



SHORT-TERMINTERNSHIP



**Dr. LANKAPALLI BULLAYYA COLLEGE
VISAKHAPATNAM**

**PROGRAM BOOK FOR
SHORT-TERM INTERNSHIP**

Name of the Student : S. Bhuvana Seavantli

Name of the College : Dr Lankapalli Bullayya College, Visakhapatnam

Registration Number : 72212 8805513

Period of Internship : 2 months

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 Biotechnology

Under the Faculty Guideship of

Sirisha mam

Department of

Biotechnology chemistry

Dr Lankapalli Bullayya College Visakhapatnam

Submitted by

S. Bhuvana Sravanthi

Reg. No.

722128805513

Dr. Lankapalli Bullayya College

Visakhapatnam-13

Declaration

I S.Bhuvana Sravanthi student of Digital Marketing Program, Reg. No. 722128805513 of the Department of Biotechnology College do hereby declare that I have completed mandatory Short-Term Internship Under the Faculty Guideship of Sirishamam Department of Chemistry, Dr.L.Bullayya College, Visakhapatnam.

S.B.Sravanthi
Signature of the student

Official Certification

This is to certify that S. Bhuvana Sravanti

Reg. No. 722128805513 has completed Internship in

3rd year on Digital Marketing

Under my supervision as part of a partial fulfillment of the requirement for
the Degree of BSC Biotechnology 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 Mr. Simcha for giving me the opportunity to do my internship project at Smartinterneze. The supervision and support that he gave truly help the progression and smoothness of the internship program. I would like to thank Sneha Singh (Project guide) for his support and guidance throughout the project study. The co-operation is much indeed appreciated.

Finally, I would like to thank my Institute Faculty of marketing, LBC 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 Email Digital Marketing .	understand Digital Marketing Fundamentals.	
Day - 2	What is digital Marketing .	understand Digital Marketing strategies .	
Day - 3	How digital Marketing is useful	Benefit 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: Introduction to Digital Marketing.

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.

- 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 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.

2nd
ACTIVITY LOG FOR THE FIRST 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	Key word elements	Skills in Strategically placing Key-words.	
Day - 6	Basics & application of digital marketing.	Advanced strategy Development.	

WEEKLY REPORT

WEEK - 2 (From Dt. to Dt.)

Objective of the Activity Done:	Marketing Basics & Application of Digital
Detailed Report:	Digital marketing involves various online channels used to reach and engage customers. It includes 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 analytic tools to gather insights and measure campaign effectiveness.
	Adjusting strategies to incorporate the latest best practices and innovations.

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ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction social media marketing and Quiz	Better understanding to the social Media Marketing	
Day - 2	Facebook Marketing Setting up and managing facebook Page	understanding to the Face book Marketing	
Day - 3	Instagram marketing Insta business accounts and Advertising	understanding of the Instagram marketing	
Day - 4	Final Twitter Marketing Setting up & 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 marketing 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. This report will dive into our platform highlighting key metrics, success, and challenges.
	<ul style="list-style-type: none">Analyze engagement rates, follower growthPerformance across social media platforms.Evaluate the effectiveness of our social media advertising campaigns.Identify areas for improvement and provide recommendation for further strategy. This focuses on the data analyzed includes engagement metrics, follower growth, content performance.

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ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to pay-Per-click Advertising. Quiz.	Helpful for your Online business & achieve market 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 in website	
Day - 4	Creating effective Ads	Offer opportunities to increase the global reach.	
Day - 5	Measuring and monitoring performances.	Evaluating of the effectiveness of digital marketing strategy	
Day - 6	-	-	

WEEKLY REPORT

WEEK - 1 (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 results pages, social media sites and other websites. The amount an advertiser pays in based on how much they factors like the ad space on well as other factors network, audience and competitiveness of the industry or keyword.

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ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to E-mail marketing & Quiz.	understand the fundamental of Email 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 & monitoring email marketing Performance	Learn how to track & measure email marketing metrics .	
Day - 5	Email marketing Automation and platforms .	understand the benefits & platform 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: 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 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 partnership, segment your list.
- Optimise landing pages.

Email Automation platforms : Active Campaign, Get response, Boovo.

6th
ACTIVITY LOG FOR THE FIRST 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 well	understand Creating video's on content & all	
Day - 4	Content marketing Strategy	understand creating a content strategy & Engaging.	
Day - 5	Measurement & 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 and 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 Marketing
4. Video marketing
5. Podcasting.

Video Marketing :

using video content to promote products, services & brands.

Types of Marketing :

1. Explainer Video
2. Product Demo
3. Brand Stories.

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ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Analytics & Data , Quiz on previous topic	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 Analysis	Identification of Performance of media across the channels .	
Day - 5	Measuring & monitoring website & marketing Performance	Identification of trends & 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:	<p>Digital marketing analytics is the practice of gathering, analyzing & 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 behaviors and optimize marketing strategies.</p>
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 also be used to determine the success of past campaigns in terms of ROI, conversion, customer behaviour and preferences and Organic Traffic.

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ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Submission of the case studies that are done.	Revised the previous weeks classes.	
Day - 2	Develop & digital marketing strategy	understanding and enhancing the strategy.	
Day - 3	Planning and Budgeting for a digital marketing campaign.	Evaluating the budgets 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: Develop and 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 arena.

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 effects the digital marketing campaigns 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.)

People Interactions are open and respectful communication.

Facilities and Maintenance well-maintained and equipped.

Clearly defined responsibilities in clarity of Job Roles.

Protocols and Procedures structural and consistent.

Discipline and time management emphasis on Punctuality and efficiency.

Harmonious Relationships are supportive and cooperative.

Socialization are opportunities for informal interactions.

Mutual Support and teamwork is collaborative and helpful.

Motivation are Recognized and incentivized.

Space and Ventilation are 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 you with skills for online marketing.

1. Search Engine Optimization is a technique to improve website visibility on search engines
2. Content Marketing is strategies of 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 is crafting effective email campaigns and managing subscriber lists.
6. Digital Strategy Developing comprehensive marketing plans and strategies for online channels.

The course often includes hands-on projects, case studies, and practical exercises to apply these concepts.

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.

- Planning is to develop strategic marketing plan and budgets.
- Leadership Guide and motivate the marketing team.
- Teamwork collaborate with cross-functional teams for campaign success.
- Behavior Maintain a proactive, adaptive approach.
- Workmanship Ensure high-quality digital content and assets.
- Productive use of time efficiently manage tasks and campaigns.
- weekly improvement stay updated with trends and enhance skills.
- Goal setting set and track clear, measurable campaign objectives.
- Decision making use data to make informed marketing decisions.
- Performance Analysis evaluate and optimize campaign performance based on metrics.

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.)

To improve communication skills in digital marketing.

- Oral communication Practice clear speech through presentations and discussions.
- Written communication . write and review content for clarity and engagement.
- conversational Abilities . Listen actively and engage in discussions.
- Confidence levels . Build expertise and prepare thoroughly.
- Anxiety Management use relaxation techniques and be well - prepared .
- understanding others . Listen empathetically & analyze audience feedback.
- Getting understood . use clear language and seek feedback.
- Extempore Speech stay informed & practice impromptu speaking.
- Articulating key points . Organize thoughts and focus on main messages.
- closing conversations Summarize and define next steps clearly.

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

To enhance the abilities in digital Marketing teams.

- Active listening understand and consider team members input.
- effective communications clearly present ideas and use data to back them up.
- knowledge sharing keep the team updated on trends and best practices.
- collaboration tools use these tools like slack or trello for smooth communication and task management.
- Data - Driven Decisions Base discussions on solid analytics.
- Leadership skills Focus on delegation, motivation and conflict management.
- continuous Learning stay informed about industry developments.
- Feedback Mechanisms Regularly review and act on feedback for improvement.

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

In digital Marketing , Key technological developments include.

- AI and machine learning Enhance Personalization and optimize and targeting
- Marketing Automation Platforms : Automate tasks like email campaigns and lead nurturing.
- Data Analytics Provide insights into customer engagement and gather interaction data.
- Programmatic Advertising Automate and buying and optimize targeting .
- AR and VR Create immersive and interactive consumer experiences .
- Voice Search Optimization Focus on natural language for better visibility in voices searches.

Student Self Evaluation of the Short-Term Internship

Student Name:	S. Bhuvana Sravanti	Registration No:	722128805513
Term of Internship:	From: July 3 rd	To:	8 weeks
Date of Evaluation:	23/8/24		
Organization Name & Address: Dr. Lankapalli Bellaya 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:

S. B. Sravanti

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: S. B. Sravanti

Registration No: 722128805513

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

Date of Evaluation: 23-8-24

Organization Name & Address: Dr. Lankapalli bullaya 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

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

Name Of the Student: S.Bhuvana Sravanti
Programme of Study: Digital Marketing
Year of Study: 2024
Group: BSC Biotechnology
Register No/H.T. No: 422108805513
Name of the College: Dr.Lankapalli bullaya 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