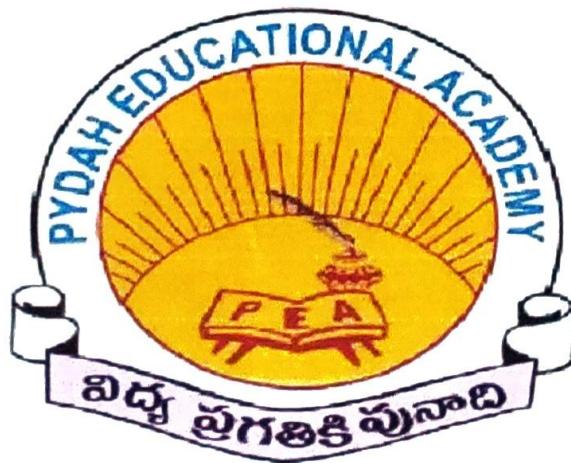


PYDAH DEGREE COLLEGE



PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: SURIN1 TARUN

Name of the College: PYDAH DEGREE COLLEGE

Registration Number: 120131703024

Period of Internship: From: 29-05-2023 To: 04-08-2023

Name & Address of the Intern Organization

Smart Bridge - Digital Marketing

Andhra

III

University

YEAR

An Internship Report on
DIGITAL MARKETING

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of
B.COM (GEN)

Under the Faculty Guideship of

D.A.SHA

(Name of the Faculty Guide)

Department of

Commerce

(Name of the College)

Submitted by:

SURINI TARUN

(Name of the Student)

Reg.No: 120131703024

Department of COMMERCIAL

PYDAH COLLEGE

(Name of the College)

Wet snow
Wet snow

Wet snow

Wet snow

Official Certification

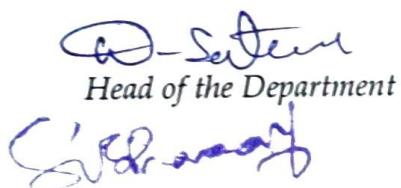
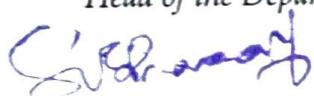
This is to certify that SURINI TARUN (Name of the student) Reg. No. 120131703024 has completed his/her Internship in _____ (Name of the Intern Organization) on DIGITAL MARKETING (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.Com (general) in the Department of pydah college. (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 SURINI TARUN (Name of the intern)
Reg. No 12013D703024 of pydah college (Name of the
College) underwent internship in SmartBridge (Name of the
Intern Organization) from 29 May 2023 to 04-Aug-2023

The overall performance of the intern during his/her internship is found to be
Satisfactory (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, Mrs. ASHA, 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 who helped me in completion of this. 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,

SURINI TARUN

Contents

1. Introduction
2. Summary of Activities
3. Skill development
4. Achievements
5. Challenges
6. Collaboration and communication
7. Knowledge enhancement
8. Future goals and recommendations
9. Conclusion.

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 is rising in India with fast pace. Many Indian companies are using digital marketing ybi competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups that used many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales. Digital Marketing is any form of Marketing products or services, which involves electronic devices. It can be both online and offline. According to Institute of Direct Marketing electronic devices. It can be both online and offline. Accordingly ;

"The use of internet and related digital information and communication technologies to achieve marketing objectives."

Digital Marketing and its tools (online advertising, online video and interactive television advertising, mobile marketing, buzz marketing, websites and social media) are perfect for communication with all stakeholders, and at first place with customers. These days the main challenge of companies and digital marketing communication is being noticed.

Digital technologies mismatch traditional communication and media channels, beside that they span the marketing mix. Accordingly, digital marketing and digital communication become significant element of marketing communication.

Companies can hardly gain profit without getting noticed, especially as the target audience is young people that are digital natives. The originality of this paper is its focus on new trends in digital communication and their impact on companies'

- prone to explore how a strategic adoption of digital communication tools can influence creating strategies and action plans

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.

Introduction:

Kolichina Raja Vikram Dev (KRV) is a passionate and creative marketer, with 10 years of in-depth experience in marketing and HR operations. He has worked in the large-scale organisation like Godrej and Boyce Mfg. Co. Ltd. Zee, Suzi Cements, Murugappa Group. Having 360-degree marketing functional experience has helped him in setting up the entire marketing and operations at start-ups like Proconstructs, Adept concepts and summation IT.

KRV Guru is a digital marketing, Branding, web development and training company with experienced and passionate marketers. Experienced in SEO, social media marketing, online branding development, marketing, branding and digital marketing, we can deliver the best results with quick turn around time.

* Vision, mission and values:

Its business to be globalised rapidly and to enrich the quality of life everyday everywhere.

Vision - Godrej in every home and work place

Mission - Enriching quality of life everyday everywhere

Value - Trust to serve respect environment

* Organisational structure:

Adi Godrej, the chairman of Godrej group changed the organisational structure post 1991. They have shifted from bureaucratic to decentralized scheme of structure.

* Corporate policies:

- Nomination and remuneration policy
- Code of Ethics and Business conduct
- Whistle Blower policy
- Affirmative Action
- HIV/AIDS policy
- GDPR- personal data protection and privacy

* Performance:

Remain committed to building an inspiring place to work, with a culture around the godrej way, which encourages diversity, agility and experimentation.

* Future plans:

The company plans to deliver over 10 million sq.ft in the coming FY 23. According to the company anticipates a robust launch pipeline this year, which will include both new projects and new phases of ongoing projects in several cities.

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 the beginning - An intern is primarily a support role, its main job will be to assist, learn and grow. The general overview of the work you can expect to do as an intern:

The day-to-day intern roles and the responsibilities:

1. Assist and contribute to the team

- performing clerical duties : creating power point presentations, drafting reports, designing graphics, researching trends and the like.
- managing social media and emails
- Event handling
- Research

2. Learn and gain experience

- picking up hard skills - learning some technical skills to management skill to understanding data analysis.
- Brushing up on soft skills - emotional intelligence, motivation, people-skills, listening and excellent communication

3. Job Shadow - The practice involves "shadowing" someone as they perform their daily duties, observing their daily duties, observing their activities and learning what the role entails via indirect experience.
4. Take on an increasing amount of responsibility - employers prefer quality over quantity
5. Network - kind of networking interns do
 - finding a mentor
 - forming a peer support group
 - getting in with bosses and coworkers
6. Make a career call .

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	Had an overview of what is Digital marketing and why is Digital marketing important.	P. Jile
Day - 2	Key terms and concepts in Digital marketing	SEO, PPC advertising, Social media marketing, Email marketing, CPA, CTA, KPIs, ROAS etc.	P. Jile
Day - 3	Introduction to SEO Search Engine Optimization.	Understanding what is SEO and On-page and off-Page Optimization techniques.	P. Jile
Day - 4	Technical SEO	Knowing what is SEO; practical on SEO Audit & reporting tool.	P. Jile
Day - 5	Keyword Research and Analysis	Writing meta titles and meta descriptions writing website copy.	P. Jile
Day -6	-	-	-

WEEKLY REPORT

WEEK - 1 (From Dt. 9-05-23 to Dt. 16-05-23)

Objective of the Activity Done: Introduction to Digital Marketing

Detailed Report:

Learn about course syllabus, modules, their sessions, hands-on training, project work etc.

What is Digital Marketing?

It refers to the practice of promoting products or services using digital technologies and platforms.

Intro to Search Engine Optimisation (SEO):

The process of finding and analyzing search terms that people enter into search engine with the goal of using that data for a specific purpose.

Keyword Research and Analysis:

Writing Meta titles and 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.	Objectives and importance of social media marketing	Q. Alee Q. Alee
Day - 2	Introduction to facebook marketing	Overview of facebook Intro to Facebook Pages	Q. Alee Q. Alee
Day - 3	To create a facebook Page	Created a facebook account and FB Page Learn to add action button and posts.	Q. Alee Q. Alee
Day - 4	Introduction to instagram	Steps in creating an Instagram account.	Q. Alee Q. Alee
Day - 5	Opening of Instagram Account.	Access to professional tools, business insights Created a new post on insta.	Q. Alee Q. Alee
Day - 6	-	-	-

WEEKLY REPORT

WEEK - 2 (From Dt. 5-6-13. to Dt. 9-6-13)

Objective of the Activity Done: Introduction to Social Media Marketing

Detailed Report:

It is use of social media platforms to promote products or services.

Facebook Marketing :

- Introduction to FB Marketing
- To create a Facebook Account
- Setting up and managing a facebook page.

Instagram Marketing :

- Intro to Insta Marketing
- opening to Insta Account
- Setting up and managing an Instagram Business Account
- Instagram Advertising and Insta 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	Overview of Twitter website - How to sign up?	Q. Akbar
Day - 2	Opening of a Twitter Account	Allows to professional tools. To create a new post about Twitter	Q. Akbar
Day - 3	Introduction to linked in marketing	Overview of linked in website Signing up on linked in	Q. Akbar
Day - 4	To create a linked in page	Steps in creating linked in page, Allows to professional tools, insights	Q. Akbar
Day - 5	Introduction to meta Business site	Create account in Business manager to add Business assets viz FB page to MBS	Q. Akbar
Day - 6	-	-	-

WEEKLY REPORT

WEEK - 3 (From Dt. 12-06-23 to Dt. 16-06-23)

Objective of the Activity Done: Creating accounts on multiple social media

Detailed Report:

Twitter Marketing:

- Intro to Twitter Interface and Twitter Marketing
- Creating Twitter account
- Setting up and managing a Twitter account.

LinkedIn Marketing:

- Creating LinkedIn account
- Setting up and managing a LinkedIn page

Introduction to Meta Business Suite:

- Advertising on Facebook and FB analytics
- Business manager and Ads manager on Meta Business Suite
- Adding assets to a 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 meta Ads manager	Creating an Ad account with its campaigns ad sets & Ads	W. Ahs
Day - 2	Creating a Awareness campaign.	Created an Awareness campaign. To create Ad sets & Ads	W. Ahs
Day - 3	Introduction to google Ads & Pay per click advertising	Important terminology for google Ads How to sign up for google Ads	W. Ahs
Day - 4	Overview of google ads interview.	TO Create an Ad analysis keyword metrics	W. Ahs
Day - 5	Creation an Ad in Ads google	To Create an effective Ad, Adding URLs, SiteList callouts & keywords understood quality score & Ad Rank	W. Ahs
Day -6	-	-	-

WEEKLY REPORT

WEEK - 4 (From Dt.19.-06.-23 to Dt.23.-06.-23)

Objective of the Activity Done: Introduction to pay per click Adw.

Detailed Report:

Creating campaigns, ad sets and Ads on
Ads manager in Meta Business Site

Introduction to Google Ads :

- Overview of google Ads
- Signing up and creating a google Ads Account
- Setting up and managing a google Ads Account.
- Creating effective Ads
- Measuring and monitoring performance
- Ad copywriting techniques
- Understanding Quality Score and 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 hacking + knowledge session	campaigns optimization techniques A/B Testing & Experiments	R. Akbar
Day - 2	Introduction to content marketing + knowledge session	Exploring the key components of a successful content strategy.	R. Akbar
Day - 3	Creating content strategy & Developing engaging content knowledge session	Choosing right content formats, utilising effective calls-to-action (CTA) Project design plan 1	R. Akbar
Day - 4	Introduction to video marketing + knowledge session	Creating video content, Using video on social media project design part 2	R. Akbar
Day - 5	Measuring and monitoring content marketing + knowledge session	Defining key performance indicators (KPI's) and metrics, performance testing & Agile methodology	R. Akbar
Day - 6	-	-	-

WEEKLY REPORT

WEEK - 5 (From Dt. 26.06.23 to Dt. 30.07.23)

Objective of the Activity Done:

content and video marketing

Detailed Report:

- Crafting an effective content strategy
- conducting keyword research and optimizing content for search engine
- Setting measurable goals and objectives
- Establishing brand voice and tone.
- planning and scripting video content
- utilizing various video formats to engage in it.
- Optimizing video content for different social media platforms
- Exploring video editing tools and techniques
- utilizing analytics tools to track and analyze content performance, audience engagement and conversions.

knowledge sessions:

Github, ideation and Brainstorming, Design thinking process, Agile Technologies, Jira Software.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Measuring and monitoring content marketing	Monitoring social media conversations and Sentiment analysis	Q. Akbar
Day - 2	Introduction to Brand identity & Audience persona	Competitor analysis Demographic & Psychographic information Audience behavior	Q. Akbar
Day - 3	Introduction to Email marketing	Building an Email list & creating effective Email campaigns	Q. Akbar
Day - 4	Email marketing automation and behavioural triggers	Measuring & monitoring Email marketing Performance Create Email campaigns using Klaviyo	Q. Akbar
Day - 5	Introduction to analytics and data	Understanding Web Analytics & KPI's setting & using Google Analytics.	Q. Akbar
Day - 6		-	

WEEKLY REPORT

WEEK - 6 (From Dt. 03-06-23 to Dt. 09-06-23)

Objective of the Activity Done: Email marketing and Analytics & Data

Detailed Report:

- Email Marketing enables communicate with customers in a personalized and relevant way.
- Email marketing helps grow business by increasing brand awareness, generating leads driving traffic, boosting sales and revenue.

Types of Email marketing campaigns:

- | | |
|-------------------|------------------------|
| • Welcome mails | • Re-engagement mails |
| • promotion mails | • Testimonial requests |

- Created Email campaigns using Klaviyo
- Introduction to Analytics and Data
 - It involves the collection, analysis and interpretation of various types of data related to online consumer behaviors
 - 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 Email marketing	Analysis of e-marketing campaigns.	D. Ahsan
Day - 2	detailed Analysis of Email marketing	market campaigns and the content strategy	D. Ahsan
Day - 3	Relationships and influences of marketing	Establishing relationships with key influencers	D. Ahsan
Day - 4	Collaboration and webinars	Increasing brand exposure	D. Ahsan
Day - 5	Analysing website traffic and user behaviour	continuation for e-marketing targeting goals	D. Ahsan
Day -6	-	-	-

WEEKLY REPORT

WEEK - 7 (From Dt. 10-09-23 to Dt. 14-09-23)

Objective of the Activity Done: Detailed analysis of e-mail marketing

Detailed Report:

Email marketing campaigns:

conducted a detailed analysis of the email marketing campaign's performance and adjusted the content strategy accordingly.

Influencer Marketing:

Exploring influencer marketing and established relationships with key influencers.

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	Intro to Graphic designing	collaboration with GID to create visually appealing social media graphics	Mr. Akbar
Day - 2	Social media graphics and banner.	Media graphics and banners of graphic designing	Mr. Akbar
Day - 3	Exploration of new advertising channels	New advertising channels like linkedin ads.	Mr. Akbar
Day - 4	Retargeting campaign for visited customers	Reaching potential customers who visited website but didn't convert	Mr. Akbar
Day - 5	Exploration and Experiments	Infographics and quizzes	Mr. Akbar
Day - 6	-	-	-

WEEKLY REPORT

WEEK - 8 (From Dt. 17 - 07 - 23 to Dt. 21 - 07 - 23)

Objective of the Activity Done:

graphic designing

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 to 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 infographics or quizzes.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Marketing influence and ROI	Analysis clearly the impact of marketing influence and ROI	(R) Akle
Day - 2	Social listening tools	utilising these tools to monitor brand emotions and sentiment online	(X) Akle
Day - 3	Survey for improvements	conducting customer satisfaction survey to gather insights for improvements	(R) Akle
Day - 4	Partnership exploration for Marketing	Collaborate with complementary brands for co-marketing opportunities	(R) Akle
Day - 5	The potential of podcast advertising	Evaluation of success of the retargeting campaign as needed by PPA.	(R) Akle
Day - 6	-	-	-

WEEKLY REPORT
WEEK - 9 (From Dt. 24-07-23 to Dt. 28-07-23)

Objective of the Activity Done: Impact of marketing and measured ROI

Detailed Report:

Influencer Marketing:

Analysing 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 insights for improvements.

Explored partnerships with complementary brands for co-marketing opportunities.

Evaluated the success of the retargeting campaigns and adjusted the ad creatives as needed. conducted a user study to identify potential pain points for users. Explored the potential of podcast advertising or sponsorship. Worked on a comprehensive SEO strategy to improve organic 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	Finalising for the Upcoming months Based on data and insights gathered	R. Jha
Day - 2	Performance and Review of Digital marketing	Through digital marketing campaigns Know the performance	R. Jha
Day - 3	Discussions towards the Performance and implementation	New ideas and opportunities for continuous improvement in digital marketing	R. Jha
Day - 4	Campaigns to achieve best results	The said tasks in completion and achieving best result	R. Jha
Day - 5	Regular monitoring, analysis.	These are crucial throughout the campaign to achieve the best results	R. Jha
Day - 6	-	-	-

WEEKLY REPORT
WEEK - 10 (From Dt. 21-07-23 to Dt. 4-08-23)

Objective of the Activity Done:

Finalization of Digital marketing

Detailed Report:

Finalising:

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:

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

Depending on the specific business, industry
and goals, some activities may be more relevant
than others. Regular monitoring, analysis and
flexibility are crucial throughout the campaigns
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.)

The organizational environment is good with a qualified work experience and working. Its work culture is rated 5.0 while Job security 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
- Analytics manager / Analyst
- Digital marketing Strategist

Team work and planning and execution.

In this organization team members collaborate to plan and execute digital marketing campaigns. This includes setting campaign goals, defining target audiences, selecting the appropriate channels, and creating content that resonates with audience.

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

I acquired web analytics and content management skills and other data analytics skills from this internship. Familiarity with web analytical tools like Google Analytics is helpful to track website traffic, user behaviour, conversions, and derive insights to improve marketing strategies.

Experience with content management system platform (e.g. WordPress) are helpful to create, publish, and manage website content and blog posts.

And I acquired 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 and managerial skills are the specialised knowledge and experience required by companies and companies the management skills, like planning, leadership team work behavior 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 character in others, their chiefs, their friends, their family and their peers. It also deals with major factors - self-esteem and self-efficacy

Interpersonal skills : These are performed everyday which include interaction with other people.

These are more centred on communication and listening and questioning, understanding.

Curiosity, observation, idea, practical are the bases 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.,)

Communication is defined as sharing the information from one place to the other either orally/verbally, written/document, visually/sight or non-verbally/actions.

Information transmission must be clear and understandable to make the listening group. The ability to communicate information accurately and clearly is an important skill oriented Skill.

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 unambiguously. During the training, I improved my communication skill by working with different aged employees. The skill is definitely important for me to work and deal with different people in early future. It can help you to create better impression about myself and overcome basic complexities, which I may face in certain tasks in life.

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

- High level of interdependence among teammates
- Each teammate is willing to contribute
- A relaxed climate for communication
- Teammates develop a mutual trust
- The group and individuals are prepared to take risks
- Group is clear about goals and establishes targets
- Teammates roles are defined
- Teammates know how to examine errors without personal talks
- Complete in orientation, and share throughout period
- During team meetings, have each teammate write two skills (outside of athletic skills) on index card; share around the room/group.
- can be reintroduced with new questions each month

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

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position.

Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers & customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantages of digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: S.Tarun

Registration No: 120130703024

Term of Internship: From: 29-05-2023 To: 04-08-2023

Date of Evaluation:

Organization Name & Address: Smart Bridge - 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.Tarun

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: S. Tarun

Registration No: 120131703024

Term of Internship: Long From: 29-05-2023 To: 04-08-2023

Date of Evaluation:

Organization Name & Address: Smart Bridge - 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 & External Evaluation for Semester Internship

Objectives:

- Explore career alternatives prior to graduation.
- To assess interests and abilities in the field of study.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.
- To acquire employment contacts leading directly to a full-time job following graduation from college.

Assessment Model:

- There shall be both internal evaluation and external evaluation
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 200 marks. Internal Evaluation for 50 marks and External Evaluation for 150 marks
- The number of credits assigned is 12. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings for Internal Evaluation shall be:
 - Activity Log 10 marks
 - Internship Evaluation 30 marks
 - Oral Presentation 10 marks
- The weightings for External Evaluation shall be:
 - Internship Evaluation 100 marks
 - Viva-Voce 50 marks
- The External Evaluation shall be conducted by an Evaluation Committee comprising of the Principal, Faculty Guide, Internal Expert and External Expert nominated by the affiliating University. The Evaluation Committee shall also consider the grading given by the Supervisor of the Intern Organization.
- Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

the individual student's involvement in the assigned work.

- While evaluating the student's Activity Log, the following shall be considered -
 - a. The individual student's effort and commitment.
 - b. The originality and quality of the work produced by the individual student.
 - c. The student's integration and co-operation with the work assigned.
 - d. The completeness of the Activity Log.
- The Internship Evaluation shall include the following components and based on Weekly Reports and Outcomes Description
 - a. Description of the Work Environment.
 - b. Real Time Technical Skills acquired.
 - c. Managerial Skills acquired.
 - d. Improvement of Communication Skills.
 - e. Team Dynamics
 - f. Technological Developments recorded.

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: S. Taxon

Programme of Study: B.Com [gen]

Year of Study: 2021

Group: B.Com [gen]

Register No/H.T. No: 120131703024

Name of the College: Pujah 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: S. Tarun

Programme of Study: B.com [gen]

Year of Study: 2021

Group: B.com[gen]

Register No/H.T. No: 120131703024

Name of the College: Pydah 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