

Model Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: P.JAYA KRISHNA

Name of the College: Polism Degree College

Registration Number: 120131604045

Period of Internship: From: April To: July 2023

Name & Address of the Intern Organization

Andhra University
YEAR

An Internship Report on
LOUIS PHILLIPPE (Digital Marketing)

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of
B.Com (Vocational)

Under the Faculty Guideship of

SMT. D. Ayuna Kumarsi

(Name of the Faculty Guide)

Department of

B.Com (vocational) Prism Degree College

(Name of the College)

Submitted by:

P. Jaya Krishna

(Name of the Student)

Reg.No: 120131604045

Department of **COMMERCE**

B.Com (vocational) Prism Degree College

(Name of the College)

Instructions to Students

Please read the detailed Guidelines on Internship hosted on the website of AP State Council of Higher Education <https://apsche.ap.gov.in>

1. It is mandatory for all the students to complete Semester internship either in V Semester or in VI Semester.
2. Every student should identify the organization for internship in consultation with the College Principal/the authorized person nominated by the Principal.
3. Report to the intern organization as per the schedule given by the College. You must make your own arrangements for transportation to reach the organization.
4. You should maintain punctuality in attending the internship. Daily attendance is compulsory.
5. You are expected to learn about the organization, policies, procedures, and processes by interacting with the people working in the organization and by consulting the supervisor attached to the interns.
6. While you are attending the internship, follow the rules and regulations of the intern organization.
7. While in the intern organization, always wear your College Identity Card.
8. If your College has a prescribed dress as uniform, wear the uniform daily, as you attend to your assigned duties.
9. You will be assigned a Faculty Guide from your College. He/She will be creating a WhatsApp group with your fellow interns. Post your daily activity done and/or any difficulty you encounter during the internship.
10. Identify five or more learning objectives in consultation with your Faculty Guide. These learning objectives can address:
 - a. Data and Information you are expected to collect about the organization and/or industry.
 - b. Job Skills you are expected to acquire.
 - c. Development of professional competencies that lead to future career success.
11. Practice professional communication skills with team members, co-interns, and your supervisor. This includes expressing thoughts and ideas effectively through oral, written, and non-verbal communication, and utilizing listening skills.
12. Be aware of the communication culture in your work environment. Follow up and communicate regularly with your supervisor to provide updates on your progress with work assignments.

13. Never be hesitant to ask questions to make sure you fully understand what you need to do your work and to contribute to the organization.
14. Be regular in filling up your Program Book. It shall be filled up in your own handwriting. Add additional sheets wherever necessary.
15. At the end of internship, you shall be evaluated by your Supervisor of the intern organization.
16. There shall also be evaluation at the end of the internship by the Faculty Guide and the Principal.
17. Do not meddle with the instruments/equipment you work with.
18. Ensure that you do not cause any disturbance to the regular activities of the intern organization.
19. Be cordial but not too intimate with the employees of the intern organization and your fellow interns.
20. You should understand that during the internship programme, you are the ambassador of your College, and your behavior during the internship programme is of utmost importance.
21. If you are involved in any discipline related issues, you will be withdrawn from the internship programme immediately and disciplinary action shall be initiated.
22. Do not forget to keep up your family pride and prestige of your College.

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Official Certification

This is to certify that P. Jaya Krishna (Name of the student) Reg. No. 120131604045 has completed his/her Internship in LOUIS PHILLIPPE (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.COM (VOCATIONAL) in the Department of PRISM Degree College (Name of the College).

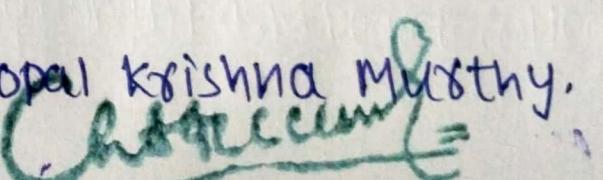
This is accepted for evaluation.

P. Jaya Krishna
(Signatory with Date and Seal)

Endorsements

D. Arunkumar,
Faculty Guide D. ARUNA KUMARI

Head of the Department Mr. K.V Raghava Charyulu.

Principal Dr. ChS Gopal Krishna Murthy,

PRINCIPAL
PRISM COLLEGE
VISAKHAPATNAM-10

Certificate from Intern Organization

This is to certify that M. A.P. Jaya Krishna (Name of the intern)
Reg. No 120131604045 of PoISM Degree college (Name of the
College) underwent internship in Digital Marketing (Name of the
Intern Organization) from April 2023 to July 2023

The overall performance of the intern during his/her internship is found to be
Satisfactory (Satisfactory/Not Satisfactory).

Authorized Signatory with Date and Seal

Student's Declaration

I, P. Jaya Krishna a student of Digital Marketing Program, Reg. No. 120131604045 of the Department of B.COM (VOCATIONAL) College do hereby declare that I have completed the mandatory internship from April 2023 to July 2023 in Louis philippe (Name of the intern organization) under the Faculty Guideship of A.D. Ayuna Kumari (Name of the Faculty Guide), Department of COMMERCE, PSISM Degree college (Name of the College)

(Signature and Date)

Acknowledgements

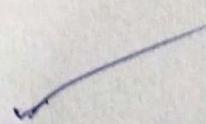
First of all I would like to thank my guide for helping me starting from the beginning to the end of my internship period.

I have extend my supreme gratitude to Smart Bridge long term virtual internship of digital marketing for providing such an opportunity for students. How to real world in the field of Bachelor of Commerce looks like as well organization the whole internship program to achieve its desired goals.

I would like to thank "Smt. Leela Nagasree ma and Smt. Aruna Kumari mam to give the kind of knowledge to the interns and to the Smart Bridge.

Also I would like to thank to my college "PRISM Degree college" and also heartfelt thanks to the head of the department of this internship project.

I am extremely grateful to my department staff members and my friends who helped me in successful completion of this internship.



Contents

Contents of Digital Marketing :-

search and know your audience what topics and interest are having they most social about: only choose to utilize the networks and platforms that best speak to your audience.

state your key performance indicators (KPIs). what you do want your social efforts to accomplish.

create a content bank using a spread sheet and lay out the content topics headlines related links specified scheduling name of the authors and an area for management approval on every link.

Post relevant content relating to news worthy topics & events in a timely manner. Its important to share opinions as soon as breaking news happens.

Treat all social channels separately . You shouldn't be posting the same message across all channels because who the audience is behind each platform.

Design someone to act as customer service to be responsive to user generated content and negatively don't ignores comments & feedbacks.

Edule Reporting Depending on your goals reporting stories can occur weekly monthly or bimonthly.

CHAPTER 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.

Summary

Learning objectives and achieved to intern
y the intern organisation.

Introduction to Digital Marketing.

Key terms and concepts in Digital Marketing.
Principles and techniques of Digital Marketing.

SEO (Search Engine Optimization).

Introduction to Social media marketing.

Key features of Facebook, Twitter, Instagram, WhatsApp
pages.

Content marketing and video marketing.

Introduction the brand messaging

Email marketing (Introduction)

Email marketing Automation and behaviour
triggers.

CHAPTER 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.

Introduction of the organization:- Smart bridge is in mission to built technology communities in academic to encourage student towards innovation entrepreneurship.

Vision, Mission and values of the organization :-
E class killing platform where learning and industry readiness is given at most importance.

Policy of the organization in relation to the intern role
Our unique models of project based learning micro skills and internships helps students in building their competency get ready for the intern role in the smart bridge.

Organisation structure:-

Empathy

Exceptional Experience

Thought leadership

entrepreneurial spirit

Successed together.

CHAPTER 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.

2) Digital marketing internship is focused on one digital branch of marketing as its name suggests internet and social media have become strategic marketing channels and therefore contributed to develop significantly this profession.

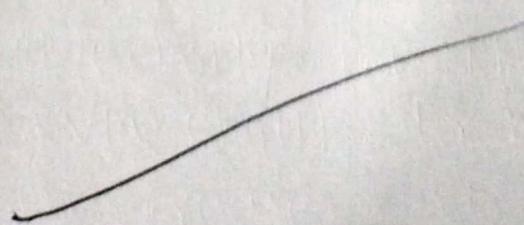
Summary Duties of a Digital Marketing Intern -
Unlike the school or online digital marketing training the interns get the practical experience of digital marketing with qualified professionals. In the digital marketing internship, interns learn to work on a variety of digital marketing tools. Their duties include multiple tasks.

First, in a digital marketing internship, the intern also needed to develop new ideas and design. Second, the interns will also learn about email marketing while assisting their seniors. Through the interns themselves will get hands on experience. Through email, marketing, the interns learn to reach out to clients and customers quickly and flexibly. The interns learn to send message via emails to market their product and increase their website.

visits by keeping the customers in touch.

third an essential function the intern learn
in a digital marketing internship is to prepare
optimized content . what we call the famous
the Interns deck to understand how to
prepare optimized content with fast-hand
knowledge . they get from their supervisors , the
interns become moderately good at developing
SEO content , which is an impressive , skill
to learn .

fourth the newbies of the digital marketing
agencies which are the interns .



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	<ul style="list-style-type: none"> -What is Digital Marketing -Where it is used -Advantages 	
Day - 2	Introduction to traditional marketing and how it is different from Digital marketing	<ul style="list-style-type: none"> -What is traditional marketing. -Different between traditional and Digital Marketing. 	
Day - 3	Introduction of segments of Digital Marketing and their example	<ul style="list-style-type: none"> -SEO, PPE, Content, social media, email, Video App, Store, Influencer marketing. 	✓
Day - 4	Assignment:- To prepare or create an ad for a famous brand with team members	<ul style="list-style-type: none"> -Interpersonal skills -Leadership skills -Innovation & creative -Team work 	✓
Day - 5	Introduction of Brand, Banding, customer Journey target audience and customer personal	<ul style="list-style-type: none"> -Stage in customer Journey -Branding process -Advantages of Target audience. 	
Day - 6	A weekend test was conducted on the basis of topics that were taught from Day 1 to Day 5	Paper presentation skills, tight grip on theoretical part of DM.	

WEEKLY REPORT

WEEK - 1 (From Dt 24/4/23 to Dt 29/4/23)

Objective of the Activity Done: UNDERSTOOD KEY CONCEPTS DM

Detailed Report: On the first day of the week our trainer introduced herself and also introduce ourselves. She later gave brief explanation about what is digital marketing and its advantages. about what its scope in today's modern world. The next day, she taught us how DM is different from traditional marketing that we have been using in past the third day she taught us most important topic segments of digital marketing with complex in PPP the next day she has conducted a fun assignment of creating an app for famous brand by dividing our whole class in to groups and our team from it for which was are greatfull. The following days of the week she taught us about brand, branding, customer journey target audience and customer person on the day of the week she has conducted a test on the topic learnt from past 5 days to check knowledge about topic and the week she had from the topic past 5 days to check our knowledge about topic

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to SEO (Search Engine Optimization)	<ul style="list-style-type: none"> - what is search engine optimization - Techniques of SEO - Advantages, scope and SEO 	
Day - 2	Introduction of Basics of search engine optimization	<ul style="list-style-type: none"> - what is search engine - what browser - what is search bar - what is search result page 	
Day - 3	Search engine optimization techniques	<ul style="list-style-type: none"> - keyword search - on page optimization - off page optimization - technical SEO 	
Day - 4	Introduction to: 1) search engine life cycle 2) types of search engine 3) search result type 4) local search engine	<ul style="list-style-type: none"> → crawling, indexing, ranking, retrieving, displaying and meaning → primary search engine human powers, image, video etc. 	①
Day - 5	Assignment: finding 100 relevant keywords from google ads keywords planner	<ul style="list-style-type: none"> - what is keyword - how to select a keyword - factors to be considered - excel sheet filters 	
Day - 6	A weekend test was conducted on the basis of topics that were thought from Day 1 to Day 5	paper presentation skills, highlights on theoretical part of digital marketing	

WEEKLY REPORT

WEEK - 2 (From Dt. 1/5/23, to Dt. 6/5/23)

Objective of the Activity Done:

UNDERSTOOD KEY ASPECTS OF DM

Detailed Report: On the first day of our second week internship programme, our trainee taught us most important segment of Digital Marketing i.e search engine optimization, its definition, techniques, advantages, scope in the modern world etc. The second day was followed by teaching us the basics like what is search engine result page. The techniques and tools of search engine optimization such as keyword research, on-page optimization, off-page optimization, technical SEO were taught on the third day. The fourth day of the week went while learning about the search engine life cycle, types of search engine, search result types, local search engine. An assignment was assigned on the 5th day to search 100 relevant keywords of any industry from google ads keyword planner and download keyword analytics as CSV and filter it. The last day of the week followed by a weekly test on what have been taught from Day 1 to Day 5.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Assignment: Select a local / branded website find client & competitors data.	<ul style="list-style-type: none"> - Team work - Leadership - Details about On-page and off-Page optimization 	
Day - 2	Brainstorming - 1: finding clients key-words according to their popularity.	<ul style="list-style-type: none"> - Excel sheet basics - presentation skills - SEO Keyword research. 	
Day - 3	Brainstorming - 2: finding clients keyword according to their popularity.	<ul style="list-style-type: none"> - What is low, high, medium, prior keywords - Bidding, average 	5/5
Day - 4	Brainstorming - 3: finding clients keyword, competitors according to their popularity.	<ul style="list-style-type: none"> - Excel sheet basics, filters - presentation skills - SEO keyword 	Ø
Day - 5	Brainstorming - 4:- finding competitors key words accordingly to their priority	<ul style="list-style-type: none"> - What is low, high, medium prior keywords, Bidding, avg etc. 	
Day - 6	Brainstorming - 5 presenting keyword comparison btw client and competitors in excel sheet.	finding similar key words and the usage of keyword website that leads to ranking.	

WEEKLY REPORT

WEEK - 3 (From Dt 01.5/23.. to Dt 13/5/23.)

Objective of the Activity Done:	KEYWORD RESEARCH SEO
Detailed Report:	On the 1 st day of our 3 rd week internship programme, our trainers had divided our class into seven batches and asked to select a popular band / local band website for its keyword research. All the batches have presented their client and competitor information, in the excel sheet. The 2 nd day our trainers taught us how we can use google ads to generate keywords using website URL. The keyword selection must be done in way such that, there should be suffix and prefix for the keywords and the competitors bid price must be low, popularity must be high monthly views. By keeping these terms in mind we have to find at least 1500 words on the last day of 3 rd week internship we had presented the keywords comparison chart of our client and competitors website.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Theoretical learning (Info)</u> How to implement on-page SEO	<ul style="list-style-type: none"> → On-page SEO → Off-page SEO → Technical SEO → Local SEO → Universal SEO 	
Day - 2	<u>Theoretical learning.</u> What is on-page SEO? Steps to implement it	<ul style="list-style-type: none"> Identifying goals, objectives and keep KPI's URL structures Anchor Links. 	J J J
Day - 3	<u>Theoretical learning.</u> Transactional Keyword Search	<ul style="list-style-type: none"> Services Company Product Solution 	F F B
Day - 4	<u>Theoretical learning</u> Tools used for transactional keyword search	<ul style="list-style-type: none"> → Google suggest → Google Trends → Google related → Google Keyword → Google Playness 	B
Day - 5	<u>Theoretical learning</u> Info to information Keyword research and tools used for it	<ul style="list-style-type: none"> → Quora → Answer the public 	V
Day - 6	<u>Assignment</u> A weekend test was conducted on the basis of topic that we taught from Day 1 to Day 5.	Papers presentation Skilis, tight grip on the theoretical part of D.M	

WEEKLY REPORT

WEEK - 4 (From Dt 15.5.23 to Dt 20.5.23)

Objective of the Activity Done:

MAINTAINANCE

THEORETICAL LEARNING OF A WEBSITE

Detailed Report:

On the 1st day of our 4th week internship program, our trainer has shown us different websites under different categories and their on-page and off-page maintenance. The 2nd day was followed by teaching us what is on-page SEO and how to implement it in clean 11 steps. Third day she has shown us how implement is in practical way, the step that was quite interesting was image optimization through which we have learnt how to describe an image using Alt attributes. The 4th and 5th days were passed by learning about the transactional keyword search and informational keyword search and the tools we must use for the research on 5th day a weekend test was conducted on the above topics (from day 1 to day 5) and mark were assigned to each and every student according to their paper presentation and knowledge about the topics.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction on to content marketing	→ What is content marketing how it is used in digital marketing	
Day - 2	Introduction to strategic plan in content marketing	<ul style="list-style-type: none"> - Who do you want to reach. - How will you deliver content to them. 	{ } { }
Day - 3	strategic in content marketing	How will you achieve and measure your targeted results	{ } { }
Day - 4	Business case in content marketing	What business goals do you need to achieve how will content market brings.	①
Day - 5	Positioning in content Marketing	what is your brands unique valuable personality what makes it of better choice over a competition	
Day - 6	value preposition in content marketing	What value do you provide to your audience with your content	

WEEKLY REPORT

WEEK - 5 (From Dt 19.5.23.. to Dt 31.6.23.)

Objective of the Activity Done: **CONTENT MARKETING**

Detailed Report: Our trainer in week-5 taught us about another important concept of digital marketing is a marketing strategy used to attract, engage and retain an audience by creating and sharing relevant articles, videos, podcasts and other media. This approach establishes experts, promotes brand awareness and keeps your business top of mind when it's time to buy what you sell.

How companies organize for content marketing:-

- i) Content centre of excellence (consortium of experts who provide leadership).
- ii) Editor board or content council - content creators (OVS Marketing who meet frequently to assign content)
- iii) Content department creates high volume.
- iv) Cross-Functional content chief - senior executive.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to social media marketing.	-what is social media marketing -Types, platforms, objectives, uses, etc.	
Day - 2	Profile optimisation is social media marketing	-Accurate, complete, active links to website and has C.T.A	jj
Day - 3	Role of posting in social media strategy	-useful, engaging relevant post, videos, live's, photos, stories.	3 gg 6
Day - 4	How to keep engaging with audience in social media marketing	-likes, shares, comment and follow customers Followers, influences	①
Day - 5	Role of advertising in social media marketing	-Paid methods of reaching targeted auditing -organic methods	
Day - 6	measuring the results in social media-marketing	-use platform and website analysis to what's working	

WEEKLY REPORT

WEEK - 6 (From Dt. 5.6.23... to Dt 10.6.23.)

Objective of the Activity Done:

CONCEPTS OF SOCIAL MEDIA MARKETING

Detailed Report:

Our trainer in week-6 taught us about another important concept of digital marketing i.e social media marketing. Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals.

Five tips to successful social media marketing:

- i) Create a strategy - each platform needs its strategy, every platform is different in some way and it is important to understand who works best to create.
- ii) Be consistent - posting content & engagement
- iii) Create engaging and interesting content it is important in building a community.
- iv) Track and analysis metrics : with the data and statistic, you can effectively analyze your strategy.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In Charge Signature
Day - 1	Introduction to email marketing	-What is email marketing, role in digital marketing, objectives, uses, etc.	✓
Day - 2	Email templates technicals review in e-mail marketing	→reviewing your e-mail templates and business of design for email	✓
Day - 3	content creation and audience analysis in e-mail marketing	Creating useful content for audience and sends our Personalised email	✓
Day - 4	Email list maintenance in email marketing	-providing on going, support and maintenance for their campaign	✓
Day - 5	reporting in email marketing.	Providing you's with reports that include breakdown of your campaign	✓
Day - 6	email campaign and email marketing strategy	Breaking down your campaign into multiple phases.	✓

WEEKLY REPORT

WEEK - 7 (From Dt. 12/6/23. to Dt. 17/6/23.)

Objective of the Activity Done: CONCEPT OF E-MAIL MARKETING

Detailed Report: Our trainee in week 7 taught us about another important concept of digital marketing i.e. mail marketing. Email marketing is the act of sending a commercial message, typically to a group of people using email in the broadest sense, every email sent to a potential or current customers could be considered email marketing, it involves using e-mail to send ad's request business or solicit sales or donations.

Five tips for making money with email:-

- i) make a targetful list
- ii) plan a smart email list
- iii) personalize e-mails
- iv) personalize e-mails
- v) personalize e-mails.

ACTIVITY LOG FOR THE EIGHT WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Mobile marketing	-What is Mobile marketing role in digital marketing.	
Day - 2	How does mobile marketing work? (practical)	→ Mobile marketing and Format and Styles	J J J J
Day - 3	Types of mobile Marketing Strategies	→ App-based → In-game mobile marketing → QR-Code → SMS, MMS.	J J J J
Day - 4	mobile marketing google ads enhanced campaigns	→ enhanced campaigns allows advertisers to manage their google ads.	J
Day - 5	Google mobile Ad extension in mobile marketing	→ Mobile sites links → Click-to-call → Google offers → Click to download	
Day - 6	Mobile marketing best practices	→ Be clean and concise optimize for local.	

WEEKLY REPORT

WEEK - 8 (From Dt: 19/6/23. to Dt: 24/6/23.)

Objective of the Activity Done:

CONCEPTS OF MOBILE MARKETING

Detailed Report:

Our trainers in week-8 taught us about another important concept of digital marketing i.e mobile marketing. Mobile Marketing to appeal to mobile device users when done right, mobile device users, when done right, mobile marketing provides customers or potential customers using smart phones with personalized, time and get what they need exactly when they need i.e. How mobile marketing works - mobile marketing may include promotions sent through SMS text messaging. MMS, MMS media messaging, through downloaded apps using a mobile device to scan QR code. mobile device to scan target audiences not so much by demographics but as behaviours. In mobile marketing, the device especially screen-sizes.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to video marketing	<ul style="list-style-type: none"> - what is video marketing? - Its importance and role 	
Day - 2	How video marketing work	<ul style="list-style-type: none"> - Promote your company brand - Drive sales - Raise awareness 	i
Day - 3	The importance of video marketing today	<ul style="list-style-type: none"> - the right video marketing campaign can level the playing field 	for
Day - 4	Types of video used in marketing	<ul style="list-style-type: none"> - Animation - Augmented reality videos - Brand videos 	Q
Day - 5	Different apps for video marketing	<ul style="list-style-type: none"> → Adobe → capcut → Alight motion → After effects. 	
Day - 6	Video marketing strategies	<ul style="list-style-type: none"> → Build your story → Design resources → Public message 	

WEEKLY REPORT

WEEK - 9 (From Dt. 26/6/23 to Dt. 1/7/23.)

Objective of the Activity Done:

VIDEO MARKETING
UNDERSTANDING THE CONCEPTS OF

Detailed Report:

Our trainer taught us another important concept of digital marketing in week-9 i.e. video marketing, video marketing describes the use of video content to promote or inform audience about a variety of digital channels and formats, including their own website, social media marketing, programmatic advertising and more video marketing encourages social shares video is the second most popular content type on social media to increase engagement people watch almost a billion video a day on pintrest. Which channels do video marketers plan to use in future youtube- 88%, linkedin- 68%, instagram 68%, facebook- 65%, tiktok- 40%, twitter- 29%, liver- 26%, along with these our trainer showed us some great applications through which we can present our content in an attractive way like after effects, capcut, alight motion video etc (only basics) both paid & non-paid.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to pay-per click advertising	<ul style="list-style-type: none"> → what is ppc advertising → Its importance and role in digital marketing 	
Day - 2	How does pay-per click advertising work?	<ul style="list-style-type: none"> on entirely a automated process the google and other major search engines use to determine 	
Day - 3	How key words work in pay-per click advertising	<ul style="list-style-type: none"> A keyword tool can help you find the right keyword to bid on the are both likely to give 	
Day - 4	How to optimize your pay-per click Ads	<ul style="list-style-type: none"> - the relevance of keywords you hook - the quality of your ads and landing - A solid account 	
Day - 5	Get help with your pay-per click advertising campaigns	<ul style="list-style-type: none"> - Google Ads performance data evaluates your performance against competitors. 	
Day - 6	pay-per click sides	<ul style="list-style-type: none"> - Google Ads - Bid vertoes - Google AdSense - Ad cash etc. 	

WEEKLY REPORT

WEEK - 10 (From Dt. 3/7/23.. to Dt. 8/7/23..)

Objective of the Activity Done: CONCEPTS OF VIDEO MARKETING

Detailed Report: Our trainer taught us another important concept of digital marketing in week-9 i.e., video marketing. Video marketing describes the use of video content to promote or inform audiences about your brand and products. Brands can use video across a variety of digital channels and formats, including their own website, social media marketing, programmatic advertising and more. Video marketing encourages social share. Video is the second most popular content type on social media to increase engagement. People watch almost a billion videos a day on Pinterest.

Which channels do video marketers plan to use in future? YouTube - 88%, LinkedIn - 68%, Instagram - 68%, Facebook - 65%, TikTok - 40%, etc.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to APPSTORE MARKETING	<ul style="list-style-type: none"> -What is App Store marketing -Its role and importance in digital marketing 	ji
Day - 2	HOW do promote your APP in APP's store or Apple App Store	<ul style="list-style-type: none"> -Optimize key word -Submit app to direction -Reach out bloggers 	lucy
Day - 3	easy and affordable APP STORE MARKETING tools	To check Apprise and compatibility to encourage user reviews	F. D
Day - 4	APP STORE OPTIMIZATION	A tactic that improve on apps visibility in an appstore.	Vishal
Day - 5	Marketing resources and identify guidelines in APPSTORE	<ul style="list-style-type: none"> -App store badges -product images -photography videos -messaging style 	Disha
Day - 6	3 APP MARKETING benefits of Being featured in the APP store	<ul style="list-style-type: none"> -Lower acquisition costs -exposure to more relevant users -increase demand 	Disha

WEEKLY REPORT

WEEK - 11 (From Dt 10/7/23 to Dt 15/7/23.)

Objective of the Activity Done:

APPSTORE MARKETING
CONCEPTS OF VIDEO MARKETING,

Detailed Report:

Our trainers taught us another important topic in digital marketing i.e App store marketing. The appstore receives thousand of app submission from new apps every month. What does this tell app marketers? Competition is fierce for all verticals you'll need to understand what you're up against. What are your competitors doing well? How can you improve upon this? That's where also comes as a savior. App store optimisation is the process of improving your app's visibility in the Appstore & Google Play Store. It's similar to SEO, but used specifically for your ranking within appstore search results. This is critical to your user journey because even if your campaign successfully generates a large no. of clicks to an appstore, your app still needs to be well-presented on its listing to convert these leads to installs also can attract organic users without care. Just like SEO, also requires keywords and landing page.

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Influence marketing	What is Influence Marketing Its role and importance in digital marketing	Arun
Day - 2	Influencer marketing strategies	<ul style="list-style-type: none"> - Understood payment structure - Budget & Management - Campaign needs - Influencer outreach 	Arun
Day - 3	Influencer marketing platforms	<ul style="list-style-type: none"> - Impact.com - Influencity - Influencosoft - VNSecure - KOL Square 	Arun
Day - 4	Influencer marketing channels	<ul style="list-style-type: none"> - YouTube - Facebook - Instagram - Twitter 	Arun
Day - 5	Influencer marketing Tools	<ul style="list-style-type: none"> - calculator - Tracker - Counter - Search 	Arun
Day - 6	Influencer marketing agencies	<ul style="list-style-type: none"> - Neosearch - ran bytes - goat - house of marketing etc. 	Arun

WEEKLY REPORT

WEEK - 12 (From Dt 17.7.23. to Dt 22.7.23.)

Objective of the Activity Done:

INFLUENCER MARKETING
UNDERSTANDING THE CONCEPT OF

Detailed Report:

our trainer in week-13 has taught us another most important segment of digital marketing i.e. influences marketing. At fundamental level, influence marketing is a type of social media marketing from influencers is a type of social media marketing that uses endorsements and product mentions from influencers (individuals) who have a dedicated social following & are viewed as experts within their niche.

Types of Influencers: Mega influencers - 1M+ followers
macro Influencers - 100K - 1M followers, micro
Influencers - 10K - 100K followers, nano-Influencers
<10K influencers. Why use influencer marketing?
Considering 56% of young people have purchased a product after seeing a from someone they follow, influencer marketing for your brand, according to influencer marketing Hub. The industry reached \$ 16.11 billion in 2022. The figures is expected to grow to \$ 21.1 billion in 2023 - 2025.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Assignment: A mini project on digital marketing	- Team work - presentation skills - critical thinking	ji
Day - 2	Selecting any brand or company of Industry and finding 1500 keyword.	- Team work - Excel basics and shortcuts	kg
Day - 3	selecting any brand or company of Industry and finding 1500 keyword	- Team work - Excel basics and shortcuts	ok
Day - 4	A short video (2-3) min of movie duration was made by ourselves using DM tools	- video application basics - Team work - Targeted content	D
Day - 5	A short video (2-3) min of movie duration was made by ourselves using DM tools.	- video application basics - Team work - Targeted content	
Day - 6	Presented keywords in Excel sheet and video to get correction and feedback	- Report writing skills - video presentation - Excel basics	

WEEKLY REPORT

WEEK - 13 (From Dt 24.7.23 to Dt 29.7.23)

Objective of the Activity Done: COMPLETED MINI PROJECT

Detailed Report: In this week our trainer has given an assignment / mini project to create a shoot content and excel sheet of relevant keywords based on our favourite Industry on Day 2 and Day 3 our team was segregated in the two mini teams (one for finding keywords and present it in Excel sheet; others for creating a video content after completion of finding relevant keywords on Day 2 and Day 3. On Day 4 and Day 5 we have used several applications like Kinemaster, Vidma, Alignmotion, Capcut, VN to make best video content. At last we have used all these apps was very good and the output was cool. On Day 6 we have presented our excel sheet and video to our trainer. She said some positive and negative things about our work. We noted and also made some necessary changes.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Assignment: choose a business or and market research.	Select business and conduct market research to understand industry and competitors	
Day - 2	Target audience analysis and its metrics	<ul style="list-style-type: none"> - Demographic - Psychographic - Behavioral - Psychological 	ij
Day - 3	Goal setting. (clearly define digital marketing goals aligned with organic growth)	<ul style="list-style-type: none"> - Website traffic - Search engine ranking - generate leads - boost social 	lk or AF
Day - 4	Content strategy (develop a content strategy that aligns with your target audience and supports	<ul style="list-style-type: none"> - Blogs - Posts - Videos - Infographics 	Q
Day - 5	Search engine optimisation [Identify relevant keywords for your business and incorporate them in your website]	- optimize on page elements (title tags, meta descriptions) with targeted keyword	
Day - 6	Prepared ppt and a word document of the above aspects	<ul style="list-style-type: none"> - Team work - Report writing skills - Presentation skills 	

WEEKLY REPORT

WEEK - 14 (From Dt 31.7.23.. to Dt 31.8.23)

Objective of the Activity Done: COMPLETED MEGA PROJECT

Detailed Report: In this last second week our trainer has assigned us a mega project to do market research on any industry of our choice. So, we have decided to choose Beauty Industry and selected one of the top most brand "louisphilippe". In this project we have done a critical research on Louis Philippe website such as their goals, vision, mission, their logo etc. After this we had found some relevant keywords from its website. A thorough market research was done on Louis Philippe growth, revenue, marketing strategies, products & services. After this market research we had analytics target audience analytics and the social media content (reaction and frequencies, following in social media applications) we had kept mind all the digital marketing segments throughout the research and prepared a ppt and prepared a ppt and word document and submitted them.

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Batch-1 and Batch-6 presentation on their project	- Team work - presentation skills - communication skills	
Day - 2	Batch-7 presentation on their project	- Team work - presentation skills - communication skills	i }
Day - 3	Batch-2 presentation on their project	- Team work - presentation skills - communication skills	y }
Day - 4	Batch-5 presentation on their project	- Team work - presentation skills - communication skills	Q }
Day - 5	Batch-4 presentation on their project	- Team work - presentation skills - communication skills	
Day - 6	Batch-1 presentation on their project	- Team work - presentation skills - communication skills	

WEEKLY REPORT

WEEK - 15 (From Dt. 7.1.23 to Dt. 12.1.23)

Objective of the Activity Done:

A SEMINAR / PRESENTATION OF OUR PROJECT

Detailed Report:

In our last week Internship programme our trainer has asked us to give a speech (or) a seminar. On our project and every individual in the team must participate. So, we have decided that as our presentation is of 30-40 slides, we have segregated the slides and decided to present one by one on the stage. At first we were nervous but put on the project has boosted confidence. As they were 7 batches, each day one batch used to give their presentation. Our was last but not least, we have successfully given our presentation on "louis philippe" and our trainer was so impressed by all of us. They appreciated every batch with their positives and also the flaws. In this way our internship program was completed successfully.

CHAPTER 5: 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.)

internship on Digital Marketing course for which I am grateful. My internship began on 24/4/23 and had ended on 8/23. The skills I have learnt or acquired & knowledge have gained are priceless. I couldn't have hoped for better internship experience to lay the ground work for my future career.

My internship experience looked like that and I was assigned to a team and reported to a ~~man~~ one or more project work on in addition to my daily tasks. At the end of my internship, I was given feedback on my daily task performance & have the opportunity to apply for a graduate role. The most critical components of this experience that I will take with me into my future endeavours are:-

Don't ever be afraid to ask questions.

It is ok to make mistakes networking

Recognising workplace culture

The advantage of accepting feedback

Accepting challenges & adaptable nature

Enthusiasm is priceless

Independence

Learning is quite fun while working

Your work is valued.

communication is influenced by culture, and as a student, I learned that each company or organization has its own culture. It is critical to observe others as well as learn how they interact and engage with co-workers as well as how they assist them with tasks and projects. I learned quickly that it's okay to seek clarification when something is unclear to me, or I don't understand.

The most important thing to remember is that everyone's experiences will differ. As a result your experience will be one-of-a-kind.

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

PHOTO/VIDEO EDITING:-

Video marketing is one of the most important segment of digital marketing. Video marketing describes the use of video content to promote or inform audiences about your brand and products. In this internship we have got a chance to learn some of the photo/video application basics. As it is necessary for a digital marketing.

SEO (SEARCH ENGINE OPTIMIZATION):-

SEO is one of the most important segment of digital marketing. SEO is the process used to optimize a website's technical configuration, content relevance and popularity. So, its pages can become easily findable, more relevant & popular towards user search engine queries & as a consequence, search engines rank them better. We have got an opportunity to learn about keyword planner and role of keywords to rank the websites.

EXCEL SKILLS AND SHORTCUTS (BASIC):-

We have learnt some basic excel sheet skills like saving and opening a workbook and managing worksheets, formatting cells, printing and some excel functions (basics like sum, count, average, time, data, left, right, etc).

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.

PROJECT MANAGEMENT:-

with an abundance of constant moving parts that digital marketing managers need to keep track of, great project management skills are a top priority to stay organized and efficient (for team collaborating).

STRATEGY THINKING:-

People in digital marketing need to be able to see one step ahead of everything and think about the bigger picture. Strategic thinking is all about understanding how other people think.

DATA ANALYSIS:-

By analyzing data about consumers, marketers can gain valuable insights to better understand and tailor their services to current and prospective customers.

4. UNDERSTANDING CUSTOMER EXPERIENCE:-

A great business does more than just get a customer from awareness to purchase strategy. ~~around~~ being customer centric is always a good idea. Making the customer top-priority will help build loyalty.

5. EXCELLENT COMMUNICATION:-

Good communication skills are essential for digital marketing managers as a manager, you will be required to collaborate with people from different departments, your superiors, and marketing agencies while keeping your team organized do this effectively you need to communicate your goals to different groups.

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.,)

PROJECT MANAGEMENT:-

with an abundance of constant moving parts that digital marketing managers need to keep track of great project management skills are a top priority to stay organized and efficient (for team collaboration).

STRATEGIC THINKING:-

people in digital marketing need to be able to see and step ahead of everything and think about the bigger picture strategic thinking is all about understanding from other people think.

DATA ANALYSIS:-

By analyzing data about consumers marketers can gain valuable insight to better understand and tailor their services to current and prospective customers

UNDERSTANDING CUSTOMER EXPERIENCE:-

A great business does more than just get a customer from awareness to purchase understanding how to create a marketing strategy around being customer centric is always a good idea making the customer top-priority will help to improve brand loyalty.

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

OBSERVE:-

- How do others enter into the discussion?
- How do they ask questions?
- How do they disagree with or support the topic?
- How do other students make critical comments?
- What special phrases do they use to show politeness even when they are voicing disagreement?
- How do they signal to ask a question or make a point?

LEARN TO LISTEN:-

Be an active listener and don't let your attention drift stay attentive and focus on what is being said.

Identify the main idea being discussed

Evaluate what is being said think about how it relates to the main idea/theme of tutorial.

Listen with an open mind and be receptive to new ideas and points of view. Think about how to they fit in with what you have already learnt. Test your understanding. Mentally paraphrase what others speakers say.

Ask yourself questions as you listen take notes during class about things to which you could respond.

REPREARE.

You can't contribute to a discuss on unless you are well prepared. Attend teachers and make sure you complete any assigned readings or tutorial assignments.

PRACTISE:-

Practise discussing course topics and materials outside class start in an informal setting with another student or with a small group.

- * The course material
- * their opinions
- * Information or advice about the course.

PARTICIPATE:-

If you find it difficult to participate in tutorial discussion, set yourself goals and aim to increase your contribution each week. An easy way to participate is to add to the existing discussing.

- * Agree with what someone has said or's
- * prepare a question to ask before hand you can then work up to,
- * ASK them to expand on their point
- * Answering a question put to the group.
- * providing an example for point under discussion
- * Disagreeing with a point.

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

1) DATA:-

Big data is a term that describes the large volume of data - both structured and unstructured that mandates a business on a day-to-day basis. This data can come from myriad sources, such as business transactions, social media, sensors, digital images, videos and more.

How is Big Data Transforming Digital Marketing?

→ personalization and ~~content~~ customization

→ predictive analytics

→ Improved Decision-Making

→ customer journey mapping

→ real-time marketing

→ segmentation

→ Improved ROI

→ competitor analysis

→ Improved customer service

→ innovation

ARTIFICIAL INTELLIGENCE:-

The term is often applied to a machine or computer system capable of performing tasks that usually require human intelligence, such as understanding natural language, recognizing patterns, solving problems and making decisions.

Machine learning (ML) is a subset of AI. It is a method of data analysis that automates the building of analytical models. Essentially it's a way to train an algorithm so it can learn how to make decisions or predictions based on data.

Now machine learning transforming Digital Marketing

- personalized marketing
- customer segmentation
- predictive analytics
- Automated Ad Bidding

→ sentiment analysis

→ SEO and SEM

→ website and campaign optimization.

chatbots and virtual assistants

content creation and curation

BOTS AND CHAT BOTS:-

A Bot is a software application programmed to perform certain tasks. Bots are automated, which means they run according to their instructions. A chatbot is a specific type of bot that is designed to simulate human conversation. These bots interact with users typically via a chat interface, which can exist on websites, in apps, or even on social media platforms.

Now are Bots and chat bots transforming digital marketing.

customer service

lead generation

personalization

user engagement

E-commerce transactions

Data collection and analysis

Cost savings.

Student Self Evaluation of the Short-Term Internship

Student Name: P.Jaya Krishna

Registration No: 20131604045

Term of Internship: From: April 2023 To: July 2023

Date of Evaluation: 10/7/23

Organization Name & Address: Prism Degree College

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:

Signature of the Student

Student Name: P. Jaya Krishna

Registration No: 120131604045

Term of Internship:

From: April 2023 To: July 2023

Date of Evaluation: 10/7/23

Organization Name & Address: PGISM Degree 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

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

A. Arunkumar

PHOTOS & VIDEO LINKS

<https://www.louisphilippe.com>

<https://www.taubesgroup.com>

<https://maskchimp.com>

<https://mailgate.com>

blog.hootsuite.com

<https://sproutsocial.com>

EVALUATION

Internal & External Evaluation for Semester Internship

Objectives:

- Explore career alternatives prior to graduation.
- To assess interests and abilities in the field of study.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.
- To acquire employment contacts leading directly to a full-time job following graduation from college.

Evaluation Model:

- There shall be both internal evaluation and external evaluation
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 200 marks. Internal Evaluation for 50 marks and External Evaluation for 150 marks
- The number of credits assigned is 12. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings for Internal Evaluation shall be:
 - Activity Log 10 marks
 - Internship Evaluation 30 marks
 - Oral Presentation 10 marks
- The weightings for External Evaluation shall be:
 - Internship Evaluation 100 marks
 - Viva-Voce 50 marks
- The External Evaluation shall be conducted by an Evaluation Committee comprising of the Principal, Faculty Guide, Internal Expert and External Expert nominated by the affiliating University. The Evaluation Committee shall also consider the grading given by the Supervisor of the Intern Organization.
- Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

the individual student's involvement in the assigned work.

While evaluating the student's Activity Log, the following shall be considered -

- a. The individual student's effort and commitment.
 - b. The originality and quality of the work produced by the individual student.
 - c. The student's integration and co-operation with the work assigned.
 - d. The completeness of the Activity Log.
- The Internship Evaluation shall include the following components and based on Weekly Reports and Outcomes Description
- a. Description of the Work Environment.
 - b. Real Time Technical Skills acquired.
 - c. Managerial Skills acquired.
 - d. Improvement of Communication Skills.
 - e. Team Dynamics
 - f. Technological Developments recorded.

MARKS STATEMENT
(To be used by the Examiners)

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: P.Jaya Krishna

Programme of Study:

Year of Study: 2020-2023

Group: B.Com(vocational)

Register No/H.T. No: 120131604045

Name of the College: PRISM Degree College

University: Andhra University

SL.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	
2.	Internship Evaluation	30	
3.	Oral Presentation	10	
	GRAND TOTAL	50	

Date:

Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: P.Jaya Krishna
Programme of Study:
Year of Study: 2020 - 2023
Group: B.Com (vocational)
Register No/H.T. No: 120131604045
Name of the College: Prism Degree College
University: Andhra University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	
2.	For the grading giving by the Supervisor of the Intern Organization	20	
3.	Viva-Voce	50	
	TOTAL	150	
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of Andhra Pradesh)

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