

PYDAH DEGREE COLLEGE



PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student:

SABBI NAGA APARNA

Name of the College:

Pydah Degree College

Registration Number:

120131703022

Period of Internship:

From: 21-05-23 To: 04-08-23

Name & Address of the Intern Organization

Andhra YEAR University

An Internship Report on

Digital marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

B.Com (General)

Under the Faculty Guideship of

D. Asha

(Name of the Faculty Guide)

Department of

Commerce

(Name of the College)

Submitted by:

SABBI NAGA APARNA

(Name of the Student)

Reg.No: 120131703022

Department of Commerce

Bydah degree college

(Name of the College)

Student's Declaration

I, SABTI NAGA APARNA a student of B.Com (General)

Program, Reg. No. 120131703022 of the Department of Commerce

College do hereby declare that I have completed the mandatory internship from 29-05-2023 to 04-08-2023 in Digital marketing (Name of the intern organization) under the Faculty Guideship of

D.Asha (Name of the Faculty Guide), Department of
Commerce, Pujah Degree College

(Name of the College)

(Signature and Date)

Official Certification

This is to certify that SABBI NAGA APARNA (Name of the student) Reg. No. 2031702022 has completed his/her Internship in _____ (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 Commerce in the Department of Pyndah degree college (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

Faculty Guide

D. Sateesh
Head of the Department
Computer Science
Pyndah College,
Visakhapatnam
Principal

Certificate from Intern Organization

This is to certify that SABRI ALIAJA APARNA (Name of the intern)
Reg. No 120131703022 of Pydhah degree College (Name of the
College) underwent internship in _____ (Name of the
Intern Organization) from 29-05-2023 to 04-08-2023

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

Authorized Signatory with Date and Seal

Acknowledgements

I would like to express my sincere appreciation and gratitude to all the individuals and resources that have contributed to my knowledge and growth in the field of digital marketing.

First and foremost, I would like to thank my mentor, D. Ashok for providing me with valuable insights, guidance, and continuous support throughout my internship.

I would also like to extend my gratitude to the entire digital marketing team at (SEO Tonic Web) Solutions Pvt Ltd. Their collective expertise and collaborative spirit have provided me with a dynamic learning environment.

In conclusion, I am deeply grateful to everyone who has played a part in my journey in digital marketing.

Sincerely,

B. Naga Aparna

Contents

Contents in this intern report

① Introduction :-

- Briefly introduce digital marketing intern and company
- digital marketing reporting period covered in the report.

② Summary of Activities :-

- Summary of the key activities involved in during the reporting period.
- Include on digital about specific tasks and projects worked on digital marketing, such as social media management, content creation, email marketing, PPC campaigns etc.

③ Skill Development

- Highlight the skills developed or enhanced during the reporting period.
- Discuss the skills were applied in internship tasks and projects.

④ Achievements :-

- Share any notable achievements or milestones reached during the reporting period.
- Include metrics or data achievements, such as increased website traffic, higher social media engagement, improved conversion rates, etc.

⑤ Challenges:-

- Discussed challenges & obstacles Encountered during the reporting period.

⑥ Collaboration and Communication:-

- Describing interaction and collaboration with team members, supervision, & other departments.

⑦ Knowledge Enhancement:-

- Describe any additional knowledge or insights gained during the reporting period.
- mention training session, workshops, webinars or industry - related information.

⑧ Future Goals and Recommendations:-

- outline goals for the upcoming reporting period & internship duration
- Suggest any areas where you would like to further develop your skills & gain more experience.

⑨ Conclusion:-

- Summarizes the key points covered in the report.

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.

Digital marketing refers to the practices of promoting products, services or brands using digital channels and technologies. It encompasses a wide range of online marketing tactics aimed at reaching and engaging with target audiences through various digital platforms, such as search engines, websites, social media, email, mobile apps, and more. The goal of digital marketing is to attract and convert leads, build brand awareness, and drive business growth. Some key components and strategies within digital marketing include:

Search Engine Optimization (SEO): SEO focuses on improving a website's visibility and organic search rankings on search engines like Google. It involves optimizing website content, keywords, meta tags, and user experience to increase organic higher search engine ranking.

Pay-per-click Advertising (PPC): PPC advertising allows businesses to display ads on search engines results pages or other digital platforms. Advertisers pay a fee each time their ad is clicked, common ads, banner ads, and social advertising platforms.

Content marketing: Content marketing revolves around creating and sharing valuable, relevant, and interesting content to attract and engage a target audience. It can take the form of blog posts, articles, videos, infographics, eBooks, and more. The objective is to establish authority, build relationships, and drive customer actions.

Social media marketing: Social media marketing leverages social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to connect with target audiences. It involves creating and sharing content, running targeted ads, engaging with followers, and building brand loyalty.

Email marketing: Email marketing involves sending targeted messages and promotions to a subscriber list. It is an effective way to nurture leads, build customer relationships, and drive conversion. Personalization, segmentation, and automation are commonly used in email marketing campaigns.

Influencer marketing: Influencer marketing involves collaborating with influential individuals on social media platforms to promote products or services. Influencers have a loyal following and can help businesses more effectively sponsored content and endorsements.

Mobile marketing: With the widespread use of smartphones, mobile marketing focuses on reaching users on their mobile devices. It includes strategies like mobile apps, SMS marketing, and location-based marketing.

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.

Scotonic web solution private limited is a leading search engine optimization and web development country in India and Canada. Our main clients are from US, UK, Spain, Canada, Mexico, Australia, New Zealand and Bermuda.

... Scotonic web solutions offers a wide range of products and services, including:

Internet marketing & promotion Internet marketing
Service SEO Consultation Service Branding &
Advertising Agencies Advertising Service.
Social media consulting service ... SEO Tonc
borders in building long-term relationship with the
clients and the capable partners. we work with an
ultimate goal of client satisfaction based on quality,
consistency and reliability. ... Scotonic web solutions
Operating revenues range is INR 1 cr- 100 cr for the
financial year ending on 31 March, 2022. Its EBITDA
has increased by 4.97 % over the previous year. At
the same time, its Page No. Book network has increased
by 23.20 %.

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.

In this Company Search Engine Optimization (SEO) Strategies and tactics can increase organic search visibility on Google and assist in leads for client Companies.

mobile Optimization

Optimization for mobile devices is a must-have for Search Engine rankings. In this association team all make sure you stay on top of mobile.

Keyword Ranking

This Company delivers detailed benchmark reports with existing keyword ranking and historical, organic search traffic and helps to boost companies rankings.

Social Network monitoring

This organization managing Social media, identify Strategies and helps in Identify Companies brand voice.

Web Design

This organization team can provide a new or revamped website included with built-in SEO,

improved performance, usability and accessibility.

SEO Consulting:

This Organization will keep business updated on the newest, most effective SEO services and strategies to dominate market.

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 29/5/23	Had an overview of what is Digital marketing why is DM important	D. Ahe
Day - 2	Key Terms and Concepts in Digital marketing 30/5/23	SEO, PPC Advertising Social media marketing Email C.P.A CTA, KPIs etc	D. Ahe
Day - 3	Introduction to SEO Search Engine Optimization. 31/5/23	Understood what is SEO? On-Page & Off-Page Optimization techniques	D. Ahe
Day - 4	Technical SEO 1/6/23	What is Technical SEO practical SEO & Audit Tool using SEO and Under Suggest	D. Ahe
Day - 5	Keyword Research & Analysis 2/6/23	Writing meta titles & Meta Description writing website copy.	D. Ahe
Day - 6			

WEEKLY REPORT

WEEK - 1 (From Dt. 29/01/23 to Dt. 26/02/23)

Objective of the Activity Done:

Detailed Report:

- * Introduction to Digital marketing
- * Learn about course Syllabus, modules, Live Sessions, Hands on Training, Project work etc.
- * What is Digital marketing?
It refers to the practice of promoting products & services using digital technologies & platform.
- * Introduction to (SEO) Search Engine Optimization
The process of finding & analysis search terms that people enter into Search Engine with the goals of using that data for a specific purpose.
- * Keyword Research & Analysis
Writing meta titles & meta descriptions.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Social media marketing 5/6/23	Objectives & Importances of Social media marketing.	<i>W. Ahsan</i>
Day - 2	Introduction to facebook / marketing 6/6/23	Overview of facebook Introduction to facebook Pages	<i>W. Ahsan</i>
Day - 3	To create facebook Page 7/6/23	Created a facebook account & FB page Learned how to add Action button & Dashboard	<i>W. Ahsan</i>
Day - 4	Introduction to Instagram 8/6/23	Steps in creating an Instagram account	<i>W. Ahsan</i>
Day - 5	Opening Of Instagram Account 8/6/23	Access to professional tools Business insights Created Post on Instagram	<i>W. Ahsan</i>
Day - 6			

WEEKLY REPORT

WEEK - 2 (From Dt... 5/6/23 to Dt... 9/6/23.)

Objective of the Activity Done:

Detailed Report:

- * Introduction to Social media marketing
- * It is the use of social media platforms to promote products or services.
- * Facebook marketing
- * Introduction to Facebook marketing
- * To create a Facebook account
- * Setting up & managing a Facebook Page.
- * Instagram marketing
- * Introduction to Instagram Account
- * Opening up & managing an Instagram Account
- * Instagram Advertising & Instagram Analytics.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Twitter 12/6/23	Overview of Twitter Interface How to Sign up? (R) Ahe	
Day - 2	Opening of a Twitter Account 13/6/23	Access to professional tools. To create a new post about Twitter Blue. (R) Ahe	
Day - 3	Introduction to LinkedIn marketing 14/6/23	Overview of LinkedIn website Signin up on LinkedIn. (R) Ahe	
Day - 4	To create a LinkedIn Page 15/6/23	Steps in creating LinkedIn Page Access to professional tools, insights. (R) Ahe	
Day - 5	Introduction to Meta Business Suite. 16/6/23	Create account Business manager To add Business Assets FB Pages (R) Ahe	
Day - 6			

WEEKLY REPORT
WEEK - 3 (From Dt.....12/6/23 to Dt.....16/6/23.)

Objective of the Activity Done:

Detailed Report:

- * creating accounts on multiple social media platforms & managing Business accounts / Pages.
- * Twitter marketing
- * Introduction to Twitter Interface & Twitter marketing.
- * creating Twitter Account
- * Setting up and managing a Twitter account.
- * LinkedIn marketing
 - creating LinkedIn Account
 - Setting up & managing a LinkedIn Pages
- * Introduction to meta Business Suite.
 - Advertising On Facebook & Facebook analytics
 - Business manager & Ads manager. on Suite
 - Adding assets to Business Suite.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	To manage neeta Ads manager 19/6/23	Create an Ads accounts Introduction Ads Sets & Ads	Q. Ahe
Day - 2	creating a Campaign 20/6/23	Creating an Awareness Campaign To create Ad sets & Ads	Q. Ahe
Day - 3	Introduction to google Ads & pay per click Advertising 21/6/23	Important terms for google Ads How to Sign up for Google Ads	Q. Ahe
Day - 4	Overview of google Ads Interface 22/6/23	To create an ads Analysis Keyword metrics	Q. Ahe
Day - 5	Created an Ad in Ads google. 23/6/23	To create effective Ads Adding URLs, Callouts & Keywords understand Quality Score & Ad Rank	Q. Ahe
Day - 6			

WEEKLY REPORT
WEEK - 4 (From Dt. 19/6/23 to Dt. 23/6/23)

Objective of the Activity Done:

Detailed Report:

- * Introduction to Pay per click Advertising(PPC)
- * Creating Campaigns , Ads Sets and Ads on Ads Manager in meta Business Suite.
- * Introduction to Google Ads
 - Overview of Google Ads
 - Setting up & creating a Google Ads Accounts
 - Setting up & managing a Google Ads account
 - Creating Effective Ads
 - measuring & monitoring performance
 - Ads copywriting Techniques
 - understanding Quality Score & Ad Rank.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Conversion Tracking + knowledge session. 26/6/23	Campaign Optimization Techniques A/B Testing & Experimentation.	✓ Ane
Day - 2	Introduction to content + knowledge session. 27/6/23	Exploring the Key Components of a Successful Content Strategy.	✓ Ane
Day - 3	Creating Content Strategy & Development Engaging Content 28/6/23	Choosing right Content formats, utilizing Effective calls to action(CTA)	✓ Ane
Day - 4	Introduction to Video Marketing + knowledge session. 28/6/23	Creating video Content & using Video on social media.	✓ Ane
Day - 5	Measuring and Monitoring Content marketing Knowledge session 30/6/23	Defining key performance Indicators (KPIs) and metrics.	✓ Ane
Day - 6			

WEEKLY REPORT
WEEK - 5 (From Dt. 26/6/23 to Dt. 30/6/23.)

Objective of the Activity Done:

Detailed Report:

- * Content & Video marketing
- * Crafting an Effective Content Strategy
- * Conducting keyword research & optimizing content for search engine.
- * Setting measurable goals & objectives
- * Establishing brand voice & tone
- * Planning & scripting video contents.
- * Utilizing various video formats to engage
- * Optimizing video content for different social media platform.
- * Exploring video content tools & techniques.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Measuring & Monitoring Content marketing. 3/7/23	Monitoring social media conversations and Sentiment analysis.	R. Akhe
Day - 2	Introduction to Brand Identity & Audience Person. 4/7/23	Competition Analysis Demo. graphic & Psycho Graphic behavior.	R. Akhe
Day - 3	Introduction to Email marketing 5/7/23	Building an Email List & Creating Effective Email campaigns.	R. Akhe
Day - 4	Email marketing Autonetic and Behavioral Triggers 6/7/23	Measuring & Monitoring Email marketing Performance Created using Klaviyo	R. Akhe
Day - 5	Introduction to Analytics and Behavioral Triggers 7/7/23	Understanding web Analytics & KPIs Setting & Using Google Analytics.	R. Akhe
Day - 6			

WEEKLY REPORT
WEEK - 6 (From Dt.....31.7.23 to Dt. 01.8.23...)

Objective of the Activity Done:

Detailed Report:

- * Email marketing and Analytics & Data
- * Email marketing Enables Communicate with Customers in a Personalized & relevant.
- * Email marketing helps grow business by driving traffic, boosting sales & revenue.
- Types of Email marketing Campaigns
- * Welcome mails
- * Promotion Emails
- * Re- Engagement mails
- * Testimonial requests
- Created Email Campaign using kalakup.
- Introduction to Analytics & Data
- * It involves the collection analysis and interpretation of various of data related.
- * Setting and using Google Analytics

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to E-mail marketing	Analysis of E-marketing Campaigns	Q. Ahsan
Day - 2	detailed Analysis of E-mail marketing	market campaigns and the Content Strategy	Q. Ahsan
Day - 3	Relationship and influences of marketing	Establishing relationships with key influencers	Q. Ahsan
Day - 4	Collaborations and partnerships	Increasing brand Exposure	Q. Ahsan
Day - 5	Analysis website traffic and user behaviour	Continuation of E-marketing targeting goals	Q. Ahsan
Day - 6			

WEEKLY REPORT

WEEK - 7 (From Dt. 8/7/23 to Dt. 13/7/23)

Objective of the Activity Done:

Detailed Report:

* Email marketing Campaigns
Conducted a detailed analysis of the Email marketing Campaigns Performance and adjusted the Content Strategy accordingly.

* Influence marketing:
Exploiting Influencing marketing and Established relationships with key influences.

Conducted Webinars in collaboration with influencers marketing and to increase brand Exposure.

Continued to track and analyze website traffic and user behaviour.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Graphic designing	Collaboration with GID to create visually appealing Social media Graph	R Akhe
Day - 2	Social media graphics and banners	media graphics and banners of Graphic designing	R Akhe
Day - 3	Exploration of new advertising channels	New advertising channels like LinkedIn Ads	R Akhe
Day - 4	Retargeting campaign for visited customers	Reaching potential customers who visited website but didn't convert	R Akhe
Day - 5	Exploration and Experiments	Introduction to Graphics and quizzes	R Akhe
Day - 6			

WEEKLY REPORT

WEEK - 8 (From Dt. 15/7/23 to Dt. 20/7/23)

Objective of the Activity Done:

Detailed Report:

* Media graphics:

Collaborated with a graphic designer to create visually appealing social media graphics and banners.

* Advertising channels:

Exploring new advertising channels, such as LinkedIn Ads or TikTok Ads reach a wider audience.

* Retargeting Campaign:

Launched a retargeting campaign to reach potential customers who visited the website but didn't convert.

* Explored and Experimented with different Content formats, Such as info graphics & quizzes.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Marketing influences and ROI	Analysis clearly the impact of marketing influences and ROI.	R. Akbar
Day - 2	Social Listening tools	Utilizing these tools to monitor Board Elections and online.	R. Akbar
Day - 3	Survey for Improvement	Conducting customer satisfaction survey together for improvements.	R. Akbar
Day - 4	Partnership exploration for marketing	Complementary brands for co-marketing opportunities.	R. Akbar
Day - 5	The potential of podcast advertising	Evaluation of success of the retargeting campaigns as need by YPPA.	R. Akbar
Day - 6			

WEEKLY REPORT
WEEK - 9 (From Dt. 21/7/23 to Dt. 28/7/23)

Objective of the Activity Done:

Detailed Report:

Influencer marketing:
Analysed the impact of influencer marketing and measured ROI.

Utilized social listening tools to monitor brand mentions and sentiment online.

Survey:

Conducting a customer satisfaction survey to gather insight for improvements.

Explored partnerships with complementary brands for co-marketing opportunities.

Evaluated the success of the retargeting campaign and adjusted the ad creatives as needed. Conducted identify potential pain points for users. Explored the potential of pod cast advertising & sponsorship. Worked on comprehensive geostrategy to improve Organise Search Rankings.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	finalising of Digital marketing 31/8/23	Finalising for the upcoming months Based on data and insights gathered.	Q. the
Day - 2	Performance and Review of Digital marketing. 1/9/23	Through digital marketing campaigns Know the performance	Q. the
Day - 3	Discussion towards the performance and implementation 2/8/23	New Ideas and Opportunities for Continuous Improvement in digital marketing	Q. the
Day - 4	Campaign to achieve best result 3/8/23	the said in completion and achieving best result.	Q. the
Day - 5	Regular monitoring analysis 4/8/23	These are carried throughout the campaign to achieve the best result	Q. the
Day - 6			

WEEKLY REPORT

WEEK - 10 (From ~~29/7/23~~ to Dt. ~~8/8/23~~)

Objective of the Activity Done:

Detailed Report:

Finalizing:-

finalized the digital marketing strategy for the upcoming months based on the data and insights gathered.

Performance and Review

conducted/conducting a performance review of the entire digital marketing campaigns.

Discussions:-

Discussion new ideas and opportunities for continuous improvement in digital marketing efforts.

Depending on the specific business, industries and goals, some activities may be more relevant than others. Regular monitoring, analysis and flexibility are crucial throughout the campaign to achieve the best results.

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.)

Scotonic web Solution private Limited is a leading Search Engine Optimization and web development country in India with offices in India and Canada.

In this Company work culture is rated 5.0 while Job Security is rated 5.0 and work life balance is rated 5.0

There are various job roles in this organization include

- Digital marketing manager
- SEO specialist / manager
- Content marketing Specialist / manager
- Social media manager / specialist
- paid Advertising Specialist / PPC manager
- Email marketing Specialist
- Analysts manager / Analyst
- Digital marketing Strategist

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

I acquire web analytics & content management skills and other data analytics skills from this internship.

familiarity with web analytics tools like Google Analytics it is helpful to track website traffic, user behaviour, conversions, and derive insight to improve marketing strategies.

Experience with content management system platforms are helpful to create, publish, and manage website content and blog posts.

And I acquire other skills like video editing and basic web development skills from this internship. Basic video editing skills are helpful to create and edit marketing videos for platforms like YouTube or social media.

And basic HTML, CSS, and JavaScript skills can be helpful in making simple website changes, creating landing pages, or understanding web development processes.

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.

Technical skills are the specialised knowledge and experience required to companies and companies the management skills, life planning, leadership team work behaviour.

To develop own specific skills.

Social Competence:- It helps in understanding others' sensing others feelings perspective, and taking an active interest in their concerns.

Self Confidence : It is an important trait required to face success. Confident people admire the characters in others, their chiefs their friends their family and their family and their peers. It also deals with two major factors Self esteem and self efficiency. Curiosity, observation, idea, practical are the levels of thinking.

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.,)

During this internship program, I became able to improve my communication skill specially collaborating with several kinds of people which had diverse kind of opinion. The purpose of communication is to get your message across to others clearly and different aged employees understandably and different aged employees unambiguously. During the training, I improved communication skill by working with different aged employees. The skill is definitely important aged employees for me to work and deal with different people in early future it can help me to create better impression about my self and overcome basic complexities, which I may face in certain tasks in life.

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

Observed various types of technological developments in this internship such as

Artificial intelligence [AI] and machine learning (ML)

These technologies are used for personalized content recommendations, chatbots for customers support, predictive analytics for targeting audiences, and optimizing campaigns for better performance.

Voice Search and Smart Speakers: The rise of voice activated devices like smart speakers (Amazon Echo, Google Home) has changed the way people search for information.

Student Self Evaluation of the Short-Term Internship

Student Name: SABBAT NAGA APARNA

Registration No: 120131703020

Term of Internship: long From: 29-05-23 To: 04-08-23

Date of Evaluation:

Organization Name & Address:

Digital marketing

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. Naga Aparna
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name:	SABBI NAGA APARNA				Registration No: 120131703022
Term of Internship:	long	From: 29.05.23	To: 04-08-23		
Date of Evaluation:					
Organization Name & Address:	Digital marketing				
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

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Sabbi Naga Aparna

Programme of Study: B.Com General

Year of Study:

Group: 2021 B.Com General

Register No/H.T. No:

Name of the College: Pycrah degree college

University:

Andhra university

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

Date:

Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Sabbi Naga Aparna

Programme of Study: B.com (General)

Year of Study: 2021

Group: B.Com General

Register No/H.T. No: 120131703022

Name of the College: Rydah degree College

University: Andhra University

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



Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal