

# Model Program Book



## SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH  
STATE COUNCIL OF HIGHER EDUCATION**  
(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR  
**SEMESTER INTERNSHIP**

Name of the Student: SAMEENA SHARIFA

Name of the College: PRISM DEGREE COLLEGE

Registration Number: 120131607088

Period of Internship: From: To:

Name & Address of the Intern Organization

ANDHRA University  
2020-2023 YEAR

**An Internship Report on**  
**DIGITAL MARKETING (SMART BRIDGE)**

*(Title of the Semester Internship Program)*

*Submitted in accordance with the requirement for the degree of*  
**BBA**

*Under the Faculty Guideship of*  
**Mrs. GURUKIRAN KAUR**

*(Name of the Faculty Guide)*

*Department of*  
**PRISM DEGREE COLLEGE**

*(Name of the College)*

*Submitted by:*

**SANGEENA SHARIFA**

*(Name of the Student)*

**Reg.No: 120131607088**

*Department of* **BBA**

**PRISM DEGREE COLLEGE**

*(Name of the College)*

## Instructions to Students

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

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

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

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## Student's Declaration

I, SAMEENA SHARIFA a student of Smart Bridge Internship Program, Reg. No. 120131607088 of the Department of Prism Degree College do hereby declare that I have completed the mandatory internship from \_\_\_\_\_ to \_\_\_\_\_ in \_\_\_\_\_ (Name of the intern organization) under the Faculty Guideship of Gurukiran Kaur Malher (Name of the Faculty Guide), Department of BBA, Prism Degree College \_\_\_\_\_  
(Name of the College)

(Signature and Date)

## ACKNOWLEDGEMENTS

I wish to express my sincere gratitude to the principal of Prism Degree College for giving opportunity to do the Internship programme. I also want to thank the State Council of Higher Education of Andhra Pradesh for starting the unique type of internship which provides experience to the students for their future.

I express my gratitude to our faculty guide and had a department for guiding us properly in the programme.

I thank the smart Intern programmers for providing their valuable time for teaching us and explaining us by providing live classes and recorded classes.

Finally, I would like to extend my deep gratitude towards my family and friends for their support in carrying out this successful.

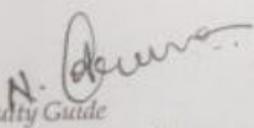
## Official Certification

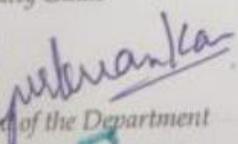
This is to certify that SAMEENA SHARIFA (Name of the student) Reg. No. 120131607088 has completed his/her Internship in Smart Internz (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of BBA in the Department of Prism Degree College (Name of the College).

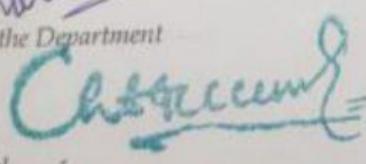
This is accepted for evaluation.

(Signatory with Date and Seal)

### Endorsements

  
Faculty Guide

  
Head of the Department

  
Principal

**PRINCIPAL**  
**PRISM COLLEGE**  
**VISAKHAPATNAM-16**

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## Certificate from Intern Organization

This is to certify that SAMEENA SHARIFA (Name of the intern)  
Reg. No 120131607088 of PRISM 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*

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NAME OF THE ACTIVITY	Pg. No.	Signature
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Detailed description 12<sup>th</sup> week

1. Activity log for the 13<sup>th</sup> week

1. Detailed description 13<sup>th</sup> week

o. Activity log for the 14<sup>th</sup> week

o. Detailed description 14<sup>th</sup> week

2. Activity log for the 15<sup>th</sup> week

3. Detailed description 15<sup>th</sup> week

outcomes description

Real time technical skills

Real time managerial skills

How to improve communication

skills

Describing technological  
developments

Describing technological  
developments

Student Self Evaluation

Evaluation by the supervisor of  
Int.

## Activity Log for the 1<sup>st</sup> week

### Detailed description 1<sup>st</sup> week

#### outcomes description

- 1. Real time technical skills
- 23. Real time managerial skills
- 24. How to improve communication skills
- 5. Describing technological developments
- 26. Describing technological developments
- 27. Student self Evaluation
- 8. Evaluation by the supervision of INT.

## 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 - day to turn the impact of any small size business into a wholesale and huge one. Its impact is so much high even small scale business are growing their shares in very large market.

### Objectives :-

Brand Awareness :- Brand awareness is one of the imp. aspects and objectives of digital marketing it will increase the business reach and a large member of people will know about your business name and products.

Lead Generation :- It will surely help you to get a high amount of leads which will fill your e-mail list of potential customers and you will definitely have a much higher conversion social media platform of digital marketing which is one of the best ways to capture your potential customers online.

Promotion for new services and 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 increases your business to new customers will significantly help business new customers in the increase of profit shares.

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

Increase sales / profits :- One of the major objectives of digital marketing is to increase the no. of sales of our products and services to the right customer.

Expand market :- Digital market can help you to expand your market and sustain for long time by facing competitors.

Improve user experience :- deduce the bounce rate of your website use digital marketing techniques to engage audiences on your website.

Cost effective :- Running cost of online marketing ads is less 1/4<sup>th</sup> of the offline marketing because through digital marketing you can directly target to potential clients.

## 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.

### Syres Technologies Pvt Ltd :-

Syres technologies Pvt LTD is the main child of the IT professionals.

Marivannan munthus and Mr. Mohammed thanseer came together with the vision of offering cost-effective quality-oriented IT and IT sourcing solutions to businesses and organisations spanning to India as well as all over the world established in 2011.

Q 2:-

The company seeks to revolutionise the way IT and sourcing work in India. Our vision is to become the company not just in India but throughout the world by building loyal customerly with cost-effective yet rapid.

M:-

Syres seeks to establish a lasting partnership business and organisations worldwide by

ing strategis and insight that leads to power  
ness transformation .

### nts and Services

it and outsourcing industry

ruitment process outsourcing [RPO]

web design development

pplication management

human resource outsourcing

igital marketing services

Digital commerce solutions

technology consulting

### choose Systems

+ years industry experience

ext team and professionals

100+ happy and satisfied clients

elved in more than 100+ successfull projects

provided by IT expert good and innovative solution

ries align your business with new trends and  
generation technologies .

### 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 the digital branch of marketing as its name suggests. Internet and social media have become strategic marketing channels therefore contributed to develop significantly this profession. Primary duties of a digital marketing intern unlike school or online digital marketing training the interns gain practical experience of digital marketing with professionals. In the digital marketing internship, interns learn work on a variety of digital marketing tools. Their includes multiple tasks.

First, in a digital marketing internship, the intern will also needed to develop new ideas and second, the interns will also learn about email marketing while using their seniors. The interns themselves will get hands on experience. Through email, they the interns learn to reach out to clients customers quickly and flexibly. The interns learn send message via email to market their product and increase their website visits by keeping the customers touch.

Third, by keeping function the interns learn in digital marketing internship is to prepare optimised content. what we call the famous the interns did understand how to prepare optimised content with - hand knowledge they get from their superiors interns become moderately good at developing SEO content, which is an impetus , skills to learn . . .

fourth, the newbies of the digital marketing interns 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"> <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 traditional marketing</li> <li>- difference between traditional and digital marketing</li> </ul>	
Day -3	Introduction of segments of digital marketing and their examples	<ul style="list-style-type: none"> <li>- SEO, PPE, content social media, email, video, app sale, influencer marketing.</li> </ul>	
Day -4	Assignment :- To prepare (a) create an ad for a famous brand with team members.	<ul style="list-style-type: none"> <li>- Interpersonal skills</li> <li>- leadership skills</li> <li>- innovation &amp; creation</li> <li>- Team work.</li> </ul>	
Day -5	Introduction of Brand, Branding, customer Journ-ey target audience & customer personal	<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 of topic that were taught on Day 1 to Day 5	<ul style="list-style-type: none"> <li>- paper presentation</li> <li>- ecells, tests</li> </ul>	

## WEEKLY REPORT

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

Objective of the Activity Done:	Understand Key Concepts DM on
Detailed Report:	<p>the first day of the week our trainer introduced her self and also not is introduce ourselves. She later gave brief explanation about what is digital marketing and its advantages about what its scope in todays modern world.</p> <p>The next day she thought 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</p> <p>The next day she has conducted as team assignment of creating an for famous brand by dividing our whole class in to groups and our team was Runner Up . Still are we go to learn our team from it for . Which was we grateful . The following days of the week she taught us about brand , branding , customers 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.</p>

Page No

**ACTIVITY LOG FOR THE SECOND WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	On-page and off-page optimization techniques	on-page SEO	
Day -2	off-page techniques	off-page SEO, technical SEO	
Day -3	keyword research and analysis	Finding keywords to target your ads and its analysis.	
Day -4	Google Ads & SEOptimer	use of google ads & SEO audit tool to perform detailed SEO	
Day -5	Google Content	Creating custom e-mail	
Day -6	Uber suggest	free keyword research tool (SEO)	

## WEEKLY REPORT

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

Objective of the Activity Done: Optimization Techniques

Detailed Report:

ON-PAGE SEO :- This involves optimizing individual web pages to improve their visibility in search engine results. On-page SEO techniques include:

- \* Keyword research \* Content optimization
- \* Meta tags \* URL structure \* Internal linking

OFF PAGE SEO :- off page SEO refers to activities performed outside the website to improve its search engine ranking. This includes:

- \* Link Building \* Social media signals
- \* Online reputation management.

TECHNICAL SEO :- Technical SEO focuses on optimizing the technical aspects of a website to improve its visibility and crawlability for search engines. Technical SEO includes:

- \* Website speed optimization
- \* Mobile optimization
- \* XML sitemaps
- \* Robots TXT

### 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 data.	- Team work - leadership - Details about on-page off-page optimization.	
Day - 2	Brainstorming - 1 :- Finding clients key-word according to their popularity	- excel sheet basics - presentation skills - SEO keyword research	
Day - 3	Brainstorming - 2 :- Finding clients keywords according to their popularity	- What is low, high, medium, prior keywords - bidding average	
Day - 4	Brainstorming - 3 :- Finding competitor's keywords according to their popularity.	- excel sheet basics, filters - presentation skills - SEO keyword	
Day - 5	Brainstorming - 4 :- finding competitor's keywords according to their priority.	- What is low, high, medium prior keywords - bidding averages, etc.	
Day - 6	Brainstorming - 5 :- presenting keywords comparison b/w client & competitor in excel sheet.	Finding similar keywords & the usage of keywords website sheets leads to ranking	

WEEKLY REPORT

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

Objective of the Activity Done: KEY WORD RESEARCH IN SEO

Detailed Report: On the first day of our 3<sup>rd</sup> week internship programme, our trainer had divided our class in to seven batches and asked to select a popular brand/ local brand website for its keyword research. All the batches have presented their client and competition information in the Excel Sheets. On 2<sup>nd</sup> day our trainer taught us how we can use google, ads to generator, Keywords Using website URL. The Keyword selection must be done in a any such that, there should be suffix and prefix for the keyword and the competition, bid price must be user popularity must be high long monthly , by keeping these terms in mind 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 Competitors website.

Page No

## 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</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 KPP's URL structures 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 used tools 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 5.	paper presentation skills, tight grip on the theoretical part of O.M.	

## WEEKLY REPORT

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

Objective of the Activity Done: THEORECTION LEARNING OF A MAINTANCE WEB SITE

Detailed Report:

On the 1st day of our 4th week Internship programs, our Trainer has shown us different websites under different categories and their on-page and off-page maintenance. The second 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 complementarily in practical way, the step that was quite interesting was image optimization thought which we have learnt how to describe an image using all contributes. The 4th and 5th days were passed by learning about the transactional keyword search and informational keyword search and 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 were assigned to each and every student according to each and 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 about	
Day - 5	Positioning in content marketing	- What is your brand's unique valuable personality - What makes it better 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 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, videos products and other media. This approach establishes exposure 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

- (i) Content centre of excellence consisting of experts who produce leadership.
- (ii) Editor board or Content Council - Content creators loss marketing who meet frequently to align content.
- (iii) Content department - creates high volumes
- (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	<del>start</del> Introduction to social media marketing	- what is social media marketing - types, platforms, objectives, uses, etc	
Day - 2	profile optimization in social media marketing	- Accurate, complete, active, links to website and has C2 D.	
Day - 3	Role of posting in social media strategy	- useful, entertaining, relevant post, video, live photos, stories	
Day - 4	How to keep engaging with audience in social media marketing	- likes, shares, comment of <del>add</del> follow customers, followers, influencers	
Day - 5	Role of advertising in social media marketing	- paid methods of reaching targeted audiences - organic method	
Day - 6	measuring the results in social media marketing	- use platform & website analysis to see what is 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 networks to achieve your marketing and branding goals.

Five tips of 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 who works best to create.
- (ii) Be confident - posting content and engagement
- (iii) Create engaging and interesting content it is important to stand - off from crowd .
- (iv) Engagement - engaging with your followers is important in building a community
- (v) Track and analyse metrics : With this data and analysis , you can effectively analyse 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, uses, etc.,	
Day - 2	email templates technical, review in email marketing	- Reviewing your email template and in building of design for email.	
Day - 3	content creation of 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	posting in email marketing	- Providing you with reports that include a break down of your campaign	
Day - 6	Email campaign and email marketing strategy	- Breaking down your campaign in multiple phases.	

## WEEKLY REPORT

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

Objective of the Activity Done: CONCEPT OF EMAIL MARKETING

Detailed Report: Our Trainers 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 broadcast sense, every email sent to a potential or current customer could be considered email marketing, it involves using email to send, ads request business or solicit sales or donations.

Five tips of marketing making money with email:

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

### ACTIVITY LOG FOR THE EIGHT 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 and formats & styles	
Day -3	Types of mobile marketing strategies	- App-based - In-games mobile marketing - QR code - SMS, MMS	
Day -4	Mobile marketing google ads enhanced campaigns	- Enhanced campaigns allow advertisers manage their google ads	
	Google mobile ad options in mobile	- Mobile sites links - click-to-call	

## WEEKLY REPORT

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

Objective of the Activity Done: CONCEPTS OF MOBILE MARKETING

Detailed Report:

Our trainer for 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 users. When done right, mobile marketing provides customers or potential customers using smart phones with personalized, timely and get what they need exactly when they need it. How mobile marketing works. mobile marketing may include promotions send through SMS, text messaging, through download apps using a mobile device to scan QR code. mobile device to scan targets audiences not so much by demographics but as especially especially screen signs.

**ACTIVITY LOG FOR THE NINETH 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 & role.	
Day - 2	How to make video marketing work?	- 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 - Blight motion - After effects	
Day -6	Video marketing strategies	- Build your story - Design resources - public message.	

## 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.)

your technologies offered me on internship in digital marketing course for which I'm grateful. My Internship was on . The skills learned and knowledge have gained are prides couldn't hoped for a better internship experienced to lay the good work for my future career .

My internship experience looked like this , was assigned to a team and reported to a manager appointed a mentor as well as a advisor when joined team . I was assigned one (n) more projects to work in addition to my daily tasks , at the end of internship and I was given feedback on my performance and have the opportunity to apply for a graduate . The most critical components of this experience I will take with me in to my future are :- 1. Don't ever be afraid to ask questions . 2. It is okay to make mistakes 3. Networking .

Recognizing work place culture

The advantages of accepting feedback

Accepting challenges and adaptable nature

Enthusiasm is priorities

Independence

Learning is quite fun while working

Your work is valued

Communication is influenced by culture, and Student, I learned that each company or organization has its own culture. It is critical to see others as well as learn how they interact and with co-workers as well as how they interact with tasks and projects. I learned quickly that okay to seek classification when something is unclear me, or I don't remember understand.

The most important thing to remember that everyone's experience will differ as a result experience will be one-of-a-kind.

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 products. In this internship we have got a chance to learn some of the photo / video application basics. As it is necessary for a digital market.

### SEO [SEARCH ENGINE OPTIMIZATION] :-

is one of the most imp. segment of digital marketing. It is the process used to optimize a website's technical structure, content relevance and link popularity. So, it can become easily findable, more relevant and popular. As user search engines require and as a consequence, engines rank them better. We have got an opportunity to learn about keyword planner and role of keywords to rank the websites.

### ECRM [ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT] :-

Monitoring customer experience helps companies understand the changing needs of their target audience. Digital relationship management which involves strategies you can use to.

## EXCEL SKILLS AND SHORTCUTS [BASIC] :-

We have learned some basic excel skills like saving and using a workbook and managing worksheets, formating cell inting and some excel functions. [basic] like sum, int, Average, time, date, left, Right, etc .

## MS POWER POINT PLESENTATION [BASICS] :-

have learnt some basic tasks for creating a power p presentation like choosing a theme, inserting slide , ing text, pictures, formating text, adding shape, creating lis, creating slide show etc and has saved our intation submitted to 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.

#### 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 work [for] team collaborations .

#### STRATEGIC THINKING :-

Role in digital marketing need to be able to see one ahead of everything and think about the bigger strategy being in all about understands how others people think .

#### DATA ANALYSIS :-

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

#### UNDERSTANDING CUSTOMER EXPERIENCE :-

great business does not more than just get customer awareness to purchase understanding how to curate a marketing strategy around being customer centric is always good idea making the customer top - priority will help to our brand loyalty .

## EXCELLENT COMMUNICATION :-

Good communication skills are essential for digital marketing. 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 effectively. You need to communicate your goals to front groups.

## LEADERSHIP AND TEAM WORK SKILLS :-

Leadership skills are the strengths and abilities individual managers that help to oversee processes, guide initiatives, steer their employees toward the achievement of goals. Team work skills also play a major role in achievement goals and objectives in 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.,)

- volunteer to give a presentation
- Ask the host to have a team meeting
- Seek the feedback of your performance
- Practise how to talk at informal times
- Reach out to those in similar situation
- keep on learning and practising
- Talk face - to - face whenever possible
- Use as many examples as you can
- Ask questions or queries
- Check in frequently
- Make it personal
- Don't over communicate
- Listen actively to others
- Look for non-verbal cues
- Have empathy

- Pay attention to the details
- other interesting insights
- Talk slowly
- Talk in clear and concise manner
- Use the right words
- It's nice to know where you working
- Not everyone is watching all the time
- You need to think that you are capable of the work you're doing
- Be intentional about building relationships
- Be curious and brave
- Share your aspirations from the start
- Know about the leaders all over the company
- focus on the work what you are doing
- Own your experience
- Set clear goals at the start
- Look for potential mentors early on
- Take on every possible assignment
- Have a positive attitude
- Have a growth mindset

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 others students make critical comments ?  
What special phrases do they use to show politeness  
when they are voicing disagreement .  
How do they signal to ask question or make  
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 .

Enter with an open mind and be receptive to new ideas and points of view .

Test your understanding verbally paraphrase what other speakers say .

Think about how to they fit in with what you already learnt .

### REFLECT :-

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.

### PRACTISE :-

Start discussing course topics and materials outside with a small group. Share your course material, their opinions, information or advice about the course.

### PARTICIPATE :-

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

Agree with what someone has said or,

Prepare a question to ask before hand you can then follow up to,

Ask them to expand on their point

Answering a question put to the group.

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 both structured and unstructured data that inundates a business on a day-to-day basis. This data can come from myriad sources, such as business transactions, media, sensors, videos and more.

Is big data transforming digital marketing?

Personalization and customization

Predictive Analytics

Improved decision making

Customer journey mapping

Real-time marketing

Segmentation

Optimized CTR

Optimizes analytics

Improved customer service

### ARTIFICIAL INTELLIGENCE :-

The term is often applied to a machine or computer system that is performing tasks that usually require human understanding, natural language, recognizing patterns,

## MACHINE LEARNING :-

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

Machine learning transforming digital marketing

- Personalized marketing
- Customer segmentation
- Predictive Analytics
- Automated Ad Bidding
- Content creation and curation

=> SEO and SEM  
=> Sentiment analysis  
=> website and campaign optimization .

## AND CHAT BOTS :-

Bot is a software application programmed to perform certain tasks automatically, which means they run according to their instructions. A chatbot is a specific type of bot that is designed to simulate human conversation.

use Bots and chatbots transforming digital marketing :-

- Customer service
- Lead generation
- Personalization
- User engagement
- Commerce transactions

=> Data collection and analysis  
=> Social media presence  
=> Cost savings .

*Student Self Evaluation of the Short-Term Internship*

Student Name: SAMEENA SHARIFA Registration No: 2013/607088  
Term of Internship: 2 months From: To:  
Date of Evaluation: 28/07/2023  
Organization Name & Address: Digital Marketing

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

*[Signature]*  
Signature of the Student

Date:

*Evaluation by the Supervisor of the Intern Organization*

Page No

Student Name: Samena Shauja

Term of Internship: 2 months From:

Date of Evaluation: 28/07 / 2023

Registration No: 20131607028

To :

Organization Name & Address: Digital marketing

Name & Address of the Supervisor  
with Mobile Number Atma - 9177391333

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

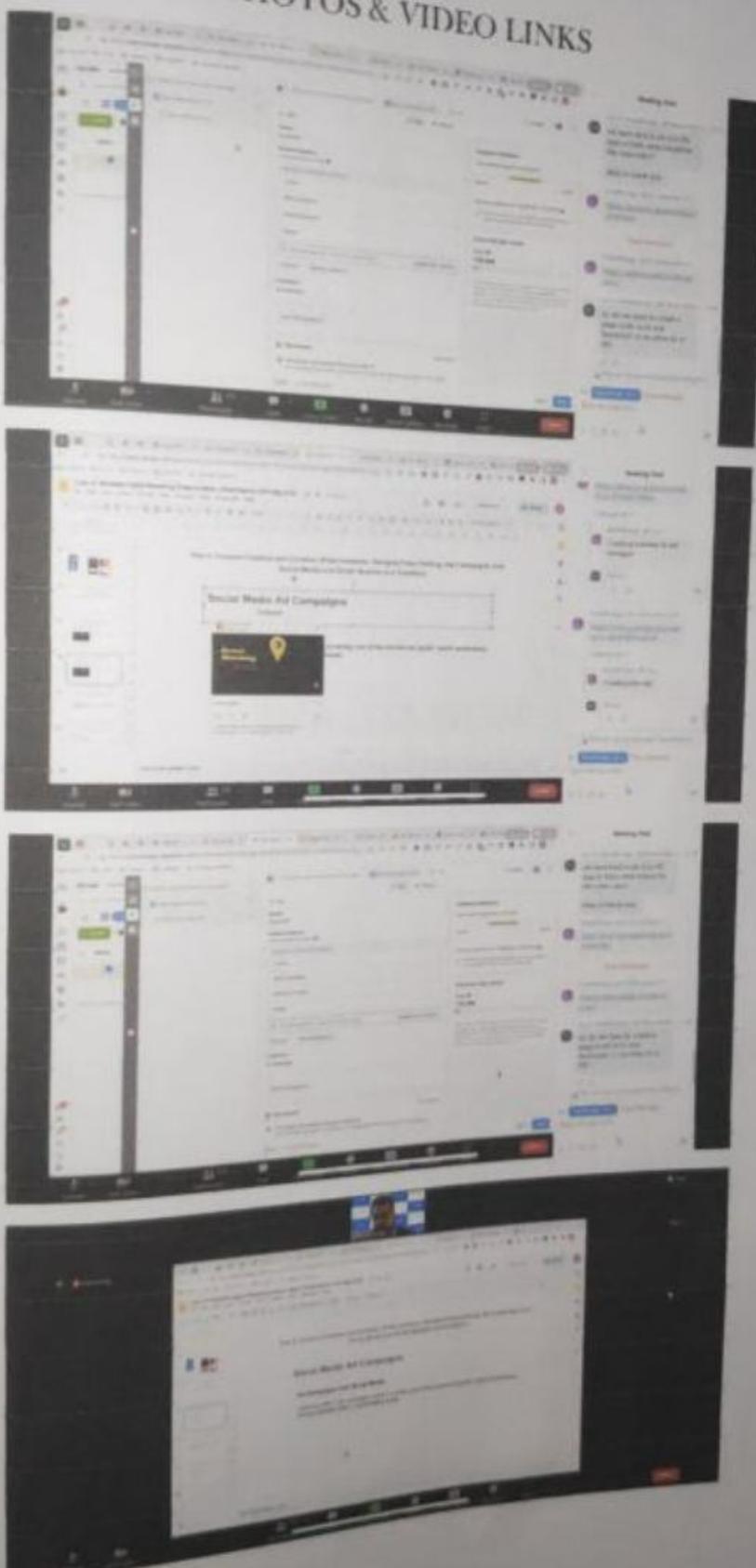
Rating Scale: 1 is lowest and 5 is highest rank

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
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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

No. of Observers  
Signature of the Supervisor

Date:

## PHOTOS & VIDEO LINKS



## EVALUATION

# 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

- o Internship Evaluation 100 marks
- o View Notes 50 marks

- Viva-Voce

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.

day-to-day activities. The Activity Log is maintained by the members within

Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

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

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

## INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Sameera Shauje  
Programme of Study: Digital Marketing  
Year of Study: 2020-2023  
Group: BBA

Register No/H.T. No: 120131607058

Name of the College: Amritsar Degree College  
University: Andhra University

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

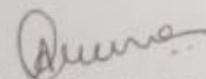
Date:

N. Renu  
Signature of the Faculty Guide

## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Samene Sharije  
Programme of Study: Digital Marketing  
Year of Study: 2020 - 2023  
Group: BBA  
Register No/H.T. No: 120131607088  
Name of the College: Prism College  
University: Indira 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	
	<b>TOTAL</b>	150	
	<b>GRAND TOTAL (EXT. 50 M + INT. 100M)</b>	200	

N.   
Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal



**ANDHRA PRADESH  
STATE COUNCIL OF HIGHER EDUCATION**

(A Statutory Body of the Government of Andhra Pradesh)

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