



## SHORT-TERMINTERNSHIP



**Dr. LANKAPALLI BULLAYYA COLLEGE  
VISAKHAPATNAM**

*PROGRAM BOOK FOR  
SHORT-TERM INTERNSHIP*

Name of the Student : MANJU MAHANTHI

Name of the College : Dr Lankapalli Bullayya College, Visakhapatnam

Registration Number : 722128805489

Period of Internship : 8 Weeks

Name & Address of Intern Organization: Smartinternz

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

Sneesha Mam

Department of

Dr Lankapalli Bullayya College: Visakhapatnam

Submitted by

M. Manju

Reg. No.

722128605489

Dr. Lankapalli Bullayya College

Visakhapatnam-13

## Declaration

I M. Manju student of Digital Marketing  
Program, Reg. No. 722128805489 of the Department of Biotechnology  
College do hereby declare that I have completed mandatory Short-Term  
Internship Under the Faculty Guideship of Srinisha Mam  
Department of Chemistry, Dr.L.Bullayya College,  
Visakhapatnam.

Manju.  
Signature of the student

## Official Certification

This is to certify that M. Manju

Reg. No. 722128805489 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

This 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. Srinisha Mam for her support and guidance throughout the project study. The co-operation is much indeed appreciated.

Finally, I would like to thank my institute, Dr. Lankapalli Bullaya 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**

<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	Introduction to Digital Marketing	understand Digital Marketing fundamentals	
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 & strategies	
Day - 6			

## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: Digital Marketing uses online platforms and technologies to promote products and services. It allows businesses to reach, engage and measure their audience more effectively than traditionally methods.

- Enhances website visibility in search engine results.
- Create valuable content to attract and engage audiences using platforms like Facebook and Instagram for brand building and engagement.
- Sends targeted messages to nurture leads and build customer 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 2<sup>nd</sup> 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 and structure.	
Day - 3	Social Media Marketing	Platform proficiency and content creation	
Day - 4	Search engine optimization (SEO)	Content creation and optimization	
Day - 5	key words elements	Skills in strategically placing key words	
Day - 6			

WEEKLY REPORT

WEEK -2 (From Dt..... to Dt.....)

Objective of the Activity Done: Basics & Application of Digital Marketing

Detailed Report: Digital Marketing involves Various

Online courses channels used to reach and Engage customers.

Include social media , search engines , email and websites.

Techniques to improve a website's 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 measure campaign effectiveness

Adjusting strategies to incorporate the latest best practices and innovations .

ACTIVITY LOG FOR THE 3<sup>rd</sup> WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction social media marketing , Quiz on the previous topics .	Better understanding of 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 of the twitter Marketing . Instagram	
Day - 4	Twitter Marketing :- Setting up and Managing a Twitter account	understanding of 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 business 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 platforms). This report will 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 form. The report focus on the data analyzed includes engagement metrics, follower growth, content performance and advertising campaign results.

ACTIVITY LOG FOR THE 4<sup>th</sup> 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 objectives .	
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 to the website	
Day - 4	Creating effective ads .	Offers opportunities to increase the global reach	
Day - 5	Measuring and monitoring performance	Evaluation of the effectiveness of digital marketing strategy	
Day - 6			

WEEKLY REPORT

WEEK - 6 (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 advertisers 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 are 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 ad network, audience and competitiveness of the industry or keyword.

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

ACTIVITY LOG FOR THE 5<sup>th</sup> WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Email Marketing & Quiz on previous topics	understand the fundamentals of email Marketing and importance in Digital Marketing.	
Day - 2	Building an email list and Creating effective email campaigns	Understand the key elements of effective email campaigns	
Day - 3	Email Marketing Automation and Behavioral	Understand the benefits and types of email Marketing.	
Day - 4	Measuring and monitoring email Marketing Performance	Learn how to track and measure email marketing metrics .	
Day - 5	Email Marketing Automation and platforms	Understand the benefits and platforms of email marketing automation	
Day -6			

WEEKLY REPORT

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

Objective of the Activity Done: About Email Marketing Automation

Detailed Report: - Email 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 Email 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 form
- Leverage social media.
- Content upgrades, Host webinars or events, Networking and partnerships, Segment your list, optimise landing pages.

Email Marketing Automation refers to use of pre-defined rules to trigger email messages and personalize them based on specific actions.

Examples of Automation :- welcome emails, Thankyou emails, Post-purchase emails, Cross sell & upsell emails.

Email Automation platforms :- Active Campaign, Get response, Brevo.

**ACTIVITY LOG FOR THE 6<sup>th</sup> 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	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 videos	
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. E-mail Newsletters
4. Video Marketing
5. Podcasting

Video Marketing -

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 7<sup>TH</sup> WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Analytics and Data , Quiz on the previous topics	Better understanding of the Market and customers.	
Day - 2	Understanding web Analytics	Enhances the online business strategy	
Day - 3	Understanding key Performance indicators	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 the user Experience	
Day - 6			

WEEKLY REPORT

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

Objective of the Activity Done: Analytics And Data

Detailed Report:

Digital Marketing analytics is the practice of gathering , analyzing and interpreting data to make informed decisions and improve marketing performance across all your channels . These channels may include social media , websites , ad campaigns or search engines.

In Digital Marketing , data analytics help companies understand customer behaviour , measure campaign performance and optimize marketing strategies . A successful marketing analytics strategy has 3 components

1. Collect accurate and timely data
2. Analyze the data to identify trends and patterns
3. Act on the insights gained from the data

Marketing Data Analytics can be used to determine the success of past campaigns in terms of ROI , conversions , customer behaviour and preferences and organic traffic .

**ACTIVITY LOG FOR THE EIGHT 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 studies that are done	Revised the previous weeks classes	
Day - 2	Develop and Digital Marketing strategy	Understanding the Enhancing the strategies	
Day - 3	Planning and Budgeting for a Digital Marketing Campaign	Evaluating 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 strategy	
Day - 6			

WEEKLY REPORT

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

Objective of the Activity Done: Digital Marketing strategies.

Detailed Report: Learned about developing and Marketing strategies. An effective digital marketing strategies 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 influences the people. And the effect the digital marketing campaign shows on the particular products.

Also submitted the case studies on the first day which lead to the detailed understanding of all the week classes. At the last day of the week Grand Assessment have been conducted on the overall subject.

## 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 Procedures :- Structured and consistent
- Discipline and Time Management :- Emphasis on punctuality and efficiency
- Harmonious Relationships :- supportive and cooperative
- Socialization :- Opportunities for informal interactions
- Mutual Support and Team Work :- Collaborative and helpful
- Motivation :- Recognized and incentivized
- Space and Ventilation :- Comfortable and well-ventilated

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 :- Techniques to improve website visibility on search engines.
2. Content Marketing :- Strategies for creating and distributing valuable content to attract and engage audiences.
3. Social Media Marketing :- Using platforms like Facebook, Instagram and Twitter to build brand presence and engage with users.
4. Pay - per - click Advertising :- Managing paid ad campaigns on platforms like Google Ads.
5. Email Marketing :- Crafting effective email campaigns and managing subscriber lists.
6. Marketing Automation :- platforms like Hubspot are used for automate repetitive marketing sales such as sending out drip email campaigns or managing customer journeys.
7. 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.

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.

Taking a digital Marketing course can significantly enhance various managerial skills like :-

Strategic planning :- We'll learn how to develop comprehensive digital Marketing strategies aligned with business goals.

Data Analysis :- Gaining skills in Analyzing metrics from different platforms to assess campaign performance and make informed adjustments

Budget Management :- Effective digital Marketing requires managing budgets for advertising spend, tools and other resources.

Team Leadership and collaboration :- Digital Marketing often involves working with cross-functional teams, including designers, developers and other marketers.

Project Management :- Managing digital marketing campaigns involves co-ordinating multiple tasks, deadlines and team members.

Crisis Management :- We learnt how to handle negative feedback, manage online reputations and respond to crisis.

Communication skills :- We'll enhance our ability to write, and speak clearly, present data compellingly and negotiate with stakeholders.

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.,)

We can enhance our communication abilities in this context.

1. Active listening - Engage in active listening during lectures, discussions and interactions with peers and instructors.
2. Enhance presentation skills - Many digital Marketing courses involve presenting projects or ideas. Practice delivering presentations confidently and clearly.
3. Use data to communicate insights - Learn to interpret and present data in way that is understandable and actionable.
4. Leverage Digital tools - Familiarize yourself with digital communication tools and platforms used in Marketing.
5. Participate in Discussions - Engage in online discussions, forums or study groups.
6. Engage in peer reviews - Participate in peer review sessions where you provide feedback on communication.

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

### 1. Enhancing abilities in group discussions :-

- Active listening.
- Effective communication .
- Encouraging participation .
- Conflict resolution.

### 2. Enhancing participation in teams :-

- Proactivity .
- Reliability
- Collaboration .
- Empathy and support .

### 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 group discussions , our participation in teams and our impact as a team leader .

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

Some key Technological advancements that are relevant to training in Digital Marketing.

1. Artificial Intelligence and Machine Learning :-

- AI powered Analytics
- chatbots
- Content creation

2. Automation and Marketing Automation platforms :-

- Email Automation
- Ad campaign automation
- customer journey mapping

3. Data Analytics and Big Data :-

- Advanced Analytics tools
- Big data integration

4. Social Media and Influence marketing Technologies

- social listening tools
- Influence marketing platforms

5. Video marketing and Augmented Reality (AR)

- Video content tools
- Augmented Reality (AR)

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

**Student Name:** M. Manju

**Registration No:** 722128805489

**Term of Internship:** 8 weeks From:

To : August

**Date of Evaluation:** 23/08/24

**Organization Name & Address:** Dr. Lankapalli Bellaya college , Visakhapatnam

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	<b>OVERALL PERFORMANCE</b>	1	2	3	4	5

**Date:**

**M. Manju**  
Signature of the Student

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

**Student Name:** M. Manju

**Registration No:** 722128105489

**Term of Internship:** 8 Weeks From: July 3<sup>rd</sup> To : August

**Date of Evaluation:** 23.08.24

**Organization Name & Address:** Dr. Lankapalli Bellayya 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	<b>OVERALL PERFORMANCE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**Date:**

**Signature of the Supervisor**

**Page No**

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

Name Of the Student: M. Manju

Programme of Study: Digital Marketing

Year of Study: 3rd year

Group: CMBBT (BSC)

Register No/H.T. No: 722128805489

Name of the College: Dr. Dankapalli Bhullaya College

University: Andhra University.

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

Date:

Signature of the Faculty Guide