Leverage social media
- Content upgrades, Host webinars or events, networking and partnerships, segments your list, optimise landing pages.

Email marketing automation refers to a series of predefined rules to trigger email messages and personalize them based on specific actions.

## ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Content marketing & video marketing	understand Content marketing & video marketing	
Day - 2	What is Content Marketing	understand Content marketing Strategies	
Day - 3	How video marketing does use.	understand Creating video's on content & using video's.	
Day - 4	Content Marketing Strategy	understand Creating a content strategy & Developing Engaging.	
Day - 5	Measurement and monitoring of Content Marketing	Identification of trends and to improve user experience.	
Day - 6	—	—	

## WEEKLY REPORT

WEEK - 6 (From Dt..... to Dt.....)

Objective of the Activity Done:	Content Marketing & Video Marketing
Detailed Report:	Content Marketing: 1. Creating valuable, relevant, and consistent Content. 2. Attracting and retaining a clearly defined audience.
Types of Content marketing:	1. Blogging 2. Social Media 3. Email Newsletters 4. Video Marketing 5. Podcasting
Video Marketing:	1. Using video content to promote products, Services, or brands.
Types of Marketing:	1. Explainer videos, 2. product Demos, 3. Brand stories.

**ACTIVITY LOG FOR THE ~~SECOND~~  
<sup>7th</sup> WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction to analytic and Data, Quiz on the previous topics	Better understanding the market and customers	
Day -2	Understanding web Analytics	Enhance the online business strategy	
Day -3	Understanding key performance indicator	useful to measure the success of search campaign	
Day -4	Setting and using Google Analytics	Identification of performance of media across the channels.	
Day -5	measuring and monitoring website and marketing performance	Identification of trends and to improve user experience	
Day -6	—	—	

## WEEKLY REPORT

WEEK -7 (From Dt..... to Dt.....)

Objective of the Activity Done: Analytics & Data

Detailed Report: The process of collecting, analyzing and interpreting data to measure the performance of digital marketing campaigns and optimize future marketing strategies.

Types of Digital marketing Analytics:

- web analytics
- Social media analytics
- Email marketing analytics
- Search Engine optimization
- pay - per - click
- customer journey analytics
- Attribution modeling

By leveraging digital marketing analytics, businesses can unlock valuable insights, optimize marketing strategies, and drive better outcomes.

<sup>8<sup>th</sup></sup>  
**ACTIVITY LOG FOR THE FORTH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day -1	Submission of the case study that are done.	Revised the previous week classes	
Day -2	Develop and Digital marketing strategy	understanding & enhancing the strategies	
Day -3	planning and Budget for a Digital marketing campaign	Evaluation the budget that is usually needed	
Day -4	Evaluating and Refining a Digital marketing Campaign	making minor changes to enhance the campaign.	
Day -5	Finding the impact of Digital marketing along with Grand assessment.	Gained a overall view on Digital marketing	
Day -6	—	—	

## WEEKLY REPORT

WEEK -8 (From Dt..... to Dt.....)

**Objective of the Activity Done:** Digital marketing strategies

**Detailed Report:** Learned about Digital marketing strategies. An effective digital marketing strategy helps you drive business growth by expanding and reinforcing your customer engagement in the most competitive online areas.

But every strategy has its own unique advantages, limitations and ROI. In this article we'll look at some specific examples and explain how to build a comprehensive digital marketing strategy that delivers measurable results.

We also learned about planning and Budgeting a digital marketing campaign and how it influence the people and the effect the digital marketing campaign shows on the particular products.

## CHAPTER 6: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

- In an effective work environment:-

- \* People interactions: open and respectful communication.
- \* Facilities and maintenance: well-maintained and equipped.
- \* Clarity of job roles: clearly defined responsibilities.
- \* Protocols and Time management: Emphasis on punctuality and efficiency.
- \* Harmonious relationships: supportive and cooperative.
- \* Socialization: opportunities for informal.
- \* Mutual support and teamwork: collaborative and helpful.
- \* Motivation: Recognized and incentivized
- \* Space and ventilation: comfortable and well-ventilated

In a digital marketing internship, the work environment can be dynamic and fast-paced often reflecting the nature of industry.

some common aspects includes;

1. Collaborative Atmosphere
2. Remote / Hybrid setup
3. Tech - Driven Environment
4. Learning - Oriented
5. Data - Driven Decision - making
6. Flexible and Creative
7. Deadline and high expectation.

Overall, a digital marketing internship provides a balanced mix of learning, creativity and hands-on experience in a supportive tech-savvy environment.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

A digital marketing course typically covers a range of topics to equip us with skills for online marketing. Key areas often include;

1. Search Engine Optimization (SEO): technique to improve website visibility on search engines.
2. Content marketing: strategies for creating and distributing valuable content to attract and engage audience.
3. Social media marketing: using platforms like Facebook, Instagram and Twitter to build brand presence and engage with users.
4. Pay-per-click (PPC) Advertising: managing paid ad campaigns on platforms like Google Ads.
5. Email marketing: crafting effective email campaigns and managing subscribers list.
6. Analytics and Data analysis: using tools like Google Analytics to track performance and optimize strategies.
7. Digital Strategy: Developing comprehensive marketing plans and strategies for online channels

8. Marketing Automation: platforms like Hubspot are used to automate repetitive marketing tasks such as sending out drip email campaigns or managing customer journey.

9. A/B Testing: you learn to run A/B tests on various campaign elements such as ad copy, email subject lines or landing page designs,

These skills provide a strong technique foundation, enabling you to execute and measure digital marketing strategies effectively.

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.

⇒ we can enhance our communication abilities in this content:

1. Active listening : Engage in active listening during lecture, discussion and interactions with peers and instructors.
2. Enhance presentation skills; many digital marketing course involve presenting projects or ideas. practice delivery presentation confidently and clearly.
3. use data to communicate 'insight'. Learn to interpret and present data in way that is understandable and actionable.
4. Leverage Digital tools; familiarize yourself with digital communication tools and platform used in marketing.
5. participate in discussion ; Engage in online discussion, for or study groups
6. Engage in peer reviews; participation in peer review session where you provide feedback on communication.

7. Seek constructive feedback; Actively seek feedback from instructors, mentors and peers on your communications style and effectiveness.

By focusing on these strategies, one can enhance their communication skills making them more effective in conveying marketing messages, collaborating with teams and engaging with audiences.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.,)

⇒ Enhancing our abilities in group discussion, team participation and leadership roles involves improving communication, collaboration and decision-making skills.

### 1. Enhancing abilities in group discussions:

- Active listening
- Encouraging participation
- Building on other's ideas
- Conflict resolution

### 2. Enhancing participation in teams:

- proactivity
- reliability
- Collaboration
- Empathy and Support
- Feedback sharing

### 3. Enhancing contributions as a team leader;

- Vision and direction
- Delegation.

- Inspiration and motivation
- conflict management
- Leading by example
- Decision - making
- continuous - learning

⇒ By focusing on these strategies, we can enhance our effectiveness in groups discussion, our participation in teams and our impact as a team leader.

Describe how could you enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

⇒ In a digital marketing course, technological developments play a significant role in shaping the strategies and tools used. Here are some key technological advancements that are relevant to training in digital marketing.

#### 1. Artificial Intelligence

- AI - powered Analytics
- chatbot
- contents creation

#### 2. Automation and Marketing Automation

- Email Automation
- Ad Campaign automation
- customer journey mapping

#### 3. Data Analytics and Big Data:

- Advanced Analytics tools
- Big data integration

#### 4. Social media and influencer marketing Technologies

- Social listening tools
- Influence marketing platforms.

5. voice search and Smart device;

- voice search optimization
- Smart device integration

6. video marketing and Augmented Reality(AR)

- video content tools
- augmented reality(AR)

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

⇒ Taking a digital marketing course can significantly enhance various managerial skills like;

1. Strategic planning: we'll learn how to develop comprehensive digital marketing strategies aligned with business goals.
2. Data Analysis: Gaining skills in analyzing metrics from different platforms to assess campaign performance and make informed adjustments.
3. Project management: managing digital marketing campaigns involves coordinating multiple tasks, deadlines and team members.
4. Budget management: effective digital marketing requires managing budget for advertising spend, tools and other measures.

5. Team leadership and collaboration;  
Digital marketing often involves working with cross-functional teams, including designers, development and other markets.

6. Content creation and management:  
This includes understanding content strategy, SEO and how to leverage different types of content to engage your audience.

These skills are valuable for managing digital marketing efforts and can translate to other areas of management as well.

### Student Self Evaluation of the Short-Term Internship

Student Name: M. Ashwini

Registration No: 722128805492

Term of Internship: 8 weeks From: July 3rd

To: August 2nd

Date of Evaluation: 23/08/24

Organization Name & Address: Dr. Lankapalli Bellayya college,  
Vishakapatnam.

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date:

M. Ashwini  
Signature of the Student

### *Evaluation by the Supervisor of the Intern Organization*

Student Name: M. Ashwini

Registration No: 722128805492

Term of Internship: 8 weeks From: July 3rd To: August

Date of Evaluation: 28.08.24

Organization Name & Address: Dr. Lankapalli Bullayya College

Name & Address of the Supervisor  
with Mobile Number

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Supervisor

**MARKS STATEMENT**  
**(To be used by the Examiners)**  
**ASSESSMENT STATEMENT**

Name Of the Student: M. Ashwini

Programme of Study: Digital marketing

Year of Study: 3rd year

Group: BSC 'CMBBT'

Register No/H.T. No: 722128805492

Name of the College: Dr. Lankapalli Bellayya collage

University: Andhra University.

<b>Sl.No</b>	<b>Evaluation Criterion</b>	<b>Maximum Marks</b>	<b>Marks Awarded</b>
1.	Activity Log	10	
2.	Internship Evaluation	30	
3.	Oral Presentation	10	
	<b>GRAND TOTAL</b>	<b>50</b>	

Date:

Signature of the Faculty Guide