

Model Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

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PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: *Vikram Sahu*

Name of the College: *Prism Degree College*

Registration Number: *120131607116*

Period of Internship: From: To:

Name & Address of the Intern Organization

ANDHRA 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.B.A

Under the Faculty Guideship of

K. S. Saila Kumari

(Name of the Faculty Guide)

Department of

Prism Degree College

(Name of the College)

Submitted by:

Vikram Sahu

(Name of the Student)

Reg.No: 120131607116

Department of Management

Prism Degree College

(Name of the College)

Student's Declaration

I, Vikram Sahu a student of Virtual Internship
Program, Reg. No. 120131607116 of the Department of Prism Degree college
College do hereby declare that I have completed the mandatory internship
from _____ to _____ in Sonar Bridge (Name of
the intern organization) under the Faculty Guideship of
K. S. Saila Kumari (Name of the Faculty Guide), Department of
B.A., Prism Degree college.
(Name of the College)

Vikram Sahu
(Signature and Date)

Official Certification

This is to certify that Vikram Sahu (Name of the student) Reg. No. 120131607114 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 B.B.A in the Department of Prism Degree College (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

K. Seshu Sailakshmi
Faculty Guide

Prakashan Kar
Head of the Department

Principal

Chittaranjan

PRINCIPAL
PRISM COLLEGE
VISAKHAPATNAM-18

Certificate from Intern Organization

This is to certify that Vikram Sahu (Name of the intern)
Reg. No 120131607116 of Prison Degree College (Name of the
College) underwent internship in Smart Internz (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 concerns that have been instrumental in the successful completion of this internship.

First and foremost, I express my thanks fullness and praise God for his 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.

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

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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.

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

Learning objectives :-

- 1) Brand Awareness - Brand awareness is one of the 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 people.
- 2) Lead Generation - It will surely help you to get a right amount of leads which will fill your 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 way to capture your potential customer online.
- 3) Promotion for new services and product If you planning to launch new products or services then your digital marketing objectives should be related to promoting those products.

1) Target Customers - Through digital marketing increases you business to new customers with significantly help in the increase of profit shares.

1) Retaining old customers. Digital marketing also helps you to keep make in you old customers and their preferences to retain them to your company/brand.

Increase sales/profits. 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 to expand your market and sustain for long time by facing your competitors.

More website traffic. Increase your website traffic rank in Google with the help of different techniques of digital marketing like S.E.O. of Page seo. etc.

1) Improve User Experience. Reduce the bounce rate of your website use digital marketing techniques to engage more audience market on your website.

Less costly - Running cost of online marketing Ads is almost 1/4th of the offline marketing because through digital marketing you can directly target to potential audience.

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 program

Smart Bridge is in collaboration with Google and AICTE, has launched their virtual internship program to impact Android application development in Kotlin programming language to 500+ students across India. The program has an overall exposure of 100 hrs which includes hands on training self-paced learning and project development.

The virtual internship will be 8 weeks long and those who complete the virtual internship and meet the criteria will be given internship completion certificates.

The 'Smart Bridge' is a comprehensive on-stop platform catering to the skills & knowledge development of the young graduates turning professionals. They host smart solutions for the student that bridge the gap in the transition phase from academic to work place.

The main objective is to bring bridge the existing gaps between prevailing industry standard and what the academic offer the graduates while passing out of university.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

The digital marketing internship is focused on the digital branch of marketing as this name suggests. Internet and social media have become strategic develop. significantly this profession.

primary duties of a digital marketing training the 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 include multiple tasks.

First in a digital marketing internship, the Intern will also needed to develop new ideas and designs second. The interns will also learn about Email marketing while serving their seniors. The Interns themselves will get hands on experience through Email, marketing. The interns learn to reach out to clients and customers quickly and flexibly the interns learn to manage via Emails to market their product and increase their website sales.

visits by keeping the customers in touch
third or essential function the interns learn
in a digital marketing internship to prepare
optimized content. What we can the interns
so. The interns due to understand how to
prepare optimised content. With fast, hard
knowledge. They get from their superiors.
The interns become moderately good at
developing seo content, which is an
improvable skill to learn.

Fourth the newbies of the digital
marketing agencies which are the
interns.

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 different from Digital Marketing	<ul style="list-style-type: none"> - What is traditional marketing - Differences between traditional and Digital Marketing 	
Day - 3	Introduction of segments of Digital marketing and their examples	<ul style="list-style-type: none"> - SEO, PPE, content social media, Email, Video, app store Influencer marketing 	
Day - 4	Assignment:- To prepare or create an ad for a famous brand with team members	<ul style="list-style-type: none"> - Interpersonal skills - Leadership skills - Innovation in creation - Team work 	
Day - 5	Introduction of Brand, Branding, Customer Journey target audience and customer persona	<ul style="list-style-type: none"> - Stages in customer journey - Branding process - Advantages of Target audience 	
Day - 6	A weekend test was conducted on the basis of topic that were taught from Day 1 to Day 5	Proper presentation skills, tight grip on theoretical part of DM	

WEEKLY REPORT

WEEK - 1 (From Dt. 29/4/23 to Dt. 30/4/23...)

Objective of the Activity Done:

UNDERSTOOD KEY CONCEPTS DM

Detailed Report:

On the first day of the week our trainer introduced herself and also not is introduce ourselves she later gave brief explanation about what is digital marketing and its advantages, about what its do 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 complex in PPP she next day she has conducted as fun assignment of creating an for famous brand by dividing air whole class in to groups and our team was runner up ; still we go to learn our team was from it for. which was are greatful. The following days of the week she taught us about brand, branding, customer Journey target audience and customer person on the day of the week she has conducted a test on the topic learned from past 5 days to check knowledge about and the week she had from the topic past 5 days to check our knowledge about topic.

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"> - What is search Engine optimization - Techniques of SEO - Advantages, scope and SEO 	
Day -2	Introduction of Basics of Search Engine Optimization	<ul style="list-style-type: none"> - What is search engine - What Browser - What is search queue - What is search engine result page 	
Day -3	Search engine optimization techniques	<ul style="list-style-type: none"> - keyword search - on page optimisation - off-page optimisation - Technical SEO 	
Day -4	Introduction to: <ol style="list-style-type: none"> 1) Search engine life cycle 2) Types of Search Engine 3) Search result type 4) Local Search engine 	<ul style="list-style-type: none"> → Crawling, rendering, ranking, retrieval, display and meaning → Primary search engine - turn power meta, image, video etc 	
Day -5	Assignment: finding 100 relevant keywords from Google ads keyword planner	<ul style="list-style-type: none"> - What is keyword - How to select a keyword - Factor to be consultant - Excel sheet files 	
Day -6	A weekend test was conducted on the basis of topics that were thought from Day 1 to Day 5.	paper representation skills, tight grip on theoretical part of Digital marketing	

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 internship programme, our team 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 lifestyle, types of search engine, search result types, local search engines. An assignment was assigned on the 5th day to search 100 relevant keywords of any industry by using google ads keyword planner and download keyword analytics as CSV and filter it. The day of the week followed by a weekly test on what have been taught from Day 1 to Day 5.

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 and competitors data	<ul style="list-style-type: none"> - Team work - Leadership - Details about on-page and off-page optimization 	
Day - 2	Brainstorming - 1: finding clients key-words according to their popularity	<ul style="list-style-type: none"> - Excel sheet basics - Presentation skills - SEO keyword search 	
Day - 3	Brainstorming - 2 finding clients keyword according to their popularity	<ul style="list-style-type: none"> - what is low, high, medium prior keyword - Bidding, average 	
Day - 4	Brainstorming - 3 finding competitors keywords according to their popularity	<ul style="list-style-type: none"> - Excel sheet basics, filters - Presentation skills - SEO keyword 	
Day - 5	Brainstorming - 4 finding competitors keywords according to their popularity	<ul style="list-style-type: none"> - What is low, high, medium prior keywords - Bidding, organic, etc 	
Day - 6	Brainstorming - 5 presenting keyword comparison between client and competitors in Excel sheet.	finding similar keywords and the usage of keywords website that leads to ranking	

WEEKLY REPORT

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

Objective of the Activity Done: KEYWORD RESEARCH IN SEO

Detailed Report: On the 1st day of our 3rd week internship programme, our trainer had divided our class into seven batches and asked to select a popular brand/ local brand website for its keyword research. All the batches have presented their client and competitor information in the excel sheets. The 2nd day our trainer 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, there should be suffix and prefix for the keyword and the competition, bid price must be low, popularity must be high (avg monthly views). By keeping these terms in mind we have to find atleast 1500 words. On the last day of 3rd week internship we had presented the keyword comparison chart of our client and competitors website.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Theoretical learning (Intro)</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 KDS's URL structures Anchor links.	
Day - 3	<u>Theoretical learning</u> Transactional keywords 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 tools used for it	→ Quora → Answer the public	
Day - 6	<u>Assignment</u> A weekend test was conducted on the basis of topics that were taught from Day 1 to Day 5.	Paper presentation skills, tight grip on the theoretical part of D.M.	

WEEKLY REPORT

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

Objective of the Activity Done: THEORETICAL LEARNING OF A WEBSITE ^{MAINTENANCE}

Detailed Report: On the 1st day of our 4th week internship programme, 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 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 4th and 5th days were passed by learning about the transactional keyword search and informational keyword search and the task we must use for the terearch on 5th day a weekend test was conducted on the above topics (from day 1 to day 5) and marks were assigned to each and every student according to their paper presentation and knowledge about the topic.

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 market bring checks	
Day - 5	Positioning in Content marketing	What is your brand's unique value personality what makes it better choice over its competition	
Day - 6	Value proposition in content marketing	What value do you provide to your audience with your content	

WEEKLY REPORT

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

Objective of the Activity Done: CONTENT MARKETING

Detailed Report: Our training in week-5 taught us about another important concept of digital marketing is a marketing suggest used to attract, engage and retain an audience by creating and sharing relevant articles, videos, podcasts and other media.

This approach establishes expertise, promote brand awareness and keeps your business top of mind when its time to buy what you sell.

How companies organize for content marketing.

- i) content centre of excellence commitment of experts who produce leadership.
- ii) Editor board or content council - content creators.
(or) marketing who meet frequently to align content.
- iii) Content department - creates high volume.
- iv) Cross-functional content chief - senior executive.

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, platforms, objectives; etc.	
Day -2	Profile optimization is social media marketing	- Accurate, compose, active, links to website and has etc.	
Day -3	Role of posting in Social media strategy	- useful entertaining, relevant post, videos, lives, photos, stories.	
Day -4	How to keep engaging with audience in social media marketing	- likes, share, comment and follow customer followers, influencers	
Day -5	Role of advertising in social media marketing.	- paid methods of reaching targeted audience - organic method	
Day -6	Measuring the results in social media marketing	- use platform and website. Analysis to see what's working.	

WEEKLY REPORT

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

Objective of the Activity Done:

CONCEPTS OF SOCIAL MEDIA MARKETING

Detailed Report:

Our trainer in 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 that leverages the power of popular social media network to achieve your marketing and branding goals.

Five tips to successful social media marketing:

- i) Create a strategy - each platform needs its strategy, every platform is different in some way and it is important to understand what works best to create.
- ii) Be consistent - posting content and engagement.
- iii) Create engaging and interesting content it is important to stand-out from crowd.
- iv) Engagement - Engaging with your followers is important in building a community.
- v) Track and analysis metrics: with the data
- vi) and statistics, you can effectively analysis your strategy.

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	-what is email marketing, role in digital marketing, objectives, users, etc.	
Day - 2	Email templates technical, review in e-mail marketing.	-Reviewing your email templates and building of design for email	
Day - 3	Content creation and audience analysis in email marketing	Creating useful content for audience and sends our personalized email	
Day - 4	Email list maintenance in email marketing	providing on going, support and maintenance for their campaign.	
Day - 5	Reporting in email marketing	providing your with reports that include and breakdown of your campaign.	
Day - 6	Email campaign and email marketing strategy	Breaking down your campaign into multiple Phases.	

WEEKLY REPORT

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

Objective of the Activity Done:

CONCEPT OF EMAIL MARKETING

Detailed Report:

Our trainer in week-7 taught us about another important concept of digital marketing i.e., email marketing. Email 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 customer could be considered email marketing. It involves using email to send, and request business or solicit sales or donations.

Five tips for marketing money with email:-

- i) make a targeted list
- ii) plan a smart email list
- iii) personalize emails
- iv) personalize emails
- v) Automatic emails

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 in digital marketing	
Day - 2	How does mobile marketing work? (practical)	→ mobile marketing ad format and styles	
Day - 3	Types of mobile marketing strategies	→ App-based → In-game mobile marketing → QR code → SMS, MMS	
Day - 4	mobile marketing google ads enhanced campaigns	→ Enhanced campaigns allow advertisers to manage their google ads	
Day - 5	Google mobile ad extensions in mobile marketing	→ mobile sites, links → click-to-call → Google offers → <u>click to download</u>	
Day - 6	Mobile marketing best practices	→ Be clear and concise optimise for call	

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 i.e. mobile marketing. Mobile 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 smartphones with personalized, time and get what they need exactly when they need i.e. How mobile marketing works - mobile marketing may include promotions send throughout SMS text messaging. MMS multimedia messaging. through downloaded apps using a mobile device to scan QR code. Mobile device to scan taught audiences not so much by demographics but as behaviours. in mobile marketing, the device especially screen size.

ACTIVITY LOG FOR THE NINTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to video marketing	- what is video marketing? - Its importance and role	
Day - 2	How video marketing works?	- promote your company brand - Drive sales - Raise awareness	
Day - 3	The importance of video marketing today.	- the right video marketing campaign can level the playing	
Day - 4	Types of video used in marketing	- Animation - Augmented reality videos - Brand videos	
Day - 5	Different apps for video marketing	- Adobe - Capcut - Alight motion - After effects	
Day - 6	video marketing strategies	- Build your strong - Design resource - Publish message	

WEEKLY REPORT

WEEK - 9 (From Dt..... to Dt.....)

Objective of the Activity Done:

VIDEO MARKETING
UNDERSTANDING THE CONCEPTS OF

Detailed Report:

Our trainers taught us another important concept of digital marketing in week-9 i.e. video making. Video marketing describes the use of video content to promote or inform audiences about a variety of digital channels and formats, including their own website, social media marketing, programmatic advertising and more. Video is the second most popular content type on social media to increase engagement, people watch almost a billion video a day on pinterest which channels do video marketers plan to use in future youtube-88%, linkedin-68%, instagram-68%, facebook-65%, tiktok-40%, twitter-29%, lives-26%. Along with these our trainers showed us some great applications through which we can present our content in an attractive way like after effects, capcut, alight motion, vidma etc (only basics) both paid and non-paid.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to pay-per-click advertising	→ What is PPC advertising → Its importance and role in digital marketing	
Day - 2	How does pay-per-click advertising work?	An entirely automated process that Google and other major search engines use to determine the relevance	
Day - 3	How keywords work in pay-per-click advertising	A keyword tool can help you find the right keywords to bid on that are both likely to drive sales.	
Day - 4	How to optimize your pay-per-click Ads	<ul style="list-style-type: none"> - The relevance of keywords you choose. - The quality of your ads and landing - A solid account structure. 	
Day - 5	Get help with your pay-per-click advertising campaigns.	- Google ads performance grade evaluates your performance against competitors.	
Day - 6	pay-per-click sides	<ul style="list-style-type: none"> - Google ads - Bidvertiser - Google AdSense - Ad cash etc. 	

WEEKLY REPORT

Week - 10 From 17/11/2023 to 23/11/2023

Objective of the Activity Done

CONCEPTS OF VIDEO MARKETING

Detailed Report

Our teacher taught us another important concept of digital marketing. It was about video marketing. Video marketing involves the use of video content to promote our business, products, services, about our brand and products. Through our own video, we can reach a variety of digital channels and formats, including those on websites, social media, marketing programs, etc. Advertising and more video marketing campaigns could attract video as the second most popular content type on social media to increase engagement. People watch almost 2 billion videos a day on YouTube.

which channel for video marketing also to

use for future youtube - 55%, Facebook - 55%,

Instagram - 55%, Twitter - 55%, TikTok - 55%.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Appstore marketing	- what is App store marketing - Its role and importance in digital marketing	
Day - 2	How do promote your App in App's store or Apple Appstore	- Optimize target keywords - Submit app to directions - Reach out bloggers	
Day - 3	Easy and affordable Appstore marketing tool.	To check App size and compatibility to encourage user reviews.	
Day - 4	- App store optimization	A factor that improves on apps visibility in an app store	
Day - 5	marketing resources and identify guidelines in App store	- Appstore badges - Product images - photography videos - Messaging style	
Day - 6	3 App marketing benefits of Being featured in the App store.	- Lower acquisition costs - Exposure to more relevant users -> Increases demand	

WEEKLY REPORT

WEEK - 11 (From Dt..... to Dt.....)

Objective of the Activity Done: APPSTORE MARKETING
UNDERSTANDING THE CONCEPTS OF

Detailed Report: Our trainer in week-11 has taught us another most important topic (or) segment in digital marketing i.e. Appstore marketing. The appstore receives thousands of app submission from new apps every month. What does this tell app marketers? Competition is fierce for all verticals you'll need to understand what you're up against. What are your competitors doing well? How can you improve upon this? That's where ASO comes as a saviour. App store optimisation is the process of improving your app's visibility in the process of improving and Google play store. It's similar to SEO, but used specifically for your marketing within app store search results. This is critical to your user journey because even if your campaign successfully generates a large no. of clicks to an app store, your app still needs to be well-presented on its listing to convert these leads to installs also can attract organic users without cost. Just like SEO, ASO also requires keywords and loading page.

Page No

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Influencer marketing	What is influence marketing? Its role and importance in digital marketing	
Day - 2	Influencer marketing strategies	<ul style="list-style-type: none"> - Understood payment structure - Budget & Management - Campaign needs - Influencers outreach 	
Day - 3	Influencer marketing platforms	<ul style="list-style-type: none"> - Impact com - Influenty - Influult - VN secure - KOL square 	
Day - 4	Influencer marketing channels	<ul style="list-style-type: none"> - Youtube - Facebook - Instagram - Twitter 	
Day - 5	Influencer marketing tools	<ul style="list-style-type: none"> - Calculator - Tracker - Counter - Search 	
Day - 6	Influencer marketing agencies	<ul style="list-style-type: none"> - Neoreach - Fan bytes - goad - house of marketers etc. 	

WEEKLY REPORT

WEEK - 12 (From Dt..... to Dt.....)

Objective of the Activity Done: INFLUENCE MARKETING
UNDERSTANDING THE CONCEPTS OF

Detailed Report: Our trainer in week-12 has taught us another most important segment of digital marketing i.e. influencers marketing. At fundamental level, influencers marketing is a type of social media marketing from influencers is a type of social media marketing that uses endorsements and product mentions from influencers (individuals) who have a dedicated social following and are viewed as experts within their niche.

Types of influencers: Mega influencers - 1M+ followers

macro influencers - 100K - 1M followers, micro influencers -

10K - 100K followers, nano-influencers - <10K influencers

why use influencers marketing? - considering 56% of young people have purchased a product after seeing a post from someone they follow, influencers marketing can be an incredibly powerful marketing for your brand. According to influencers marketing Hub, the industry reached \$16.11 billion in 2022. This figure is expected to grow to \$21.1 billion in 2023-2025.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Assignment: A mini project on digital marketing	<ul style="list-style-type: none"> - Team work - Presentation skills - Critical thinking 	
Day - 2	Selecting any brand or company or industry and finding 1500 keywords	<ul style="list-style-type: none"> - Team work - Excel basics and shortcuts 	
Day - 3	Selecting any brand or company or industry and finding 1500 keywords	<ul style="list-style-type: none"> - Team work - Excel basics and shortcuts 	
Day - 4	A short video (2-3) min or movie duration was made by ourselves using DM tools	<ul style="list-style-type: none"> - Video application basics - Team work - Targeted content 	
Day - 5	A short video (2-3) min or movie duration was made by ourselves using DM tools	<ul style="list-style-type: none"> - Video application basics - Team work - Targeted content 	
Day - 6	presented keywords in excel sheet and video to get corrections and feedback	<ul style="list-style-type: none"> - Report writing skills - Video presentation - Excel basics 	

WEEKLY REPORT

WEEK - 13 (From Dt..... to Dt.....)

Objective of the Activity Done:

COMPLETED MINI PROJECT

Detailed Report:

In this week our trainer has given an assignment/mini project to create a short content and excel sheet of relevant keywords based on our favourite industry on Day-2 and Day-3 our team was segregated into two mini teams (one for finding keywords and present it in excel sheet; other for creating a video content) After completion of finding relevant keywords on Day-2 and Day-3. On Day-4 and Day-5 we have used several applications like kinemasters, Vidma, alight motion, capcut, VVN to make best video content. At last we have used all these apps for different purposes to make a creative content. The blend of all these apps was cool. On Day-6 we have presented our excel sheet and video to our trainer. She said some positive and negative things about our work. We noted and also made some necessary changes.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Assignment: Choose a business or a brand and market research	Select business and conduct market research to understand industry and competitors	
Day - 2	Target audience analysis and its Metrics	<ul style="list-style-type: none"> - Demographic - Psychographic - Behavioral - Psychographics 	
Day - 3	Goal strategy (clearly define digital marketing goals aligned with organic growth)	<ul style="list-style-type: none"> - website traffic - search engine rankings - generate leads - Boost social media engagement 	
Day - 4	Content strategy (Develop a content strategy that aligns with your target audience and support)	<ul style="list-style-type: none"> - Blogs - Posts - Videos - Infographics 	
Day - 5	Search Engine Optimisation (Identify relevant keywords for your business and incorporate them in your website)	<ul style="list-style-type: none"> - Optimise on-page elements (title, tags, meta description) with targeted keywords 	
Day - 6	Prepare ppt and a word document on the above aspects	<ul style="list-style-type: none"> - Team work - Report writing skills - Presentation skills. 	

WEEKLY REPORT

WEEK - 14 (From Dt..... to Dt.....)

Objective of the Activity Done:

COMPLETED MEGA PROJECT

Detailed Report:

In this last second week our trainer has assigned us a mega project to do market research on any industry of our choice. So, we have decided to choose Beauty Industry and selected one of the top most Brand i.e. "Bingo". In this project we have done a critical research on Bingo website such as their goals, vision, mission, their logo etc. After this we had found some relevant keywords from their website. A thorough market research was done on Bingo growth, revenue, marketing strategies products and sources. After this market research we had analysis target audience analysis and the social media content creation and frequency, following in social media applications we had kept in mind all the digital marketing segments through the research and prepared a ppt and power document and submitted them.

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Batch-1 and Batch-6 presentation on their project	<ul style="list-style-type: none"> - Team work - Presentation skills - Communication skills 	
Day - 2	Batch - 7 presentation on their project	<ul style="list-style-type: none"> - Team work - Presentation skills - Communication skills 	
Day - 3	Batch - 2 presentation on their project	<ul style="list-style-type: none"> - Team work - Presentation skills - Communication skills 	
Day - 4	Batch - 5 presentation on their project	<ul style="list-style-type: none"> - Team work - Presentation skills - Communication skills 	
Day - 5	Batch - 4 presentation on their project	<ul style="list-style-type: none"> - Team work - Presentation skills - Communication skills 	
Day - 6	Batch - 1 presentation on their project	<ul style="list-style-type: none"> - Team work - Presentation skills - Communication skills 	

WEEKLY REPORT

WEEK - 15 (From Dt..... to Dt.....)

Objective of the Activity Done:

A SEMINAR/PRESENTATION OF OUR PROJECT

Detailed Report:

In our last week internship programme our trainer has asked us to give a speech (or) a seminar on our project and every individual in the team must participate. So, we have decided that as our power point presentation is of 30-40 slides, we have segregated the slides and decided to present one by one on the stage. At first we were nervous but put on the project has boosted confidence. As they were 7 batches, Each day one batch used to give their presentations. Ours was last but not least, we have successfully given our presentation on Bingo and our trainer was so impressed by all of us. She appreciated every batch with their positives and also the fears. In this way our internship program was conducted successfully.

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 ability to describe company culture is important, it can help you define & identify the work place qualities that are essential for employee job satisfaction, motivation and productivity.

It can also help you make decisions regarding the people you hire and the way you navigate interactions with others in business and public sectors.

Often, a company's culture is implied and left but not explicitly articulated. Describing the culture of your workplace can be challenging. If you've never done it before, so here are few ways.

Positive work environment can be defined positive as their workplaces where there is trust, cooperation, safety, risk taking, support, accountability and also equality.

- showing gratitude and appreciation.
- celebrating wins
- Listening very patiently while asking questions.
- Good communication with the interns
- creating clear Goals.
- Model positive and respectful behavior
- Explaining everything without any hesitation.
- creating an exclusive work Environment.
- collaboration and communication Skills.
- Establishing clear values to the Organisation.

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

Photo / Video Editing :-

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

SEO (SEARCH ENGINE OPTIMIZATION):

SEO is one of the most important segment of digital marketing. SEO is the process used to optimize a website technical configuration, content relevance and link popularity. So, its pages can become easily findable, equines and consequence, search engines rank best. we have got an opportunity to learn about keyword planner and role of keywords to rank the websites.

3. ECRM (ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT)

Monitoring customer experience helps companies understands. The growing needs of their target audience. Original marketers need to develop skills of customer relationship management. which involves strategies you can use to

EXCEL SKILLS AND SHORTCUTS (BASIC) :-

we have learnt some basic excel skills like saving and opening a workbook and managing work sheets formatting cells. Printing and some excel functions, (basics) like sum, count, average, time, date, left, right etc.

WORD DOCUMENT (BASIC SKILLS) :

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 your files and documents in best possible way. We have created text documents edited and formatted existing documents, created graphical documents using stock images in microsoft Bing, detected grammatical errors in a text documents.

MS POWERPOINT PRESENTATION (BASICS)

we have learnt some basic tasks for creating a power point presentation like choosing a theme, inserting slide adding text pictures, formatting text adding shapes, creating tables, creating slide show etc and has saved one presentation. Submitted the organization team.

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. 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 for team collaborations.

2. 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 EXPERIENCES:-

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 the priority will help to improve brand loyalty.

EXCELLENT COMMUNICATION:-

Good digital communication skills are essential for digital marketing managers as a manager.

one will be a required to collaborate with people from different departments, your superiors and marketing agencies while keeping your team organized. So do the effectively you need to communicate your goals to different groups.

ADAPTABILITY AND CREATIVE PROBLEM-

SOLVING:-
Digital marketing managers face something new everyday, the one who deals with it professionally stands out. There could be negative customer behaviors, google updates many new challenges, what a digital marketing manager keeps putting enough challenges and figuring out the solution by applying an effective strategy.

LEADERSHIP AND TEAM WORK SKILLS:-

Leadership skills are strengths and abilities individuals demonstrate that help to oversee processes, guide initiatives and steer their employers. The achievements of goals. Team work skills also play a major role in achievements of goals and objectives of digital marketing.

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 (for team collaborations).

STRATEGIC THINKING:-

People in digital marketing need to be able to see and step a head of everything and think about the bigger picture. Strategic thinking is all about understanding from other people's 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 EXPERIENCES-

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 improved brand loyalty.

EXCELLENT COMMUNICATION:-
Good communication skills are essential for digital marketing managers. As a manager, you will be required to collaborate with people from different departments, your superiors and marketing agencies while keeping your team organized. To do this effectively, you need to communicate your goals to different goals.

ADAPTABILITY CREATIVE PROBLEM-SOLVING:-
Digital marketing managers face something new everyday, the one who deals with it professionally stands out. There could be negative customer reviews, Google up dates and many novel challenges. What a digital marketing manager keeps pushing through challenges and figuring out the solution by applying an effective strategy.

LEADERSHIP AND TEAM WORK SKILLS:-
Leadership skills are the strengths and abilities individuals demonstrate that help to oversee process, guide initiative and steer their employees toward the achievement of goals. Team work skills also play a major role in achievement of goals and objectives in original marketing.

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

serve! -

How do others enter into the discussion?

How do they ask questions?

How do they disagree with or support one topic?

How do other students make critical comments?

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

How do they signal to ask question or make a point.

LEARN TO 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 tutorial. Listen with an open mind and be receptive to new ideas and points of view.

Think about how they fit in with what you have already learnt. Test your understanding. mentally paraphrase what other speakers say.

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

ACE:-
you can't contribute to discussion unless you
are well prepared. Attend lectures and make
sure you complete any assigned readings
or tutorial assignments.

PRACTISE:-

Practise discussing course topics and
materials outside class start in an informal
telling with another student or with a small
group.

- The course material.
- Their options.
- Information and other advice about the course.

PARTICIPATE:-

If you find it difficult to participate in
tutorial discussion, set yourself goals and aim
to increase your contribution each week.
An easy way to participate is to add to the
existing discussion.

- Agree with what someone has said as
you can then work up to.
- prepare a question to ask before hand
- Ask them to expand on their points.
- Answering a question put to the group.
- Providing an example for point under
discussion.
- Disagreeing with a point

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 a term that describes the ^{Large} volume of data. Both structured and unstructured that indicates business on a day to day basis. The data can come from myriad sources, such as business transactions, social media, sensors, digital images, videos and more.

How is Big data transforming Digital marketing?
personalization and customization.

predictive Analytical.

Improved decision making.

customer journey mapping

Real time marketing.

segmentation

Improved COT.

Computer analysis

Improved customer service.

Innovation.

ARTIFICIAL INTELLIGENCE:- machine or
The term is often applied to computer system capable of performing tasks that usually require human intelligence such as understanding natural language, recognizing patterns, solving problems and making decisions.

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 way to train algorithms. 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 analysis → website and campaign optimization.
- Automated Ad Bidding.
- chatbots and visual assistant.
- Content creation and curation.

BOTS AND CHAT BOTS:-

A bot is a software application programmed to perform certain tasks. Bots are automated, which means they according to their instructions. A chat bot is a specific type of bot that is designed to stimulate human conversation. These bot interact with users optically via a chat interface, which can exist on websites, in apps, or even on social media platforms.

- How are Bots and chat bots transforming Digital marketing
- Customer service.
- lead generation
- personalization.
- user engagement.
- E-commerce transactions
- Data collection and analysis.
- Social media presence.
- Cost savings.

Student Self Evaluation of the Short-Term Internship

Student Name: Vikram Sable

Registration No: 20131407116

Term of Internship: From _____

To: _____

Date of Evaluation: _____

Organization Name & Address: _____

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: _____

Vikram Sable
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Page No

Student Name: *Vikram Sahu*

Registration No: *201 31607116*

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

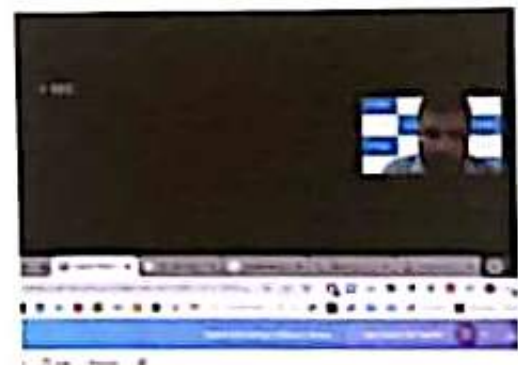
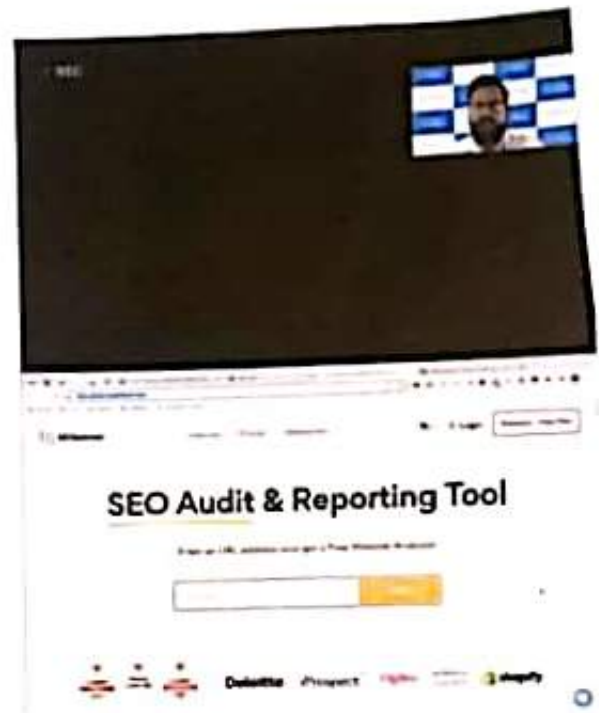
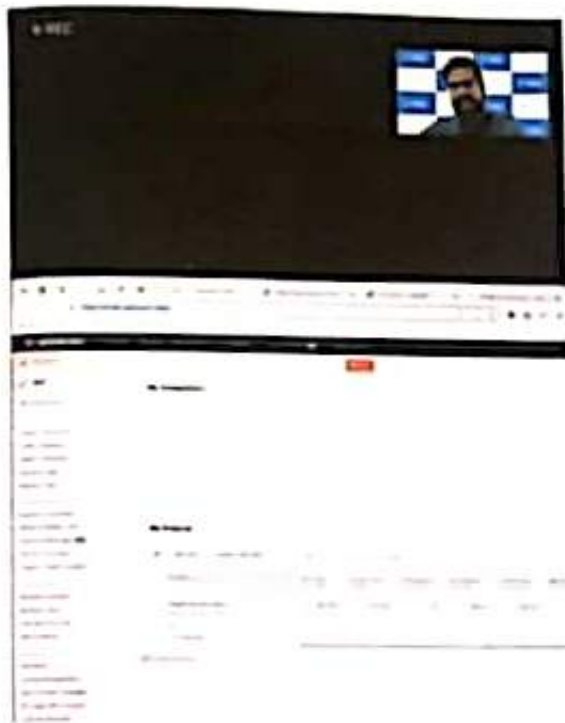
Signature of the Supervisor

Date:

Page No



PHOTOS & VIDEO LINKS



EVALUATION

Page No



MARKS STATEMENT
(To be used by the Examiners)

Page No



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: *Vikram Sahu*

Programme of Study:

Year of Study:

Group:

Register No/H.T. No: *120131607116*

Name of the College: *Prism Degree 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

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: *Vikram Sahu*

Programme of Study:

Year of Study:

Group:

Register No/H.T. No: *120131607116*

Name of the College: *Prism Degree college*

University: *Andhra University*

SLNo	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