



## SHORT-TERM INTERNSHIP



**Dr. LANKAPALLI BULLAYYA COLLEGE  
VISAKHAPATNAM**

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

**Name of the Student** : Guna Niharika.

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

**Registration Number** : 722128805468.

**Period of Internship** : 8 weeks.

**Name & Address of Intern Organization:** smart internz.

**Name of the University** : Andhra University

**Year** : 2024.

**An Internship Report on**

Digital Marketing.

**Submitted in accordance with the requirement for the degree of**

Bsc "CMBBT"

**Under the Faculty Guideship of**

Sireesha Mam.

**Department of**

Chemistry.

***Dr Lankapalli Bullayya College: Visakhapatnam***

**Submitted by**

Guna Niharika

**Reg. No.**

722128805468.

***Dr. Lankapalli Bullayya College  
Visakhapatnam-13***



## Declaration

I Guha Niharika student of Digital Marketing  
Program, Reg. No. 72128805468 of the Department of Biotechnology.  
College do hereby declare that I have completed mandatory Short-Term  
Internship Under the Faculty Guideship of Sireesha Mam.  
Department of Chemistry, Dr.L.Bullayya College,  
Visakhapatnam.

Gu Niharika  
Signature of the student

## Official Certification

This is to certify that Guna Niharika

Reg. No. 722128805468 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 "CMB37" 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 few names. I take the opportunity to acknowledge the efforts of the many individual 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 smart internz. The supervision and support that she gave truly help the progression and smoothness of the internship programme. I would like to thank Mrs. sireesha mam for her support and guidance throughout the project study. The cooperation is much needed appreciated.

Finally, I would like to thank my institute, Dr. Lankapalli Bullayya college for making this experience of internship program. The learning from this experience has been immense and would be cherished throughout life.

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

### **1: EXECUTIVE SUMMARY**

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

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

#### **Suggestive contents**

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

### **3: INTERNSHIP PART**

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



# ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Digital marketing.	Understand digital marketing fundamental	
Day - 2	What is digital marketing.	Understand digital marketing strategies.	
Day - 3	How digital marketing is useful	Benefits and Target Audience engagement.	
Day - 4	How digital marketing influence the social media.	To understand the role of social media	
Day - 5	What are the digital marketing channels.	Identify various digital marketing channels and strategies.	
Day - 6	challenges and opportunities.	Develop solutions for overcoming challenges.	

## WEEKLY REPORT

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

### Objective of the Activity Done:

#### Detailed Report:

Digital marketing uses online platforms and technologies to promote 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.

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 engine and social media Platforms.

- Partnership with affiliates to promote products and earn commissions -

- Collaborates with influencers to reach their followers.



### ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Traditional vs Digital marketing.	understanding Brand building techniques.	
Day - 2	On page Optimization techniques.	Content Quality and Structure.	
Day - 3	Social media marketing	Platform Proficiency and Content creation.	
Day - 4	search engine optimization.	content creation and optimization.	
Day - 5	Key word elements.	skills in Strategically Placing keywords.	
Day - 6	Basics & application of digital marketing.	Advanced Strategy development.	



## WEEKLY REPORT

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

Objective of the Activity Done: Basics & Application of digital marketing.

Detailed Report: Digital marketing involves various online channels used to reach and engage customers.

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 analytics tools to gather insights and measure campaign effectiveness.

Adjusting strategies to incorporate the latest best practices and innovations.

### ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to 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 Instagram marketing.	
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 delve into our performance on these platforms, highlighting key metrics, successes and challenges.

- Analyze engagement rates, follower growth, content
- Performance across social media platforms.
- Evaluate the effectiveness of our social media advertising campaigns.
- Identify areas for improvement and provide recommendations for future strategy.

This report covers our social media activity from (insert start date) to (insert E. date).

The report focus on the data analyzed includes engagement metrics, follower growth, content performance, and advertising campaign results.



### ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to pay per click advertising, Quiz on the previous topic.	Helpful for grow online businesses & 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 businesses, raising awareness and increase traffic to the website	
Day - 4	Creating effective Ads.	Offers opportunities to increase the global reach.	
Day - 5	measuring & monitoring performance.	Evaluation of the effectiveness of digital marketing strategy.	
Day - 6	—	—	

## WEEKLY REPORT

WEEK - 4 (From Dt..... to Dt.....)

Objective of the Activity Done: Introduction to PAY PER CLICK advertising.

Detailed Report: Pay per click (PPC) advertising is a digital marketing strategy that includes 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 engines results pages, social media sites and other web sites. 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 appears on Google's search engine and other Google properties.



### ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to E-mail marketing & Quiz on Previous 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 E-mail 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:** 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 leads sales.

**Benefits Of Email marketing -** Increase brand awareness, Generate website traffic, Drive sales and revenue, Gain valuable business data, keep customers engaged.

- Building an E-mail 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.

# ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to content marketing & video marketing.	Understand content marketing & video marketing.	
Day - 2	What is content marketing.	Understand content marketing strategies.	
Day - 3	How video marketing does use.	Understand creating videos on content and 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 users 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 -

1. Using video content to promote products, services (or) brands.

Types of marketing :

- 1) Explainer videos
- 2) Product Demos.
- 3) Brand stories.



# ACTIVITY LOG FOR THE Seventh WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction to analytic and data.	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 practise 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 and 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 three 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 also 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 Elgth 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 and Digital marketing strategy.	understanding & 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 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 arenas.

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 files on the first day which lead to the detailed understanding of all the weeks 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 & cooperative.
- socialization : Opportunities for informal interactions.
- Mutual support and teamwork : collaborative & helpful.
- Motivation : Recognized and incentivized.
- space and ventilation : comfortable and well-ventilated.

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



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

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

- 1) Search engine optimization (SEO): Techniques to improve website visibility on search engine.
- 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 (PPC) Advertising: Managing paid ad campaigns on platforms like Google Ad.
- 5) Email marketing: Crafting effective email campaigns and managing subscribes lists.
- 6) Analytics and Data analysis: Using tools like Google Analytics to track performance and Optimize Strategies.
- 7) Digital strategy: Developing comprehensive marketing plans and strategies for online channels.



8) marketing automation: Performs like Hubspot are used to automatic repetitive marketing sales such as sending out drip email campaigns or managing customer journeys.

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

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

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

→ Taking a digital marketing course can significantly enhance various managerial skills like :

- 1) Strategic planning - we'll learn how to develop comprehensive digital marketing strategies aligned with business goals.
- 2) Data Analysis:- Gaining skills in analyzing metrics from different platforms to assess campaign performances and make informed adjustments.
- 3) Project management : Effective digital marketing requires managing campaigns involves coordinating multiple tasks, deadlines and team member.
- 4) Budget management : Effective digital marketing requires managing budgets for advertising spend, tools and other resources.
- 5) Team leadership and collaboration : Digital marketing often involves working with cross-functional teams, including designers, developers and other marketers.



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

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

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

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.

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

1) Enhancing abilities in group discussions :

- Active listening
- Effective communication.
- Encouraging participation.
- Building on others' idea.
- Conflict resolution.

2) Enhancing participation in teams :

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

3) Enhancing contribution as a team leader :

- vision and direction.
- Delegation.
- Inspiration & motivation.

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

- 1) Artificial Intelligence (AI) and machine learning;
  - AI-powered Analytics.
  - Chatbots.
  - Content creation.
- 2) Automation and marketing Automation Platforms:
  - Email Automation.
  - Ad Campaign automation.
  - Customers Journey mapping.
- 3) Data Analytics and Big Data:
  - Advanced Analytics tools.
  - Big data integration.
- 4) Social media and influences marketing Technologies:
  - Social listening tools.
  - Influencer marketing Platforms.



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

Student Name: Guna Niharika

Registration No: 722128805468

Term of Internship: 8 weeks From: July 3rd

To: August

Date of Evaluation: 23/08/24

Organization Name & Address: Dr. Lankapalli Bullayya 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	OVERALL PERFORMANCE	1	2	3	4	(5)

Date:

G. Niharika

Signature of the Student



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

Student Name: Guna Niharika.

Registration No: 722128805468.

Term of Internship: 8 weeks From: July 3rd

To: August.

Date of Evaluation: 23.08.24.

Organization Name & Address: Dr. Lankapalli Bullayya college.

Name & Address of the Supervisor  
with Mobile Number

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

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

Rating Scale: 1 is lowest and 5 is highest rank

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

Date:

Signature of the Supervisor



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

Name Of the Student: Guna Niharika  
Programme of Study: Digital Marketing  
Year of Study: 3rd year  
Group: CMBBT  
Register No/H.T. No: 722128805468  
Name of the College: Dr. Lankapalli Bullayya 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