

Model Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: P.V. Sai Pranav

Name of the College: Prisms Degree college

Registration Number: 120131607114

Period of Internship:

From:

To:

Name & Address of the Intern Organization

Smart Interns

Andhra University
YEAR 2023

An Internship Report on

Digital Marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Bachelor of Business Management

Under the Faculty Guideship of

K. Satha Saira Kumari

(Name of the Faculty Guide)

Department of

Management

(Name of the College)

Pravin Degree College

Submitted by:

P.V. Sai Raman

(Name of the Student)

Reg.No: 120131607114

Department of Management

Pravin Degree College

(Name of the College)

Instructions to Students

Please read the detailed Guidelines on Internship hosted on the website of AP State Council of Higher Education <https://apsche.ap.gov.in>

1. It is mandatory for all the students to complete Semester internship either in V Semester or in VI Semester.
2. Every student should identify the organization for internship in consultation with the College Principal/the authorized person nominated by the Principal.
3. Report to the intern organization as per the schedule given by the College. You must make your own arrangements for transportation to reach the organization.
4. You should maintain punctuality in attending the internship. Daily attendance is compulsory.
5. You are expected to learn about the organization, policies, procedures, and processes by interacting with the people working in the organization and by consulting the supervisor attached to the interns.
6. While you are attending the internship, follow the rules and regulations of the intern organization.
7. While in the intern organization, always wear your College Identity Card.
8. If your College has a prescribed dress as uniform, wear the uniform daily, as you attend to your assigned duties.
9. You will be assigned a Faculty Guide from your College. He/She will be creating a WhatsApp group with your fellow interns. Post your daily activity done and/or any difficulty you encounter during the internship.
10. Identify five or more learning objectives in consultation with your Faculty Guide. These learning objectives can address:
 - a. Data and Information you are expected to collect about the organization and/or industry.
 - b. Job Skills you are expected to acquire.
 - c. Development of professional competencies that lead to future career success.
11. Practice professional communication skills with team members, co-interns, and your supervisor. This includes expressing thoughts and ideas effectively through oral, written, and non-verbal communication, and utilizing listening skills.
12. Be aware of the communication culture in your work environment. Follow up and communicate regularly with your supervisor to provide updates on your progress with work assignments.

13. Never be hesitant to ask questions to make sure you fully understand what you need to do your work and to contribute to the organization.
14. Be regular in filling up your Program Book. It shall be filled up in your own handwriting. Add additional sheets wherever necessary.
15. At the end of internship, you shall be evaluated by your Supervisor of the intern organization.
16. There shall also be evaluation at the end of the internship by the Faculty Guide and the Principal.
17. Do not meddle with the instruments/equipment you work with.
18. Ensure that you do not cause any disturbance to the regular activities of the intern organization.
19. Be cordial but not too intimate with the employees of the intern organization and your fellow interns.
20. You should understand that during the internship programme, you are the ambassador of your College, and your behavior during the internship programme is of utmost importance.
21. If you are involved in any discipline related issues, you will be withdrawn from the internship programme immediately and disciplinary action shall be initiated.
22. Do not forget to keep up your family pride and prestige of your College.

————<<@>>————

Student's Declaration

I, P.V. Sai Pranam a student of BBA
Program, Reg. No. 20131607114 of the Department of BBA, P.V. Degree
College do hereby declare that I have completed the mandatory internship
from _____ to _____ in K. Sada Sada Komari (Name of
the intern organization) under the Faculty Guideship of
Digital Marketing (Name of the Faculty Guide), Department of
BBA, P.V. Degree & P.V. College
(Name of the College)

(Signature and Date)

Official Certification

This is to certify that P.V. Sai Pranam (Name of the student) Reg. No. 120131607114 has completed his/her Internship in Smart Interns (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 BBA in the Department of Management (Name of the College). Prism Degree & P.G. College

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

K. Sesha Saira Kumari
Faculty Guide

Prakashankar
Head of the Department

Principal

PRINCIPAL
PRISM COLLEGE
VISAKHAPATNAM-16

Certificate from Intern Organization

This is to certify that P.V. Sai Pranam (Name of the intern)
Reg. No 120131607114 of PRISM DEGREE College (Name of the
College) underwent internship in Digital Marketing (Name of the
Intern Organization) from _____ to _____

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

Apart from my efforts, the success of this internship largely depends upon the encouragement and guidelines of many others. I would like to express my gratitude to the persons that have been instrumental in the successful completion of this internship.

First and foremost, I express my thankfulness and praise God for the guidance and blessings throughout my internship. I would like to thank Smart Bridge, APSCE and Andhra University for giving me this wonderful opportunity to undergo this internship.

I extend my heartfelt gratitude to our mentor Mrs. K. Sesha Sula Kumari for her consistent encouragement, benevolent criticism and inseparable suggestions which were the main reasons to bring this work into present shape.

I take an opportunity to convey my sincere regards to our beloved Principal Dr. Ch. S. Chakala Krishna Murthy for his inspiration.

timely support help in the official learner and valuable suggestions throughout my course.

I take an opportunity to thank my all other faculty members for their extended co-ordinating & suggestions which have helped a lot.

Finally I would like to express my gratitude and thanks to my parents and friends whose unremarkable encouragement had helped me throughout my educational endeavour and do this project work.

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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.

Learning Objectives

Digital marketing, also known as online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital marketing.

Learning objectives are as follows:-

1) Brand awareness:-

Brand awareness is one of the most important aspects and objective of digital marketing. It increases the reach of your business to large number of people which improves brand identity and sales.

2) Lead generation:-

The main objective is to learn how to generate leads which make the business get new users or customers. The leads can be generated through social media marketing, Email marketing etc.

Promoting :-

If you are planning to launch new products or services its important to know about promotions which means how to promote the product or service so that it, reaches the audience.

Target customers:-

To identify who are the target audience which helps us to know our customer which eventually increases sales of the product or service.

Apart from these the objectives I learned personally while doing the internship from APSHCE conducts, that is digital marketing under the guidance of smart budge interns programme are as follows:-

- 1) Communication skills
- 2) Team work
- 3) Listening skills
- 4) Adaptation to work
- 5) Technical skills.

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.

Smart Bridge Long-Term Virtual Internship Programme.

Smart bridge is in collaboration with google and AICTE has launched a virtual internship programme to impart android application development in Kotlin programming language to 5000+ students across India. The program has an overall expense of 100 lakhs which includes hands on training in trading, digital marketing, robotics, machine learning, Data analytics etc, which provides the completion certificate once we handover the project given to us.

Vision :-

Smart bridge is an ed-tech organization with a vision to bridge the gap between academia and industry. The outcome based schesemental learning, programs on emerging technologies are building skilled

and engineers for the corporate world.

Mission:-

The mission of Smart bridge is to build technology communities in academia to encourage students towards innovation and entrepreneurship.

Objective:-

Well directed career guidance programs for educational institution.

Appropriate certification courses that suit the industry need.

Train the trainers, enhanced awareness about the current industry standards.

Linkage with corporates to offer nice internships.

Establish technology development centers in colleges.

Specialised incubation centers in collaboration with corporates.

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.

* Responsibilities In The Intern Organization During Internship :-

- 1) Fulfilling tasks assigned by a supervisor
- 2) Performing clerical duties.
- 3) Managing social media accounts.
- 4) Event handling or planning
- 5) Job shadowing
- 6) Learning technical skills related to the industry.

Skills Acquired During Internship :-

- 1) Problem solving skills
- 2) Team working experience
- 3) Marketing campaigns
- 4) Market research
- 5) Event Planning
- 6) Administrative Tasks.

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 | <ul style="list-style-type: none"> - What is Digital marketing? - Where it is used - Advantages | |
| Day - 2 | Introduction to traditional marketing and how it is Digital marketing | <ul style="list-style-type: none"> - What is traditional marketing? - Differences between traditional and Digital marketing | |
| Day - 3 | Introduction to segment of Digital marketing and their examples | <ul style="list-style-type: none"> - SEO, PPE, Content Social media, E-mail, Video, App store etc | |
| Day - 4 | Advantages, Disadvantages of Digital and traditional marketing | Came to know about the marketing in detail | |
| Day - 5 | Introduction to Brand, Branding, customer journey, target audience and customer persona | <ul style="list-style-type: none"> - stages in customer journey - Branding process - Advantages | |
| Day - 6 | Doubt clarification on the above learnt topics with mentors | - clarified doubts and understood topics more effectively | |

WEEKLY REPORT

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

Objective of the Activity Done: UNDERSTOOD KEY CONCEPTS OF DM

Detailed Report: On the first week of the internship our trainer introduced himself and gave a brief overview of digital marketing and their advantages, scope of digital marketing in today's corporate world. On second day of the week we were taught about how digital marketing is different from traditional marketing and differences between them. On the third day of the week, I came to know about the different segments of digital marketing and their uses in different ways. On the fourth day of the week, I came to know about the advantages and disadvantages of both the traditional and digital marketing in the today's corporate world. On the fifth day of the week, I came to know about the Branding, customer journey, target audience and consumer persona and their process and advantage of the branding. On the sixth day of the internship, I clarified my all the doubts with my mentor, on the above listed topics and understood the topics more effectively and persistently.

ACTIVITY LOG FOR THE SECOND WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|---|----------------------------|
| Day - 1 | Introduction through social media marketing | <ul style="list-style-type: none"> - Advantages - Disadvantages - Meaning of SMM | |
| Day - 2 | Marketing of products through different social media | <ul style="list-style-type: none"> - Types of social media marketing & their uses | |
| Day - 3 | Introduction to Facebook marketing | <ul style="list-style-type: none"> - Features - Advantages - Disadvantages | |
| Day - 4 | Marketing of products through Facebook account | <ul style="list-style-type: none"> - uses - Benefits - Creating Facebook profile | |
| Day - 5 | Placing of products in the Facebook account and using of keywords | <ul style="list-style-type: none"> - Writing content - Targeting audience - Posting products | |
| Day - 6 | Doubt clarification sessions on the above learnt topics with mentors | <ul style="list-style-type: none"> - clarified doubts and understood topics more effectively | |

WEEKLY REPORT

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

Objective of the Activity Done: Introduction to Social Media

Detailed Report: On the first day 2nd week, I came to know about social media marketing, its advantages, disadvantages. On the second day I was introduced about the marketing of products through different social media sites and was introduced to different types of social media marketing and its uses. On the third day I came to know about Facebook marketing, its features, advantages and disadvantages. On the fourth day I learnt marketing of products through Facebook account, and its uses, benefits and creating Facebook profile. On the fifth day of the 2nd week, I came to know about how to post different products of the organization through Facebook and using of keywords. I also came to know about how to write content, targeting audience, and posting products in the profile of the company.

On the sixth day of the week, our mentor clarified all the doubts on the above topics and understood the topics effectively.

ACTIVITY LOG FOR THE THIRD WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|----------------------------|
| Day -1 | Introduction to marketing of products through instagram | - Features - Advantages of marketing through instagram | |
| Day -2 | Posting of products in the instagram profile | I learned how to market the product using instagram | |
| Day -3 | Uses, benefits, advantages, key words usage and content marketing of the post | I came to know about the uses of instagram marketing | |
| Day -4 | Introduction through marketing of products through twitter | I came to know about the basis of marketing production. | |
| Day -5 | Posting products in the twitter profile of the organization | I came to know about its uses and benefits | |
| Day -6 | Doubts clarification on above learnt topics with the help of mentors | clarified all the doubts and understood topics more effectively | |

WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done: Understood key concepts of DM

Detailed Report: On the 3rd day week of the internship I was learnt and trained about the marketing of products through instagram, its' uses, features, advantages and disadvantages.

On the second day I was trained about the posting of products of an organization through the instagram profile its usage of keywords in content writing.

On the third day I was trained about the marketing of products through twitter, its uses, features, advantages and disadvantages. On the fourth I was trained about posting of products through twitter profile.

On the fifth day I was trained about the content writing of the products, in the website.

On the sixth day I clarified my doubts in the session and wonders took place.

ACTIVITY LOG FOR THE FORTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|----------------------------|
| Day -1 | Introduction to SEO [search engine optimization] | I came to know about search engine optimization and techniques and strategies | |
| Day -2 | Introduction to basis of search engine optimization | I came know about what is SEO, browser and search engine result page. | |
| Day -3 | Search engine optimization techniques | I came to know about keyword search on page optimization SEO | |
| Day -4 | Introduction to a search engine life cycle & types of search engine (i.e. search result type) | Crawling, indexing, Display and meaning, primary search etc. | |
| Day -5 | Learn how to find keywords | I came to know about keyword search from google ads planner. | |
| Day -6 | Revision of all topics and double clarification session on the topics | clarified all the doubts on topic and understand more effectively | |

WEEKLY REPORT

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

Objective of the Activity Done: Understood Key concepts of DM

Detailed Report: On the first day ~~over~~ 4th week internship program, trainer taught us most important part of digital marketing concept i.e, search engine optimization its definition, technique, advantages and its scope in today's corporate world. The second day was ~~also~~ followed by teaching us the basic concepts like what is search engine, result page. The Techniques and tools of search engine ~~result~~ ^{on} page. The techniques of optimization such as keyword, off-page optimization, technical seo were taught on the day. The fourth day of the week went with learning about the search engine lifestyle, life cycle, types of search engine, search result type, local search engines.

On the fifth day of the internship I learnt how to search the keyword on google in a manner. On the sixth a doubt clarification session was organized and my monitor cleared all my doubts related to the above learnt topics.

ACTIVITY LOG FOR THE FIFTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|----------------------------|
| Day -1 | Theoretical knowledge on how to implement on-page SEO | I came to know about implementing on-page SEO | |
| Day -2 | What is on-page SEO? steps in implementing on page SEO | I came to know the meaning of on-page SEO and steps. | |
| Day -3 | Transactional Keyword search | I came to know how to search for keywords | |
| Day -4 | Tools used for the transactional keyword | <ul style="list-style-type: none"> - Google suggest - Google trends - Google Keyword planner | |
| Day -5 | Theoretical knowledge on introduction to informational research and tools used for it | I came to know about the informational research | |
| Day -6 | Doubts clarification session on the above topics with mentors | clarified all the doubts and understood more clearly & efficiently | |

WEEKLY REPORT

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

Objective of the Activity Done: Theoretical learning of A WEBSITE

Detailed Report: On the first day of the fifth week of internship program, our trainer has shown us different websites under different categories and their on-page and off-page maintenance. The 2nd day was followed by teaching us what is on-page SEO and how to implement it in clear steps. Third day our mentor taught us how to implement it in a practical way and this step was quite interestingly was image optimization through which I have learnt how to describe an image using Alt attributes. The fourth & fifth was all about Transactional Keyword search and informational Keyword search and tools to be used in informational Keyword search.

On, the sixth day of the week, there was a doubt clarification session organized by the mentor to clear all the doubts. After, this I came to understand the topics more clearly and effectively.

ACTIVITY LOG FOR THE SIXTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day -1 | Profile optimisation in social media marketing | I came to know about profile optimisation, security, websites etc. | |
| Day -2 | Role of hosting content in social media | I came to know about hosting, useful content, relevant etc | |
| Day -3 | engagement of being with audience in social media marketing | I came to know to know about likes, share, comment influences | |
| Day -4 | Role of advertising in social media marketing | I came to know about paid methods of reaching targets. | |
| Day -5 | Measuring the results in social media marketing | I came to know about platform and website analytics | |
| Day -6 | clarified doubts with mentors on above taught topic | I understood the topics more clearly and effectively | |

WEEKLY REPORT

WEEK - 6 (From Dt..... to Dt.....)

Objective of the Activity Done: CONCEPTS OF SOCIAL MEDIA Marketing

Detailed Report: On the 6th week of first day, our mentor taught us about another important concept of digital marketing i.e, social media marketing. It is a form of digital marketing technique that leverages the power of popular social media networks to achieve your marketing and branding goals.

On the second day, I learned about the profile optimization in social media and came to know about accurate, active links, and many websites.

On the third day, of the 6th week, my mentor taught the role of hosting in social media strategy, and came to know about the useful, hosting relevant, content, videos and photos.

On the fourth day, of the 6th week, my mentor taught how to engage with audience in social media strategy.

On the fifth day, of the 6th week, my mentor taught me the role of advertising in social media.

On the last day of week, my mentor clarified my doubts and came to know topics more clearly.

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. | I come to know about e-mail marketing, objectives and its need. | |
| Day -2 | E-mail templates, technical review in e-mail marketing | Reviewing your e-mail templates and building of design for e-mail | |
| Day -3 | Content creation and audience analysis in e-mail marketing | creating useful content for customer & sending personal-ized e-mail. | |
| Day -4 | E-mail list maintenance in e-mail marketing | Providing ongoing support and maintenance of their campaign. | |
| Day -5 | Reporting in e-mail marketing | Providing with report that is useful for your campaign. | |
| Day -6 | E-mail marketing strategy and e-mail campaign | Breaking down campaign into multiple phases. | |

WEEKLY REPORT

WEEK - 7 (From Dt..... to Dt.....)

Objective of the Activity Done:

Concepts of E-mail Marketing

Detailed Report:

On the seventh week our trainer taught about another important concept of digital marketing i.e. e-mail marketing. It is the act of sending a commercial message, typically to a group of people, using e-mail. In this broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. It involves using e-mail to send ads, request business or solicit sales or donations.

Five tips for making money with e-mail :-

- Make a Targetful list
- Plan a Smart e-mail list
- Personalized e-mails
- Automatic e-mails

On the last day of the week along with the topic e-mail campaign and e-mail strategy, my mentor cleared my all doubts related to the e-mail marketing and I understood topics more clearly & effectively.

ACTIVITY LOG FOR THE EIGHTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day - 1 | Introduction to mobile marketing | I came to know what is mobile marketing and its need. | |
| Day - 2 | How does mobile marketing works? | I came to know about mobile marketing & its framework. | |
| Day - 3 | Different types of mobile marketing strategies | <ul style="list-style-type: none"> - App-based - In-engine mobile marketing - QR code, SMS, MMS | |
| Day - 4 | MOBILE marketing google & enhanced campaigns | → Enhanced campaigns allows us ad vehicle & manage google. | |
| Day - 5 | Google mobile ad extensions in mobile marketing | <ul style="list-style-type: none"> - Mobile sites - click to call - click to download | |
| Day - 6 | Mobile marketing best practices | Be clear and concise optimizing for local. | |

WEEKLY REPORT

WEEK - 8 (From Dt..... to Dt: Dt.....)

Objective of the Activity Done: CONCEPT OF Mobile Marketing

Detailed Report: On the 8th week of the first day, our mentor gave brief overview about the mobile marketing and I came to know about mobile marketing, its objectives and need.

On the second day of the 8th week, our taught how mobile marketing works, through practical, and I came to know about the mobile marketing and its framework.

On the third day, of the 8th week, I learnt about different types of mobile marketing strategies & its uses.

On the fourth day, of the 8th week, I came to know about google ads and enhanced campaigns in mobile marketing.

On the fifth day, of the 8th week my mentor taught me about google mobile ad extension in mobile marketing and learnt about mobile site.

On the last day, our mentor taught, mobile marketing practical, and cleared all the doubt on the above topic.

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.)

Work Environment Experienced During Internship:-

Internship is a short-term work experience offered by companies or organization to students or graduates. The main purpose of an internship is to give participants practical experience and real-hand-on experience. It helps us to develop the skills, knowledge in particular chosen field.

I was assigned with a team of 5 members to work on a project on Digital marketing related to the Britannia product and submit the project on time. I gained an experience while working on the project with my team and how to work with a team. I was guided by Mentor who supported me throughout the program and offered feedback and advice. The most valuable part was I gained hands-on experience and turn my theoretical knowledge into practical knowledge.

collaborating and networking was the interesting part in this internship where i built networks with many people completing the task assigned and in a prescribed time.

Communication is influenced by culture, and as intern I learned that each company rules, policies and method of training are in the unique way and different. The co-workers and the team support each other and motivates to complete their targets.

If your work is job-to-date then, it will be recognized among all the workers in the organization. The most important part is to build harmonious relationship within the organization. The environment was in turn very cool and motivating. There was proper ventilation and proper hygienic conditions was maintained within the office space. There was mutual support from each and every member in the organization.

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

Real Time Technical Skills Acquired:

- 1) Understanding how to optimize websites, content and other online assets to improve their visibility in search engine results is crucial for driving traffic.
- 2) Familiarity with platforms like Google Ads, or social media advertising and the ability to create and manage PPC campaigns effectively.
- 3) Proficiency in using tools like Google Analytics to track website traffic, user behavior, conversions and other key performance indicators.
- 4) Gained knowledge of e-mail marketing campaigns, creating engaging email campaigns, understanding email deliverability, and analyzing email performance metrics.
- 5) Gained experience with managing and analyzing social media accounts, understanding social media algorithms and using social media scheduling and monitoring tools.
- 6) Familiarity with popular CMS platforms like WordPress or Drupal to create and manage website content.

- 7) Gained knowledge regarding basic design skills like Adobe Photoshop, Canva, or other graphic design software to create visuals for social media posts, ads, and blog images.
- 8) Basic video marketing/editing skills, to create and edit promotional videos or video content for social media platforms.
- 9) Gained knowledge on HTML, and CSS can be advantages when making minor website edits or working with email templates.
- 10) Understood how to analyse marketing data, interpret results, and use Microsoft Excel to manipulate and visualize data 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.

- 1) As a digital marketing intern, you may be assigned to lead or assist in managing projects. Strong leadership skills are necessary to motivate and guide team members, set clear objectives, and ensure everyone is working cohesively towards the common goal.
- 2) Effective communication is crucial in any managerial role as an intern, we need to communicate with team members, supervisors and other stakeholders to convey ideas, provide updates, and address any challenges that arise.
- 3) Digital marketing campaigns often involve multiple tasks, deadlines and team members. Being able to manage projects efficiently, set timelines, allocate resources, and monitor progress is vital for successful campaign execution.
- 4) Digital marketing is data-driven, and the ability to analyze marketing metrics and performance data will help you make informed decisions.
- 5) In any marketing internship, you may encounter challenges or unexpected issues. Being a skilled problem solver allows you to identify the root cause.

- 6) Creativity is valuable in crafting innovative marketing strategies and content that can capture the audience attention. Thinking outside the box can lead to unique campaigns that stand out in a competitive digital landscape.
- 7) The digital marketing is constantly evolving, with new technologies, platforms, and trends emerging regularly. Being adaptable to change will help you stay ahead and adjust your strategies as needed.
- 8) Working in a team is a fundamental aspect of most digital marketing roles. Being able to collaborate effectively, respect diverse perspectives, and contribute positively to a team environment is a vital for success.
- 9) As an intern, I had many responsibilities and tasks to juggle excellent time management skills I have acquired during the period of internship.

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.,)

- 1) Practice active listening during meetings, discussions and virtual interactions. Paying attention to what others are saying, ask clarifying questions, and engage in conversation actively.
 - 2) Learn to communicate ideas clearly and concisely. Avoiding jargon unnecessary complexity in your messages. Practice summarizing complex terms into simple.
 - 3) In digital marketing, written communication is crucial working to enhance written skills, including grammar, spelling and punctuation.
 - 4) Become proficient in using various digital communication platforms like e-mail, chat apps, project management skills, and video conferencing.
 - 5) Request feedback from supervisors or team members about your communication style.
 - 6) Recognize that different people prefer various communication styles. Some may prefer direct and concise messages while others appreciate more context and detail.
- Learning.

- 7) Virtual presentations are becoming increasingly common in the digital marketing world. Practicing delivering presentations online to improve your public speaking and presentation skills.
- 8) Actively participating in team discussing and brainstorming sessions share your ideas and encourage others to do same.
- 9) Treat colleagues and clients with respect and empathy.
- 10) Stay up-to date with latest trends and developments in digital marketing and communication. Attend webinars, workshops, or industry conference to gain new insights and knowledge that can enhance your communication skills.

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

- 1) Before any group discussion or team activity, take the time to research and gather relevant information. It can help to contribute meaningfully to the discussion and demonstrate that you are well-informed about the topic.
- 2) During group discussions, practice active listening. Pay attention to what others are saying without interrupting and show interest in their perspectives.
- 3) As a team member, encourage others to share their ideas and opinions. As a team leader, create a supporting environment where everyone feels comfortable.
- 4) If you don't understand something clearly, don't hesitate to seek clarification. Asking thoughtful questions not only helps you to grasp the subject better but also shows your engagement in the discussion.
- 5) During the discussion, ensure that the team remains focused on the topic at hand. If the conversation starts to deviate, gently steer it back to the main agenda.
- 6) Clearly articulate your thoughts and ideas. Use concise and well-structured sentences to convey.

- 8) In group discussions conflicts may arise due to differing opinions. Learning to handle conflicts diplomatically and seek resolutions that are beneficial to team's objectives.
- 9) After each group discussion or team activity, take some time to reflect on your participation. Identify areas where have excelled and areas need to be improved.
- 10) Stay updated with latest industry trends, communication techniques and management strategies.

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

- 1) AI and ML have transformed digital marketing by enabling data analysis on a massive scale. AI-driven tools can analyze customer behavior, preferences and patterns to optimize targeting, personalize content, and enhance customer experience.
- 2) Chat bots have become increasingly popular in customer service and lead generation. They can handle customer queries 24/7, provide instant responses and assist with user interaction, ultimately improving customer engagement and satisfaction.
- 3) The rise of voice activated devices and virtual assistants like Amazon Echo and Google Home has led to a surge in voice strategies.
- 4) AR and VR technologies have been utilized in digital marketing to create interactive and immersive brand experiences. Companies use AR/VR for virtual try-on etc.
- 5) The abundance of data generated from digital marketing interactions have paved the way for advanced analytics. Digital marketers leverage big data to gain insights into customer behavior, measure campaign effectiveness.

Student Self Evaluation of the Short-Term Internship

Student Name: P.V. Sai Bharan

Registration No: 120131607114

Term of Internship: From:

To:

Date of Evaluation: 28/7/23

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 |

P.V. Sai Bharan
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: P.V. Sai Bharan

Registration No: 120131607114

Term of Internship:

From:

To:

Date of Evaluation:

Organization Name & Address: Digital Marketing

Name & Address of the Supervisor
with Mobile Number K. Seshu Saini Kumari
Bharat Nagar, V.S.P

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

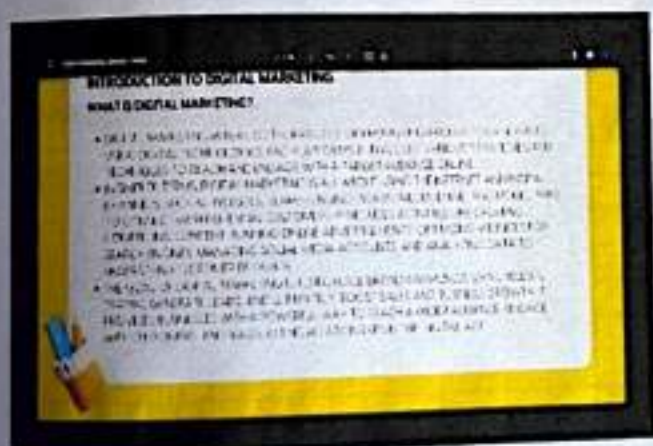
Rating Scale: 1 is lowest and 5 is highest rank

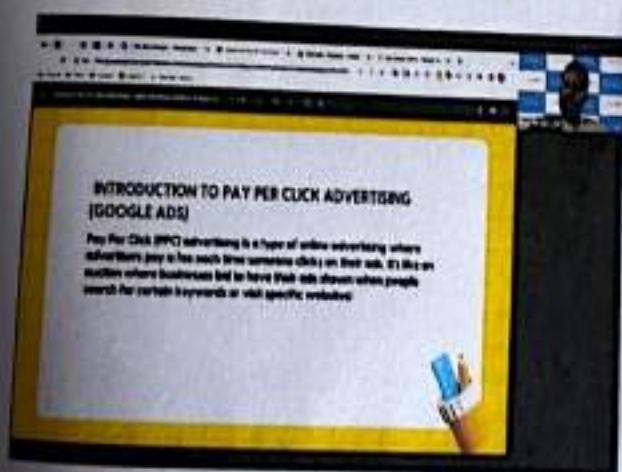
| | 1 | 2 | 3 | 4 | 5 |
|--------------------------------------|---|---|---|---|---|
| 1 Oral communication | 1 | 2 | 3 | 4 | 5 |
| 2 Written communication | 1 | 2 | 3 | 4 | 5 |
| 3 Proactiveness | 1 | 2 | 3 | 4 | 5 |
| 4 Interaction ability with community | 1 | 2 | 3 | 4 | 5 |
| 5 Positive Attitude | 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:

K. Seshu Saini Kumari
Signature of the Supervisor

PHOTOS & VIDEO LINKS





links:-

- <https://www.sysro.in>
- <https://www.tauba.co.uk.com>
- <http://mallechint.com>
- <http://seo.shrimayor.com>
- <http://mailpatel.com>
- <http://shrootsocial.com>

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.

MARKS STATEMENT
(To be used by the Examiners)

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: P.V. Sai Prananv

Programme of Study: Digital Marketing

Year of Study: 2020: 2023

Group:

Register No/H.T. No: 120131607114

Name of the College: Busm Degree & P.G. college

University: Andhra University

| SLNo | 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



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of Andhra Pradesh)

2nd, 3rd, 4th and 5th floors, Neeladri Towers, Sri Ram Nagar, 6th Battalion Road
Atmakur (V) Mangalagiri (M), Guntur, Andhra Pradesh, Pin - 522 503
www.apsche.ap.gov.in