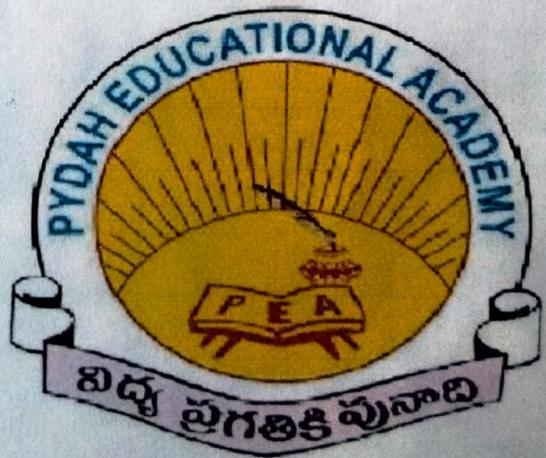


PYDAH DEGREE COLLEGE



PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: K'OPPari Pavan

Name of the College: Pydah Degree College

Registration Number: 720131705181

Period of Internship: From: 26/5/23 To: 15/9/23

Name & Address of the Intern Organization Smart Internz

Andhra YEAR University

Student's Declaration

I, K. Pavani a student of Bsc
Program, Reg. No. 720131705181 of the Department of Electronic
College do hereby declare that I have completed the mandatory internship
from 29/5/23 to 4/8/23 in Smart internz (Name of the
intern organization) under the Faculty Guideship of
Dr. J. Padmini chandra (Name of the Faculty Guide), Department of
Electronic, Pvdah degreee College
(Name of the College)

K. Pavani
(Signature and Date)
22/7/23

[Empty Box]

An Internship Report on

DIGITAL MARKETING

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of
BSc (Electronics)

Under the Faculty Guideship of

T. Padmini Chandra

(Name of the Faculty Guide)

Department of

Electronics.

(Name of the College)

Submitted by:

Koppari Pavan

(Name of the Student)

Reg.No: 720131705181

Department of Electronics.

PYDah degree college,

(Name of the College)

Official Certification

This is to certify that Koppuri Pavan (Name of the student) Reg. No. 32013170511 has completed his/her Internship in Smart Internz (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 BSC in the Department of Electronics (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements


Faculty Guide


Head of the Department

Principal

Certificate from Intern Organization

This is to certify that Koppuri Pavan (Name of the intern)
Reg. No 72012170518 of Pydhah Degree College (Name of the
College) underwent internship in Smart Interns (Name of the
Intern Organization) from 29/5/23 to 4/8/23

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

Authorized Signatory with Date and Seal

Acknowledgements

The Satisfaction that accompanies the Successful Completion of any task would be incomplete without mention of the people whose constant guidance and encouragement to which our effort . I take opportunity to express my deepest gratitude and appreciation to all those who have helped me directly & indirectly towards . The successful completion of this project . I take this opportunity to thank our Principle MR. SVS Prasad for providing helping during the project work . I express my heartfelt thanks to DIKKALA SATEEST . Nodal Officer and Team to carry Project work .

Contents

SNO +

1.

TOPIC

2.

Executive Summary

3.

Overview of the organisation

4.

Activity log's And weekly report

5.

Out comes Description

WORK ENVIRONMENT

REAL TIME TECHNICAL SKILLS

Managerial Skills

Communication skills

Technology development

STUDENT SELF EVALUTION

Photo + video link

EVALUTION

MARKS ~~STATEMENT~~

Page No

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.

Summarize the body of the report outlining its scope , Key Points of the analytical Part , highlighting The Key conclusion and the recommendations many companies. and Organisation also offers internship for digital Marketing . Though out the internship Periods at an organisation Company make here to include a brief introduction career goal and objectives and conclusions . Technical and professional skills you learned and developed highlight are main accomplished you had during the internship

The key to a successful internship is to have
the opportunity

- * Introduction of Digital marketing
- * Key term and concept in digital marketing
- * Principle and technology of digital marketing
- * SEO
- * Introduction to Social media marketing
- * Central marketing & Video marketing
- * Introduction to Brand messaging
- * Email marketing
- * Email marketing Automation & Behaviour trigger.

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.

A. Introduction of the Organization

Smart Bridge mission to Built technology communities in academic to encourage student towards innovation entrepreneurship.

B. Vision mission and values of the Organisation

A Crossskilling platform where learning and industry Readiness is given at most importance.

C. Organisation Structure:-

Empathy
exception experience
Through leadership
success together

D. Organisation

Empathy

Exception Experience

Through Leadership

entrepreneurial

Success 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.

The activities / Responsibility in internship organisation.

The Smart Bridge Organisation provides internship to the student in this process they involves & includes some conditions to the interns involves includes some conditions that are having some tasks and condition that the interns had complete these the task to gain the certificate had to be a they follows.

* Daily attend what are the lines by the Sir/madam

- * Group discussion
- * Answering to the Questions.
- * Group project on digital marking.
- * Making video while doing the Project
- * Giving Speech on interested topics.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Sir introduction himself and then Student are also introduced about themselves	We should be known the (Smm) Social media marketing	A
Day - 2	Explain the long term Virtual internship, program Structure & Programmes flow	We should know the important point about (Smm)	A
Day - 3	Explain about advantages and opportunity of Social media Marketing	We should learn the advantages and disadvantages of (Smm)	A
Day - 4	Explain about the Facebook Page in the marketing view point	We should learn Facebook Pages and Page	A
Day - 5	Explain about Facebook account creation in deeply	We have creating the Facebook account and Pages	A
Day - 6	Saturday, Sunday, Holiday	It is a search key word	A

WEEKLY REPORT

WEEK - 1 (From Dt.....27/05/23 to Dt.....02/06/23)

Objective of the Activity Done:

Detailed Report:

on may 26:- Our College faculty has created Zoom and named as Pydah degree college ,Visakhapatnam Smart i bridge internship class " MY. SATEESH DİKALA was internship trainer on 10.00am to 12:00PM his conducted Zoom meeting to all the student on may 27:- Sir was introduced O himself than student also introduced themself in Zoom meeting More than 500 member.

Sir explain the key term and concept of the digital marketing

Sir can explain the on- page and off- page technique of digital marketing

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Sir Explain the introduction of the Social media Marketing	We should be known (SMM)	
Day - 2	Explain the Social media marketing and its important of digital	We should know important Point of SMM	
Day - 3	Explain about advantages and opportunities of Social media marketing	We should learn the face book Page & Group	
Day - 4	Explain about the facebook view in the Marketing media	We should learn the face book Page	
Day - 5	Explain about Creating facebook account in deeply	We are creating the account of facebook	
Day - 6	Saturday, Sunday holiday.	We are know the techniques Search.	

WEEKLY REPORT

WEEK - 2 (From Dt. 14/06/23... to Dt. 16/06/23...)

Objective of the Activity Done:

Detailed Report:

& Sir Explain the introduction about the Smm in the zoom meeting history of Smm also explained

Sir can be explained the Smm and its marketing opportunities of Social media

Sir explain advantages and disadvantages of social media marketing opportunity media Marketing.

Explain about the Greater facebook page in marketing point of view the all student can create a facebook Pages in the PC etc.

Saturday, Sunday holiday ~~be~~

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	What is insta Instagram Page in marketing view.	The student Create a Instagram Page in marketing view	A
Day - 2	What is the twitter Page in marketing view and account creation.	We are creating a twitter account and Page creation	J
Day - 3	Explain about the linked in app its app it pages creation	We are know about the linked in and creation linked app	A
Day - 4	Creation about linked in Page in marketing Point of view	That the linked in Page in the Marketing we should known	A
Day - 5	Creating the link what app page	We should able to create the what app creation	A
Day - 6	Saturday, Sunday holiday		J

WEEKLY REPORT

WEEK - 3 (From Dt. 19/06/23... to Dt. 23/06/23.)

Objective of the Activity Done:

Detailed Report:

He can explain the Instagram account & insta page in marketing point of view we can create it.

He can explain the Twitter & Twitter page in the marketing we should also create it.

Explain the linked in app and its page creation and the account creation.

Explain the what app account and what's app app page in the marketing point of view we should also know the ~~the~~ Saturday and Sunday.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Explains the Facebook Pages and level tools and apps and Sites	We should know the level tools and apps and sites of facebook	
Day - 2	Audience definition in the marketing point of the definition at view of the Pages	We should know the marketing point of the definition at Point of view	
Day - 3	Introduction to Prayer click & also(Google ads)	We should learn google ads.	
Day - 4	Explain about the Google ads and key words Research Parts	Learn about the google in the parts of ads.	
Day - 5	Explain Effective ads Copy writing the techniques	Effective ads & copy writing technique of the google ads.	
Day - 6	Saturday, and Sunday Holiday		

WEEKLY REPORT

WEEK - 4 (From Dt. 21/05/23, to Dt. 27/05/23.)

Objective of the Activity Done:

Detailed Report:

Explain the facebook page level of tools and apps in the site of Fb & fb Page and fb creation.

Explain about audience definition in marketing point of view the consumer can share the Fb to the marketers.

Explain the page per click advertising of google ads how to create a google ads we should know the creating ads.

Explain about the google ads ^{and} key word search part and its tool key

He can explain the and its copy writing techniques of google ads and its tools etc Saturday, Sunday are Holidays.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Explain about the introduction the Conversation tracking	learning out the Conversation tracking	A
Day - 2	Company techniques and Content Marketing	Learn about the optimization of content marketing	+
Day - 3	Content Marketing and Digital marketing . Courses syllabus	Learning out the difference b/w digital & content marketing .	A
Day - 4	Establishing brand voice tone to create consistent messaging	Learn outcome voice and tone to create messaging	A
Day - 5	Maintaining social media Conversation and Sentiment analysis to gauge brand	We should know about Conversation to gauge brand.	+
Day - 6	Saturday , Sunday & Holiday		+

WEEKLY REPORT

WEEK - 5 (From Dt...~~27/06/23~~ to Dt.~~01/07/23~~)

Objective of the Activity Done:

Detailed Report:

Learning about the intro to conversation tracking & also tracking techniques.

Learning about content marketing & digital marketing b/w market

Explain about content marketing and digital marketing and history of digital marketing.

Establishing the Brand value and voice and term & create consistent messaging Bonus of the Organisation

Explain about the maintaining social media conversations and sentiment analysis to gauge Brand value is maintaining.

Saturday & Sunday holiday.

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.)

Digital marketing is the promotion of your business organization on board using channel such as internet mobile device television & radio Internet marketing in particular plays a huge part to Social media & virtual marketing

Search engine:

Search engine optimization (SEO) and is getting a website to work better with search engine

Search engine Marketing:

SEO is Badger term term SEO and is used to encompass different options available to use a search engines paid ads.

Mobile Marketing is used in Reference in any marketing efforts on with a mobile device.

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

Analysis:-

Analysis is the practice of evaluating data and the process by which a company arrives at a most advantages decision.

Content Management:-

After analysis the integrate channels can able to understand the problem with current contents.

Advanced training Targeting:- are techniques involving the advanced targeting are techniques to a special audience.

Creative:- is the component of ad on . It usually include an image and copy present in ads on website marketer will some change.

Research & Planning:- Marketing will do some needs Research may to understand the taste and Perform customs

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.

AIDMA as AISAS in Digital Era:-

AIDMA widely accepted model describing the psychological process leading up to consumer purchase produce this model is similar to AIDA Model
According to this model, there are five key process Attention in which the customer first notice the advertisement by Interest.

Attraction \Rightarrow Internet \Rightarrow desire \Rightarrow memory \Rightarrow Action.
"AISAS" a process to customers purchasing activities in the internet age. AISAS is advocated by the consumers new access to environment and the Model are. Attention in which notice the product & action and share other has the expanded.

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.,)

Some of the Basic terms in Digital marketing

Page view:

Viewing the page is known as Page view at get counted once the page loaded.

leads: When one persons fills his details in the given Box is known lead.

Conversion: The Percentage of People whose the click on a act on visiting a website. A high website from a different.

Inbound link: link connecting to your website from a different website.

Profiling: To Build a picture of a target customer based on information from various sources.

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

Monetary term in digital marketing:-

Cost-per action:

Cost of advertising Based on a visit taking some action defined in Response Ad.
Specially

Cost-per click (CPC)

Cost of advertising Based on the number of click received.

Received.

Pay-Per:

Search engine marketing program that guarantees website listing for specific key word term of a fee.

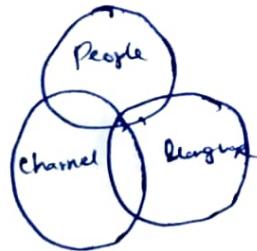
Pay-Per-lead:

leads from an outside party at a set rate on amount per lead.

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

Branding in digital form

Before doing the internship A belived market is Responsible for building a Brand or B is a custodian for a Brand . But while doing this internship , A marketer is not a customer finds a product to become Brand.



People: The digital age has decentralization individuals. They are no longer consumer But active and creative participant ^

Channel: co-creation the channel also need to be device agnostic user.

Student Self Evaluation of the Short-Term Internship

Student Name: K. Paran

Registration No: 720131 705181

Term of Internship: From: 26/5/23

To: 14/7/23

Date of Evaluation: 24/7/23

Organization Name & Address: Smart Interns

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: 24/7/23

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: K. Pavan

Registration No: 720131705131

Term of Internship: From: 26/5/23

To: 14/7/23

Date of Evaluation: 29/7/23

Organization Name & Address: Smart internz

Name & Address of the Supervisor J. Padmini chandra
with Mobile Number Pudahogger collage.

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

J. Padmini chandra

Signature of the Supervisor

Date: 29/7/23