

PROGRAM BOOK FOR  
**SEMESTER INTERNSHIP**

Name of the Student:

Karthik .T

Name of the College:

PRISM DEGREE COLLEGE

Registration Number:

120131607119

Period of Internship:

From:

To:

Name & Address of the Intern Organization

ANDHRA University

YEAR

## 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.

An Internship Report on

Digital marketing by SMART BRIDGE INTERNZ

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of  
BBA

Under the Faculty Guideship of

Mrs. K. Sai Saila Kumari Ma'am

(Name of the Faculty Guide)

Department of

PRISM DEGREE COLLEGE

(Name of the College)

Submitted by:

T-korthika

(Name of the Student)

Reg.No: 120131607119

Department of BBA

PRISM DEGREE COLLEGE

(Name of the College)

## Student's Declaration

I, T. K. Ashika a student of Digital Marketing Program, Reg. No. 2013160719 of the Department of PRISM degree College CBBA do hereby declare that I have completed the mandatory internship from \_\_\_\_\_ to \_\_\_\_\_ in \_\_\_\_\_ (Name of the intern organization) under the Faculty Guideship of Mrs. K. Sai Sairam (Name of the Faculty Guide), Department of PRISM degree College BBA.  
(Name of the College)

T. K. Ashika  
(Signature and Date)

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.

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## Student's Declaration

I, Y.Kruthika, a student of Digital Marketing  
Program, Reg. No. 12013B0719 of the Department of PRISM degree College  
(CBBA) do hereby declare that I have completed the mandatory internship  
from \_\_\_\_\_ to \_\_\_\_\_ in \_\_\_\_\_ (Name of  
the intern organization) under the Faculty Guideship of  
Mrs.K.Sai Sainikumar (Name of the Faculty Guide), Department of  
PRISM degree College BBA.  
(Name of the College)

(Signature and Date)

## Acknowledgements

Firstly, I would like to express my indebtedness  
gratiation to "APSCHE" government and Andhra  
University for providing an excellent opportunity to  
learn while working through internships.

Secondly, I am grateful to "Smart Bridz" for  
providing the details of the course in depth and  
teaching the topics theoretically and practically  
to the students.

Special gratitude to "MR. Satya Narayana  
Iyengar Sir", (Chairman of Prism Degree College) and  
Ch.s. Gopala Krishna Murthy Sir (Principal of  
Prism Degree College) modern outlook and meticulous  
guidance to carry out the job perfectly.

We are grateful for "Mrs. Kaur Mam" and 'Prasad  
' "Saila Kumari mam", for their constant  
support and valuable advice from time-to-  
, for helping us in all ways to complete  
the project we are highly pleased for having  
such an opportunity.

## Certificate from Intern Organization

This is to certify that Y. Karthik (Name of the intern)  
Reg. No 20131607119 of BDSM Degree College (Name of the  
College) underwent internship in Smart Intern (Name of the  
Intern Organization) from \_\_\_\_\_ to \_\_\_\_\_

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

*Authorized Signatory with Date and Seal*

## Official Certification

This is to certify that Y. Karthik (Name of the student) Reg. No. 120131607119 has completed his/her Internship in Smart Internz (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of BBA in the Department of Prism Degree College (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

### Endorsements

Faculty Guide

Head of the Department

Principal

ly, thanks to all other departments heads,  
is, professor and also all the office staff  
ism Degree College, thank to our group members  
this co-operation and co-ordination.

## Contents

Name of the Activity	Pg.No	Signature
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Detailed description 4 <sup>th</sup> week		
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Detailed description 6 <sup>th</sup> week		
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Detailed description 7 <sup>th</sup> week		
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Detailed description 8 <sup>th</sup> week.		

## 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 market is used as the major key now-a-days to the impact of any size business into a measurable and huge one. The impact is so much high at even small scale business are growing their shares in a very large market.

### Marketing objectives

Brand Awareness : Brand awareness is one of important aspects and objectives of digital marketing. It will increase your business reach and a large number of people will get to know about your business name and products.

Lead generation : It will surely help you to get a high amount of leads which will help you to build an e-mail list of potential customers and you will definitely have a much better conversion. Social media platform of digital marketing method is one of the best ways to capture your potential customers online.

Promotion for new services & products : If you are planning to launch new products or services then your digital marketing objectives should be related to promoting those products.

Target customers : Through digital marketing increase your business to new customers will significantly help in the increase of profit share.

Retaining old customers : Digital marketing also helps you to keep track on your old customers and their preference to retain them to your company / brand.

Increase sales / Profit : One of the major objectives of digital marketing is to increase the number of sales of your products and services to the right customers.

Expand market : Digital marketing can help you expand your market and sustain for long time by facing your competitiveness.

More website traffic : Increase your website traffic, rank in google with the help of different techniques of digital marketing like SEO, off-page SEO etc.

## 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.

### PRO COMPANY

Wipro is an Indian multinational corporation that provides information technology, consulting and business process services. It is one of the leading Big Tech companies. Wipro's capabilities range across cloud computing, computer security, digital transformation, artificial intelligence, robotics, data analytics, and technology consulting services to customers in 167 countries.

The company was incorporated on 29 December 1945 in Bangalore, India, by Mohamed Premji. In 1966, after Mohamed Premji's death, his son Premji took over Wipro as its chairperson at the age of 21.

o Vision :

a globally respected corporation that provides  
est-in-class products, solutions and services,  
and to be the most trusted partner for its  
stakeholders.

o Mission :

"help our clients achieve their business objectives  
through a combination of process excellence,  
quality frameworks and service delivery innovation."

I choose Wipro :

Wipro Limited is a multinational corporation that  
provides information technology, consulting, and  
business process services. The company is  
organized into several business segments, including

## 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.

Digital marketing internship is focused on digital branch of marketing as the name suggests. Internet and social media have become strategic marketing channels, and therefore contributed to develop significantly this profession.

Many duties of a digital marketing training, interns get the practical experience of digital marketing with qualified professionals. In the digital marketing internship, interns learn to work on a variety of digital marketing tools. Their duties involve multiple tasks.

First, in a digital marketing internship, the intern also need to develop new ideas and design. Second, the intern will also learn about digital marketing while assigning their various. Intern themselves, will get hands on experience through e-mail, marketing, the interns learn to reach out to clients and customers quickly and flexibility. The intern learn to send message via e-mail to market their product and interact with their website.

## WEEKLY REPORT

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

Objective of the Activity Done: UNDERSTOOD KEY CONCEPTS DM

Detailed Report: On the first day of the week our trainer introduced himself and also had us introduce ourselves. She later gave a brief explanation about what is digital marketing and its advantages, about what its scope is in today's modern world. The next day she taught us how DM is different from traditional marketing that we have been using in past. The third day she taught us most important topic segments of digital marketing with completion in PPP. The next day she has conducted a fun assignment of creating an ad for famous brand by dividing the whole class into groups and our team from it for. The following days of the week taught us about brand, branding, customer journey target audience and customer person. On the last day of the week she has conducted a test on the topic past 5 days to check.

### 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"> <li>- What is digital marketing</li> <li>- Where it is used</li> <li>- Advantages</li> </ul>	
Day -2	Introduction to traditional marketing and how it is different from digital marketing	<ul style="list-style-type: none"> <li>- What is radiative marketing</li> <li>- Differences between traditional and digital marketing</li> </ul>	
Day -3	Introduction of segment of digital marketing and their examples	<ul style="list-style-type: none"> <li>- SEO, PPE content, social media, email, video App store, Influencer marketing</li> </ul>	
Day -4	Assignment : To prepare or create an add for a famous brand with team members	<ul style="list-style-type: none"> <li>- Interpersonal skills</li> <li>- Leadership skill</li> <li>- Innovation &amp; creation</li> <li>- Team work</li> </ul>	
Day -5	Introduction of brand, Branding, customers journey target audience and customers period.	<ul style="list-style-type: none"> <li>- Stages in customer journey</li> <li>- Branding process</li> <li>- Advantages of target audience</li> </ul>	
Day -6	A weekend test was conducted on the basis by 60m Day 1 to Day 5	<ul style="list-style-type: none"> <li>- Paper presentation skills, tight grip on theoretical part of DM.</li> </ul>	

ts by keeping the customers in touch.  
d an essential function their intern learns in  
digital marketing internship is to prepare  
optimized content.

at we call the famous <sup>so</sup> the intern  
side to understand how to prepare optimise  
tent. With first-hand knowledge they get from  
is supervisor, the intern become moderately  
od at developing SEO content, which is  
n impressive, skills to learn.

### ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Assignment : Select a local/branded website find client & competitors details	- Team work - Leadership - Details about on-page and off-page optimization	
Day - 2	Brainstorming -1 finding clients keywords according to their popularity	- Excel sheet basics Presentation skills - SEO keyword research	
Day - 3	Brain storming -2 finding clients keyword according to their popularity.	- What is low, high, medium Prior, Keyword - Bidding, Average	
Day - 4	Brainstorming -3 finding competitor keywords according to their popularity.	- Excel sheet basics, filters - Presentation skills - SEO key word.	
Day - 5	Brainstorming -4: finding competitors keywords, accordingly to their priority.	- What is low, high, medium, Prior keywords - Bidding, etc.	
Day - 6	Brainstorming -5: Presenting keyword comparison between client and competitors in excel sheet	Finding similar keywords and the usage of keyword website that leads to ranking.	

## WEEKLY REPORT

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

Objective of the Activity Done: UNDERSTOOD KEY ASPECTS OF DM

Detailed Report: On the first day of our second week internships programme, our trainer taught us most important segment of digital marketing, i.e. search engine optimization, its definition, techniques, advantages scope in the modern world etc. The second day was followed by teaching us the basics like what is search engine result pages. The techniques and tools of search engine optimization such as keyword research, on-page optimization, off-page optimization, technical SEO were taught on the third day. The fourth day of the week went while learning about the search engine life cycle, types of search engines, search result types, local search engines. An assignment was assigned on the 5th day to search 100 keywords of any industry from google ads keyword of google planner and download keywords.

## ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction to SEO (search engine optimization)	<ul style="list-style-type: none"> <li>-What is search engine optimization</li> <li>- Techniques of SEO</li> <li>-Advantages scope and SEO</li> </ul>	
Day -2	Introduction of basic of search engine optimization	<ul style="list-style-type: none"> <li>-What is search engine</li> <li>- what browser</li> <li>- what is search engine result page</li> </ul>	
Day -3	Search engine optimization technique	<ul style="list-style-type: none"> <li>- keyword search</li> <li>- on page optimization</li> <li>- off page optimization</li> <li>- Technical SEO</li> </ul>	
Day -4	Introduction to : <ol style="list-style-type: none"> <li>1) Search engine life cycle</li> <li>2) Types of search engine</li> <li>3) Search result type</li> <li>4) Local search engine</li> </ol>	<ul style="list-style-type: none"> <li>-Crawling indexing, ranking, retrieval, displays &amp; meaning.</li> <li>-Primary search, engine human power, me to, exape, vehicles</li> </ul>	
Day -5	Assignment : finding 100 relevant keyword from google ads keyword planner	<ul style="list-style-type: none"> <li>-What is keyword</li> <li>- How to select a keyword</li> <li>- factors to be consulted</li> <li>- Excel sheet files</li> </ul>	
Day -6	A weekend rest was conducted on the basis of topics that were taught from day 1 to day 5.	Paper presentation skills, tight grip on theoretic part of digital marketing	

## WEEKLY REPORT

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

Objective of the Activity Done:	THEORETICALLY LEARNING WEBSITE MAINTAINANCE
Detailed Report:	<p>On the 1<sup>st</sup> day of our 4<sup>th</sup> week internship program, our trainer has shown us different websites under different categories and their on-page and off-page maintenance. The 2<sup>nd</sup> day was followed by teaching us what is on-page SEO and how to implement it in clear 11 steps. Third day she has shown us how to implement us in practical way the step that was quite interesting was image optimization through which we have learnt how to describe an image using Alt attributes. The 4<sup>th</sup> and 5<sup>th</sup> days were passed by learning about the transaction keyword search and information keyword search and informational keyword search and to the tools we must use for the research on 5<sup>th</sup> day a weekend test was conducted on the above topics (from day 1 to day 5) and marks are assigned to each and every student according to their paper presentation and knowledge above the topic.</p>

**ACTIVITY LOG FOR THE FORTH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day - 1	<u>Theoretical learning</u> How to implement on-page SEO	- on-page SEO - off-page SEO - Technical SEO - Local SEO - Universal SEO	
Day - 2	<u>Theoretical learning</u> What is on-page SEO? Steps to implement it	Identifying goals, objectives and kpr's URL structure, Anchor links	
Day - 3	<u>Theoretical learning</u> Transactional keyword search	- services - company - product - solution	
Day - 4	<u>Theoretical learning</u> Tools used for transactional keyword search	- google suggest - google trends - google related - google keyword planner	
Day - 5	<u>Theoretical learning</u> Intro to informational keyword research and tool used for it	- quora - Answer the public	
Day - 6	<u>Assignment</u> A weekend test was conducted on the basis of topic that were taught from day 1-5.	Paper presentation skills, tight grip on the theoretical part of D.Y	

## WEEKLY REPORT

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

Objective of the Activity Done: KEYWORD RESEARCH IN SEO

Detailed Report: On the 1<sup>st</sup> day of our 3<sup>rd</sup> week internship programme, our trainers had divided our class into seven batches and asked to select a popular brand/local brand website for the keyword research. All the batches have presented their client and competition information in the excel sheets. The 2<sup>nd</sup> day our trainers taught us how we can use google ads to generate keywords using website URL. The keyword selection must be done in a way such that these should be done in prefix for the key word and the competition, bid price must be low, popularity must be high monthly views. By keeping these terms in mind we have to find atleast 1500 words. On the last day of 3<sup>rd</sup> week internship we had presented the keyword comparison chart of our client and competitor's website.

### ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to social media marketing	- What is social media marketing - Types, platform, objective, uses etc.	
Day - 2	Profile optimization is social media marketing	→ Accurate compose, active link to website and has LTD	
Day - 3	Role of positioning in social media strategy	→ Useful entertaining relevant posts, Videos, lives photos, stories	
Day - 4	How to keep engaging with audience in social media marketing	→ Likes, share Comment and follow customers followers, influence	
Day - 5	Role of advertising in social media marketing	→ Paid method of reaching targeted activity organic method	
Day - 6	Measuring the outcome in social media marketing	→ Use platform and website analysis to see what is working	

## WEEKLY REPORT

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

Objective of the Activity Done:

### CONTENT MARKETING

Detailed Report:

Our trainer in week - 5 taught us about another important concept of digital marketing is a marketing strategy used to attract, engage and retain audience by creating and sharing relevant articles, evidence, videos, podcasts & other media. This approach establishes expertise, promote brand awareness and keeps your business top of mind when it's time to buy what you sell.

How companies organise for content marketing:

marketers .

- 1) Content centre of excellence cconsortium of experts who provide leadership.
- 2) Editor board or content council - content creators (or) marketing who melt frequency to align content
- 3) Content department - creates high volume
- 4) cross - functional content chief senior executive .

### ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Content marketing	→ what is Content marketing how it is used in digital marketing	
Day - 2	Introduction to strategic plan in Content marketing	- who do you want to reach - How will you deliver content to them	
Day - 3	Strategic plan in Content marketing	How will you achieve and measure your targeted results.	
Day - 4	Business case in Content marketing	What business goals do you need to achieve how will Content marketing bring class.	
Day - 5	Positioning in Content marketing	What is your brand's unique value proposition What makes it a better choice over the exception	
Day - 6	Value proposition in Content marketing	What value do you provide to your audience with your content.	

## WEEKLY REPORT

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

Objective of the Activity Done: CONCEPT OF EMAIL MARKETING

Detailed Report:

Our trains in week- 1 taught us about another important concept of digital marketing , i.e, email marketing e-mail marketing is the act of sending a commercial message . Typically to a group of people , using email in this broadest sense , every email sent to a potential or current customers could be considered email marketing , it involves using email to send , ad's request business or solicit sales or donations

five tips for making money with e-mail:

- 1) Make a targetful list
- 2) Plan a smart email list
- 3) Personalize emails
- 4) Personalize emails
- 5) Automatic emails.

## 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	- What is e-mail marketing, role in digital marketing, objectives, etc.,	
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 audience and sends our personalized e-mail	
Day - 4	e-mail visit maintenance in e-mail marketing	Providing on going, support and maintenance for their company .	
Day - 5	Reporting in e-mail marketing	Providing you with reports that include and break down of your campaign	
Day - 6	E-mail campaign and e-mail marketing strategy	Breaking down your campaign into multiple phases	

## WEEKLY REPORT

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

Objective of the Activity Done: CONCEPTS OF SOCIAL MEDIA MARKETING,

Detailed Report:

Our trainer is work - week - 6 taught us about another important concept of digital marketing i.e., social media marketing. Social media marketing is a form of digital marketing leverages the power of popular social media network to achieve your marketing and branding goals.

Five tips to successful social media marketing :

- 1) Create a strategy each platform in somehow and it is important to understand what works best to create.
- 2) Be consistent - Posting content and engagement
- 3) Create engaging and interesting content it is important to stand - from crowd.
- 4) Engagement - engaging with your followers is important in building a community
- 5) Track and analytic metrics.

## 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.)

It Bridz offered me an internship on digital marketing course for which I'm grateful. My internship began on 24-4-2023 and ended on 18/23

skills I've learned and knowledge I've gained priceless. I couldn't have hoped for a better internship experience to lay the ground work for future career.

Internship experience looked like this, I was assigned a team and reported to a manager and had a mentor as well as a peer advisor when I joined the team.

Don't ever be afraid to ask questions  
It is okay to make mistakes  
When working

Recognizing Work place culture  
Advantages of accepting feedback  
Taking challenges and adaptable nature.

## WEEKLY REPORT

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

Objective of the Activity Done: CONCEPTS OF MOBILE MARKETING

Detailed Report: Our trainer in week-8 taught us about another important concept of digital marketing is the art of marketing your business to appeal to mobile device users when done right, mobile device users when done right, mobile marketing provides customers or potential customers using smart phones with personalized time and get what they need exactly when they need it, how mobile marketing works - mobile marketing may include promotions send through SMS text messaging, MMS multi-media messaging, through downloaded apps using a mobile device to scan QR code. Mobile device to scan targets audience not so much by demographic but as behaviours, in mobile marketing, the device especially screen size.

## 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	→ What is mobile marketing role of digital marketing	
Day - 2	How does mobile marketing work (Practical)	→ Mobile marketing ad format and styles	
Day - 3	Type of mobile marketing strategies	→ App-based → In-game mobile marketing → QR codes → SMS, MMS.	
Day - 4	Mobile marketing google ad enhanced campaigns	→ Enhanced campaigns allow advertisers or manage their google ads	
Day - 5	Google mobile ad extensions in mobile marketing	→ Mobile sites units → click-to-call → Google offers → Click to download	
Day - 6	Mobile marketing best practices	→ Be clear and concise optimize for local	

we have learnt some basic excel skills like saving and opening a workbook and managing worksheets, formatting cells, printing and some excel function.

## WORD DOCUMENT (Basic skill):

used to make professional-quality documents, letters, reports, etc. ms word is a word processor developed by microsoft. It has advanced features which allow you to format and edit our files and documents in best possible way.

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

### PHOTO / VIDEO EDITING :-

so marketing is one of the most important segment of digital marketing. Video marketing describes use of video content to promote or inform audiences about your brand and products. In this internship we got a chance to learn some of the photo/video editing basics. As it is necessary for a digital market.

### EO (Search engine optimization)

is one of the most important segment of digital marketing. SEO is the process used to optimize a website technical configuration, content relevance and popularity. So, its pages can become more findable, more relevant and popular towards search engine.

### CRM (Electronic customer relationship management)

Monitoring customer experience helps companies understand the growing needs of their target audience. Original marketers need to develop a system of customer relationship management which involves strategies you can use too.

Enthusiasm is priceless

Independence

earning is quite fun while working

Your work is valued

munication is influenced by culture, and as  
lent, I learned that each company or  
nisation has its own culture. It is critical  
observe others as well as learn how they  
react and engage with co-workers as well as  
they visit them with tasks and projects.

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

#### OBserve:

How do others enter into the discussion?

How do they ask questions

How do they disagree with or support the topic?

How do other students make critical comments

What special phrases do they use to show politeness even when they are voicing disagreement

#### TURN OR LISTEN:

Be an active listener and don't let your attention drift stay attentive and focus on what is being said

Identify the main ideas being discussed

Evaluate what is being said think about how it relates to the main idea / theme of material

Listen with an open mind and be receptive to new ideas and points of view. Think about how to they fit in with what you have already learnt

Ask yourself questions as you listen take notes during class about things to which you could respond

#### PREPARE:

You can't contribute to a discussion unless you are well prepared. Attend lectures and make sure you complete any assigned readings or tutorial assignment.

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.,)

### PROJECT MANAGEMENT :

With an abundance of constant moving parts that digital marketing managers need to keep track of great project management skills are a top priority to stay organized and efficient

### STRATEGIC THINKING :

People in digital marketing need to be able to see and step ahead of everything and think about understanding from other people linking

### DATA ANALYSIS :

By analyzing data about consumers marketers can gain valuable insights to better understand and tailor their services to current and prospective customers.

### UNDERSTANDING CUSTOMER EXPERIENCE :

A great business does more than just get a customer from awareness to purchase understanding how to create a marketing strategy around being customer centric is always a good idea making the customer top-priority will help to improve brand loyalty.

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.

#### PROJECT MANAGEMENT :

With an abundance of constant moving parts that digital marketing manager need to keep track of great project management skills are a top priority to stay organized and efficient.

#### STRATEGY THINKING :

People in digital marketing need to be able to see one step ahead of everything and think about the bigger picture strategic thinking is all about understanding how other people think.

#### DATA ANALYSIS :

By analyzing data about consumers marketers can gain valuable insights to better understand and tailor their services to current and prospective customers.

#### UNDERSTANDING CUSTOMER EXPERIENCE :

A great business does more than just get a customer from awareness to purchase understanding how to create a marketing strategy around being customer centric is always a good idea making the customer top-priority will help to improve brand loyalty.

## MACHINE LEARNING :

Machine learning (ML) is a subset of AI, it is a method of data analysis that automates the building of analytical models. Essentially it's a way to train an algorithm, so it can learn how to make decisions or predictions based on data.

- How is machine learning transforming digital marketing
- Personalized marketing → sentiment analysis
  - Customer Segmentation → SEO and SEM
  - Predictive Analytics → Website and Campaign optimization

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

### BIG DATA :

Big data is known & described as the large volume of data - Both structured and unstructured that provides a business on a day-to-day basis. The data came from many sources, such as business, social media, sensor, digital images,

### How is big data transforming digital marketing :

- Personalization analysis
- Predictive analysis
- Improved decision-making
- Customer journey mapping
- Real-time marketing
- Segmentation
- Exposed COD
- Competitor analysis
- Improved customer service
- Innovation

### ARTIFICIAL INTELLIGENCE :

The term is often applied to a machine or computer system capable of performing tasks that usually require human intelligence, such as understanding natural language

PRACTISE :

Practise discussing to a discuss on unless you are well prepared. Attend lectures and make sure you complete any assigned readings or tutorial assignment

- The course material
- Their opinions
- Information or advice about the course.

**PHOTOS & VIDEO LINKS**

Student Name:

Y.Karthik

Registration No: 120131607119

Term of Internship:

From:

To :

Date of Evaluation:

Organization Name & Address:

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

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

Student Name: Y. Karthik

Term of Internship: From:

Date of Evaluation:

Organization Name & Address:

Registration No: 120131607119

To :

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:

Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

## **Evaluation for Semester Internship**

- The student shall be evaluated on the basis of graduation projects, assignments and quizzes in his field of study.
- The student shall be evaluated on the basis of international and other critical skills or job skills (soft skills) and other additional (hard skills) skills required for the world of work.
- The student's employment contract reading directly his following job roles and responsibilities:

### **Assessment Methods**

- There shall be both internal by staffs and external evaluation.
- The Faculty Guide assigned is in charge of the learning activities of the students and for the continuous and continuous assessment of the students.

## **EVALUATION**

The assessment is to be conducted for 200 marks Internal Evaluation for 100 marks and External Evaluation for 150 marks.

The number of credits assigned is 12. Later the year shall be converted into 60 grade points to include finally in the CGPA and CGD.

The weightings for Internal Evaluation shall be:

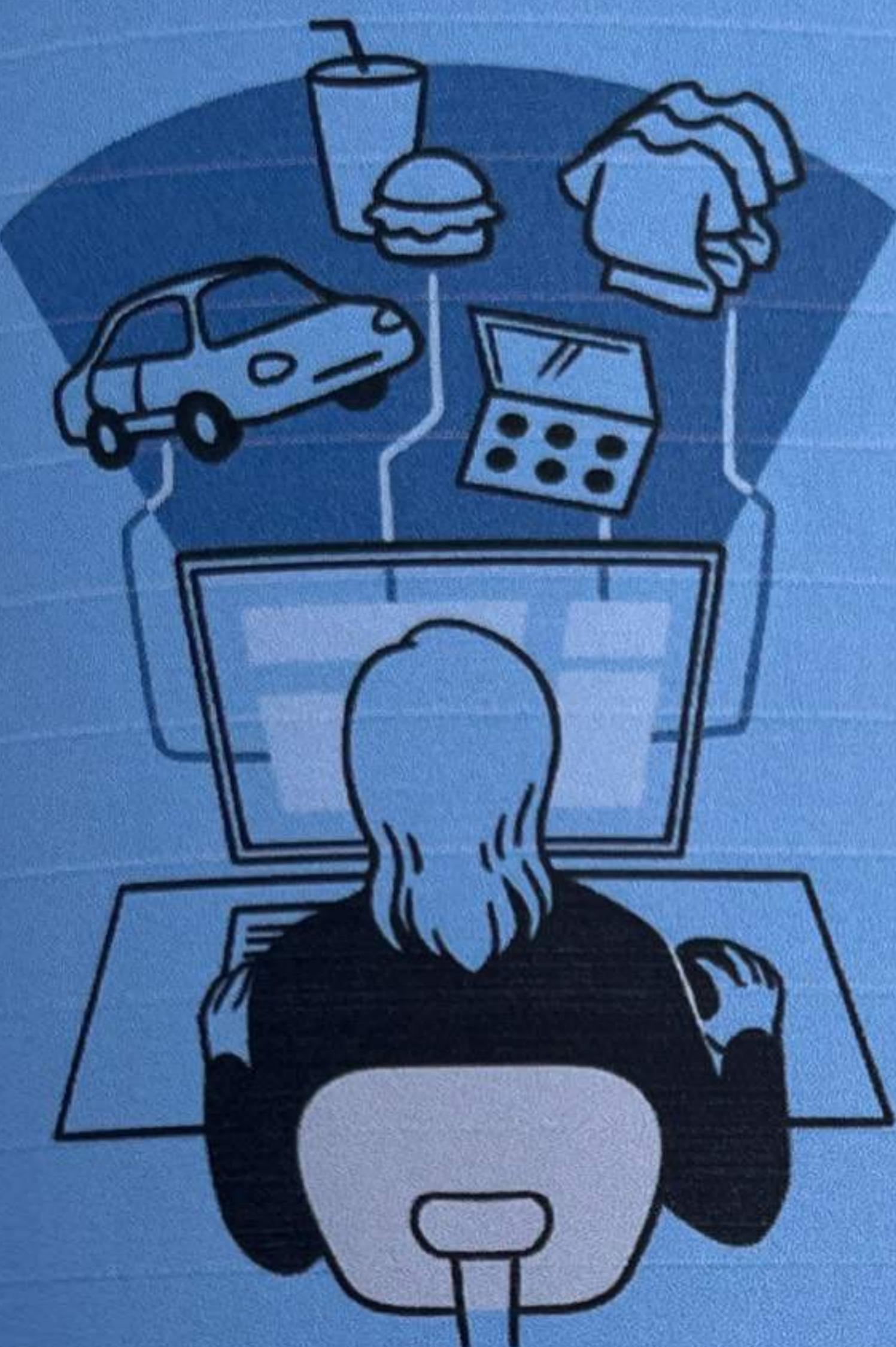
Activity Log	10 marks
Internship Evaluation	30 marks
Oral Presentation	10 marks

The weightings for External Evaluation shall be:

Internship Evaluation	100 marks
CGPA	50 marks

The External Evaluation shall be conducted by an Evaluation Committee consisting of the Principal, Faculty Guide, Internal Examiner, External Examiner appointed by the affiliating University. The Examination Committee shall consider the points given by the supervisor of the Intern Organization.

Finally, it is indicated at the end of the evaluation period that the student will be evaluated on individual basis. The student will be evaluated on the basis of the following criteria:

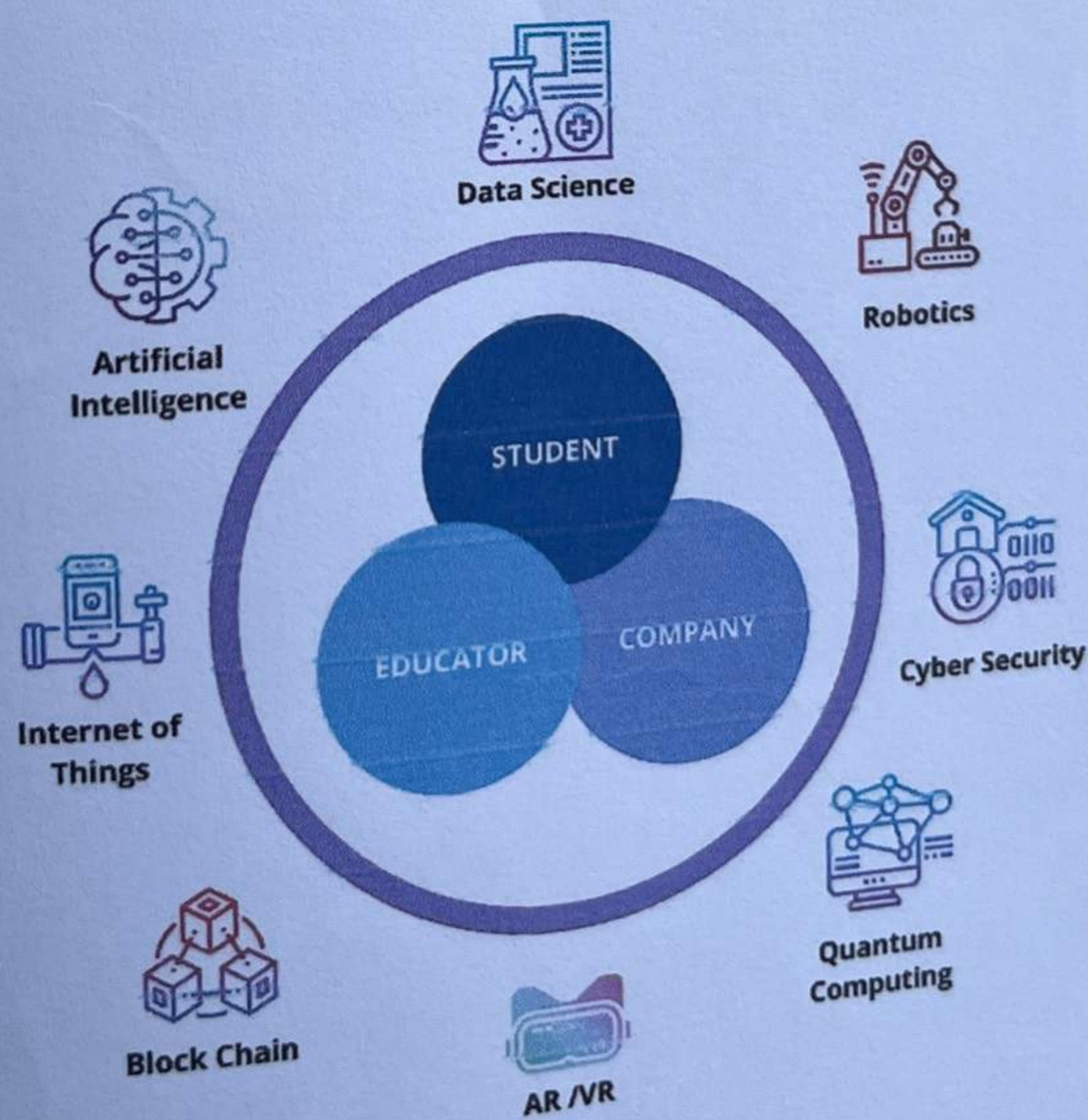


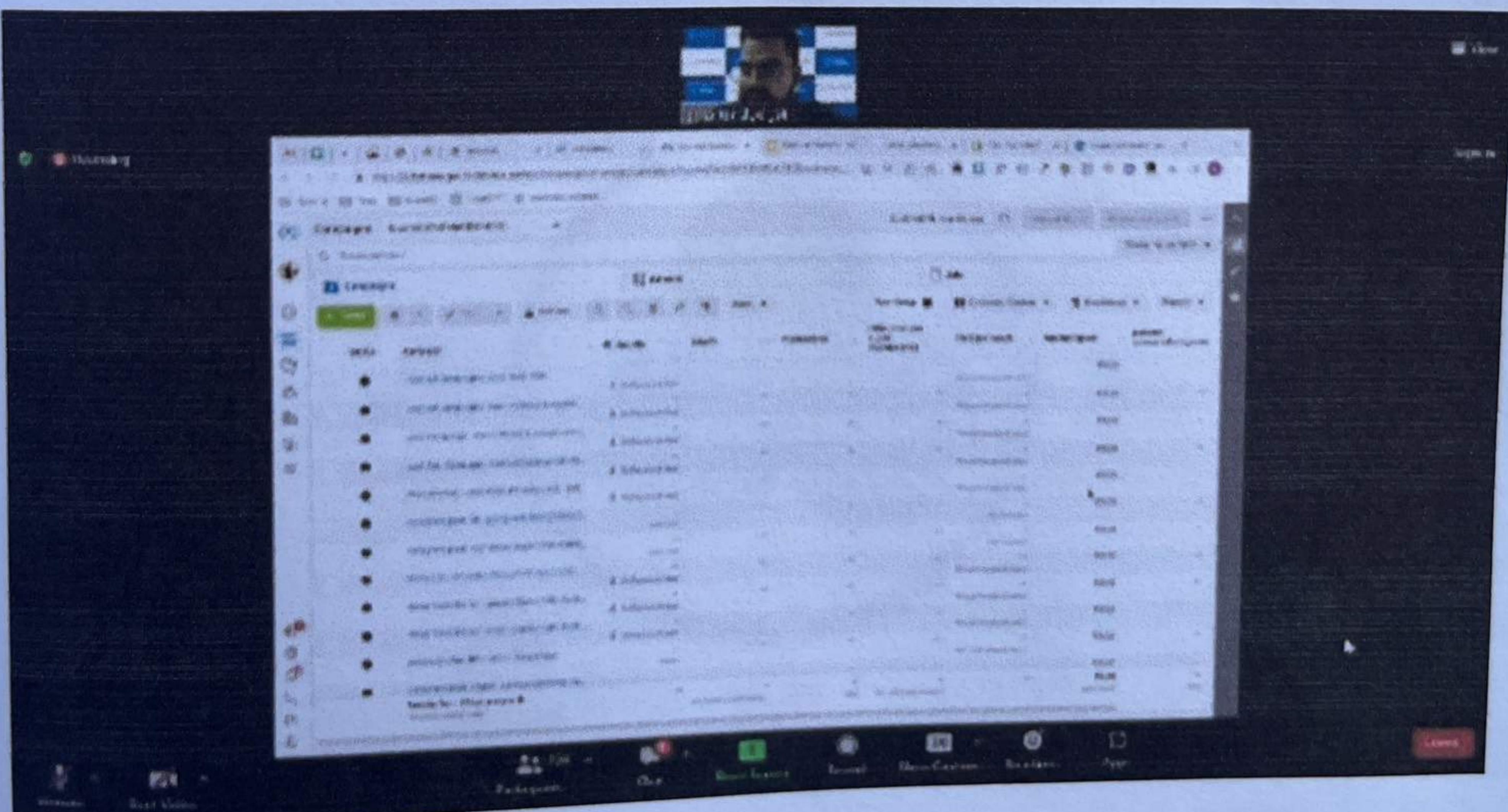
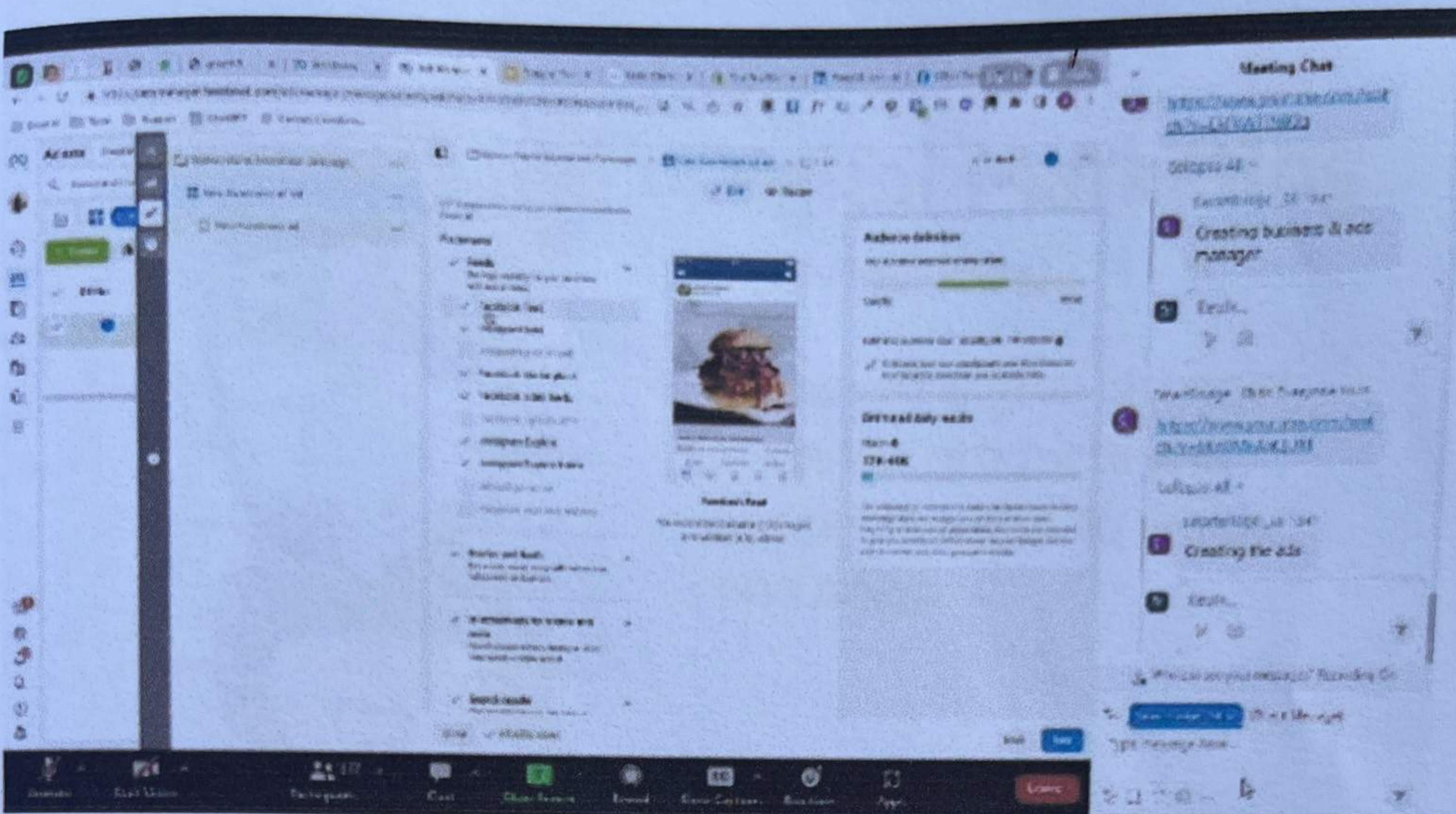
# Digital Marketing

[*'di-jə-təl 'mär-kə-tinj*]

The use of digital channels to market products and services in order to reach consumers.

 Investopedia





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

- 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 & 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

## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Y. Karthik

Programme of Study: BBA (Digital Marketing)

Year of Study: 2023

Group: BBA

Register No/H.T. No: (20131607119

Name of the College: Poornam 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	
<b>GRAND TOTAL (EXT. 50 M + INT. 100M)</b>		<b>200</b>	

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

## **INTERNAL ASSESSMENT STATEMENT**

Name Of the Student:

Programme of Study:

Year of Study:

Group:

Register No/H.T. No:

Name of the College:

University:

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

Signature of the Faculty Guide

Date:



## **ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

(A Statuary Body of the Government of Andhra Pradesh)

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