

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: Sakshi Karm

Name of the College: Prism Degree College

Registration Number: 120131607087

Period of Internship: From: To:

Name & Address of the Intern Organization : Smart Bridge

ANDHRA University

YEAR - 2020-2023.

An Internship Report on

Digital Marketing

(Title of the Semester Internship Program)

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

Under the Faculty Guideship of
Mrs. Aruna Nallanilli

(Name of the Faculty Guide)

Department of
Prism Degree College

(Name of the College)

Submitted by:
Sakshi Karn

(Name of the Student)

Reg.No: 1201316070 87

Department of Management
Prism Degree College

(Name of the College)

Student's Declaration

I, Sakshi Karn, a student of Smartinternz Internship program, Reg. No. 120131607087 of the Department of Prism Degree College do hereby declare that I have completed the mandatory internship from _____ to _____ in Smart Bridge (Name of the intern organization) under the Faculty Guideship of Mrs. Aruna Nallanilli (Name of the Faculty Guide), Department of Bachelor of Business Administration, Prism Degree College.
(Name of the College)


(Signature and Date)

Official Certification

This is to certify that Sakshi Karn (Name of the student) Reg. No. 120131607087 has completed his/her Internship in SmartGutenz (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 Bachelor of Business Administration (BBA) in the Department of Prism Degree College (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

R. Devadas
Faculty Guide

S. Sankar
Head of the Department

Chittaranjan
Principal

PRINCIPAL
PRISM COLLEGE
VISAKHAPATNAM-16

Certificate from Intern Organization

This is to certify that Sakshi Kaur (Name of the intern) Leg. No 120131607087 of Prism Degree College (Name of the College) underwent internship in Smart Indorez (Digital Marketing) (Name of the Intern Organization) from _____ to _____.

The overall performance of the intern during his/her internship is found to be

Satisfactory (Satisfactory/Not Satisfactory).

Authorized Signatory with Date and Seal

Acknowledgements

- g 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 intern-ship which provides experience to the students for their future.
- g express my gratitude to our faculty guide & had a department for guiding us properly in the programmes.
- g thank the Smart Intern Programme. as for providing their valuable time for teaching us & explaining us by providing live classes & recorded classes. Finally, I would like to extend my deep gratitude towards my family & friends for their support in carrying out this successful .

Contents

* DIGITAL MARKETING :-

- Introduction
- Terms & concepts
- Principles
- Content Management System (CMS)
- On-page & off-page techniques
- Optimization techniques.

* SALESFORCE & MARKETING :-

- Introduction
- Salesforce
- Social media marketing
- Channels in social media.

* GOOGLE :-

- Introduction
- E-mail
- Google Ads.
- Terminology & keywords
- Campaigns

* CONTENT MARKETING & VIDEO MARKETING:-

- Introduction
- Fundamentals
- Types of marketing
- Content Strategy
- Measuring & Monitoring content marketing
- E-mail lists.

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 tool now-a-days to the impact of any small size business into a measurable & 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: It's one of the important aspects & objectives of digital marketing. It will increase your business reach & a large number of people will get to know about your business name & people.
- 2) Lead Generation: It will surely help you to get a high amount of leads which will fill your e-mail list of potential customers & you will definitely have a much better conversion. Social media platform of DM method is one of the best ways to capture your potential customers online.
- 3) Promotion of new services & products: If you planning to launch new products or services? Then your digital marketing

objectives should be aligned to promoting those products.

- 4) Target customers: Through DM increases your business to new customers will significantly help in the increase of profit shares.
- 5) Retaining old customers: Digital marketing also helps you to keep track on your old customers & their preferences to retain them to your company / brand.
- 6) Increase sales / profit: One of the major objectives of DM is to increase the numbers of sales of your products & services to the right customers.
- 7) Expand market: Digital marketing can help you to expand your market & sustain for long time by facing your competitors.
- 8) More website traffic: Increase your website traffic, rank in google with the help of different techniques of digital marketing like SEO, off-page SEO etc.
- 9) Improve user experiences: Reduce bounce rate of your website use DM techniques to engage more audience on your website.
- 10) Low cost: Running cost of online marketing ads is almost 1/4th of offline marketing because through DM 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 Organisation :- It is an ed-tech organisation with the main objective of bridging the existing gaps between prevailing industry standards & what the academics offers to the graduates while passing out of university. Smart Bridge also offers suitable skill deployment & training to the young talent before on-boarding their first job.

Vision :- To bridge the gap between academia & industry. Their outcome based experiential learning programs on emerging technologies are building skilled entry-level engineers for the corporate world.

Mission:- To build technology communities in academia to encourage students towards innovation & entrepreneurship.

Products :-

- * Smart Internz.
- * IOT Gyan

Services :-

- 1) Tek Hack .
- 2) Rapid Prototyping Event .
- 3) Internship programs .
- 4) Career Readiness Program .
- 5) L & D Centers .
- 6) Career Mentoring

Objectives :-

- * Well directed career guidance programme for educational institutions .
- * Appropriate certification courses that suit the industry need .
- * Train the trainers ; expanded awareness about the current industry standards .
- * Liaise with corporates to offer niche internships .
- * Establish technology development centers in colleges .
- * Specialised incubation centres in collaboration with corporates .

CHAPTER 3: INTERNSHIP PART

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

The Digital Marketing internship is focused on the digital branch of marketing as the name suggests. Internet & social media have become strategic marketing channels; & therefore contributed to developing significantly this profession. Internship is going to shape the courses of your career. It will assist you in acquiring the skills you need to perform upto par when you're hired full time.

The purpose of this project is to develop a user-friendly web application which makes it easier for the users to find relevant & recent news articles according to their interests & queries.

All we need to do is give a keyword regarding the required news to the chatbot so that it can fetch the news articles & links. The web application also analyses the sentiment present in the article.

- * The virtual classes of the internship are conducted everyday except the weekends.
- * digital marketing is the topic of the internship which we are learning.
- * I have been learning about software systems & software designing and environmental development.
- * Installation of Git Hub accounts.
- * Dealing with lots of samples.
- * Sentiment analysis to make it more unique.
- * It helps us to know more about social media platforms & their uses.
- * Social media platforms like:-
 - Instagram
 - Twitter
 - YouTube
 - Shopify
 - Facebook
 - linkedin
 - GitHub
 - Uberuggest
- * Setting measurable goals & objectives for your current marketing efforts.
- * Establishing brand voice & tone to create consistent messaging.
- * Understanding the fundamentals of content marketing & its significance in today's digital landscape.

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. 	SJ
Day - 2	Introduction to traditional marketing & how it's different from digital marketing.	<ul style="list-style-type: none"> - What is traditional marketing - Differences b/w traditional & digital marketing. 	SJ
Day - 3	Introduction of segments of digital marketing & their examples.	<ul style="list-style-type: none"> - SEO, PPE, content social media, Email, video, App store influencer marketing. 	SJ
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 & creation - Team work. 	SJ
Day - 5	Introduction of brand, branding, customer journey target audience & customer persona.	<ul style="list-style-type: none"> - Stages in customer journey. - Branding process - Adv. of target audience. 	SJ
Day - 6	A weekend test was conducted on basis of topic that were taught on Day 1 to Day 5.	Paper presentation skills, tight grip on theoretical part of DM.	SJ

WEEKLY REPORT

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

Objective of the Activity Done: UNDERSTOOD KEY CONCEPTS DM

Detailed Report: On the first day of the week our trainer introduced herself. Later she gave brief explanation about what is digital marketing & its advantages, about what it's scope in today's modern world. The next day she taught us how digital marketing. i.e. DM is different from traditional marketing that we have been using in past. The 3rd day they taught us most important topic i.e. segments of DM with complex in PPP. Next day she has conducted fun assignment of creating an four famous brand by dividing our whole class into groups & our team was winner. The following days of the week she taught us about brand, branding, customer journey target audience & customer person on the day of the week she had conducted a test on topic learnt from past 5 days to check 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).	- What is SEO - Techniques of SEO. - Advantages & Disadvantages of SEO.	
Day - 2	Introduction of basics of SEO.	- What is search engine? - What is browser / search engine result page (SERP). - What is search engine optimization?	
Day - 3	Search Engine Optimization (SEO) Techniques	- Keyword search - On-page optimization - Off-page optimization - Technical SEO..	
Day - 4	Introduction to : - Search engine like web ranking, illness - Types of Search engine display & viewing - Search result types - private search - Local search engine engine index power.	- Categorizing engines	
Day - 5	Assignment : finding 100 relevant keywords from Google ads from keywords planner.	- What is keyword - How to select a keyword - Factors - Excel sheet filters.	
Day - 6	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 theoretical part of Digital marketing.	

WEEKLY REPORT

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

Objective of the Activity Done: Optimization Techniques

Detailed Report: On-Page SEO :- This involves optimizing individual webpages to improve their visibility in search engine results.

- * On-page SEO techniques include:
 - * Keyword research.
 - * Content Optimization
 - * Meta tags .
 - * URL structures
 - * 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 & 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	Identify local brands - webeille find itself - competitors data.	- Team work. - Leadership - details about on-page & off-page optimization.	
Day - 2	Brainstorming - 1 : finding clients key words according to their popularity.	- Excel sheet bases. - Presentation sk. illd - SEO keyword search.	
Day - 3	brainstorming - 2 : finding clients key words according to their popularity.	- What is low, high, medium price keyword. - bidding average.	
Day - 4	brainstorming - 3 : finding competitors keywords according to their popularity.	- Excel sheet bases, filters. - Presentation skills. - SEO keyword.	
Day - 5	brainstorming - 4 : finding competitors medium price keywords according to their popularity.	- What is low, high bidding average etc.	
Day - 6	brainstorming - 5 : finding similar presenting keyword keywords of the comparison b/w client usage of keywords & competitors in webeille hub pages 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 trainers had divided our class into 7 batches & asked to select a popular brand / local brand website; for it's keyword research. All the batches have presented their clients & competitor information in the excel sheets. The 2nd day our trainers taught us how we can use google ads to generate keywords using website URL. The keyword selection must be done in a way such that, there should be suffix & prefix for the keyword for the competition, bid price must be low, popularity must be high, coverage monthly reviews). By keeping these terms in mind we have to find at least 1500 words. On the last day of 3rd week internship, we had presented the keyword comparison chart of our client & competitions 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</u> (Quora): How to implement On-page SEO.	<ul style="list-style-type: none"> - 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.	<p>Identifying goals, objectives, up's URL structures; Anchors links.</p>	
Day -3	<u>Theoretical learning</u> Transactional keyword research.	<ul style="list-style-type: none"> - Services - Company - Product-solution. 	
Day -4	<u>Theoretical learning</u> Tools used for transactional keyword search.	<ul style="list-style-type: none"> - Google suggest. - Google Trends. - Google related. - Google keyword planner. 	
Day -5	<u>Theoretical learning</u> Ques to informational keyword research & tools used	<ul style="list-style-type: none"> - Quora. - Answer the public. 	
Day -6	<u>Assignment</u> : Weekend test was conducted on the basic grip on theoretical topics that were taught from day 1 to day 5.	<p>Paper presentation skills, tight grip on theoretical part of TM.</p>	

WEEKLY REPORT

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

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

Detailed Report: On the 1st day of our 4th week maintenance program, our trainer has shown us different websites under different categories of their on-page & off-page maintenance. The 2nd day was followed by teaching us what is on-page SEO & how to implement it in clear 11 steps. 3rd day she has shown us how to implement us in a 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 & 5th days were passed by learning about the dimensional keyword search & informational keyword search & the tools we must use for research. On 5th day a weekend test was conducted on above topics (from Day 1 to Day 5). Marks were assigned to everyone according to their paper presentation & 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 DM.	
Day - 2	Introduction to strategic plan in content marketing.	- Who do you want to speak - How will you deliver content to them.	
Day - 3	Strategic plan in content marketing	How will you achieve & measure your targeted results.	
Day - 4	Business case in content marketing	What business goals do you need to achieve how well content marketing choice bring choice	
Day - 5	Positioning in content marketing	What is your brands unique valuable personality what makes it better choice over your competitor.	
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 & retain of audience by creating & sharing relevant articles, videos, podcasts & other media. This approach establishes expertise, promote brand awareness & keeps your business top of mind when its time to buy what you sell.

How companies organize for content marketing :- * Content centre of excellence
consolidation of experts who provide leadership.

* Editor board or content council - content creates (or) marketing who meets frequently to align content.

* Content department - relates high volume.

* 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	<ul style="list-style-type: none"> - What is social media marketing - Types, platforms, objectives, uses etc. 	
Day - 2	Profile optimization in social media marketing	<ul style="list-style-type: none"> - Accurate, complete, active links to website 	
Day - 3	Role of posting ie. social media strategy	<ul style="list-style-type: none"> - Useful, enteraining, relevant post videos, lives, photos, stories. 	
Day - 4	How to keep engaging with audience in social media marketing	<ul style="list-style-type: none"> - likes, shares, comments & follow numerous followers, influencers. 	
Day - 5	Role of advertising in social media marketing	<ul style="list-style-type: none"> - Paid methods of reaching targeted audience - Organic method 	
Day - 6	Measuring the results in social media - marketing what is working	<ul style="list-style-type: none"> - Use platform analysis to see what is working 	

WEEKLY REPORT

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

Objective of the Activity Done: CONCEPT OF SOCIAL MEDIA MARKETING

Detailed Report: Our trainer in 6th week taught us about another important concept of digital marketing ie. 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 & branding goals.

5 tips to successful social media marketing :- * Create a strategy - each platform need its strategy, every platform is different in some way & it is important to understand what works best to use.

* Be consistent - posting relevant & engaging content.

- * Create engaging & interesting content it is important to stand-off from crowd.
- * Engagement - engaging with your followers is important in building a community.
- * Track & analysis metrics & statistics.

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 objective user's etc.	<u>Aay</u>
Day -2	Email templates technical, review in e-mail marketing.	- Reviewing your email templates & building of design for email.	<u>Aay</u>
Day -3	content creation & audience analysis in email marketing.	Creating useful content for audience & sends our personalized e-mail.	<u>Aay</u>
Day -4	Email list management in email marketing.	Providing ongoing support maintenance for their campaign.	<u>Aay</u>
Day -5	Reporting in email marketing.	Providing you with reports that include a breakdown of your campaign.	<u>Aay</u>
Day -6	Email campaign for email marketing strategy .	Breaking down your campaign into multiple phases.	<u>Aay</u>

WEEKLY REPORT

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

Objective of the Activity Done:

CONCEPT OF EMAIL MARKETING.

Detailed Report: Our Trainer in 7th week 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 customers could be considered email marketing, it involves using email to send, ad's request business or solicit sales or donations.

five tips for making money with email:-

- * Make a targetful list.
- * Place a smart email list.
- * Personalize emails.
- * Personalize emails.
- * 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	<ul style="list-style-type: none"> - What is mobile marketing seen in digital marketing. 	
Day - 2	How does mobile marketing work (practical)	<ul style="list-style-type: none"> - Mobile marketing ad format + styles. 	
Day - 3	Types of mobile marketing strategies	<ul style="list-style-type: none"> - Apps - based. - game mobile marketing. - QR code. - SMS, MMS. 	
Day - 4	Mobile marketing ads enhance campaigns .	<ul style="list-style-type: none"> - Enhanced campaigns allow advertisers to manage their google ads. 	
Day - 5	Google mobile ad extensions in mobile marketing	<ul style="list-style-type: none"> - Mobile sites links. - Click-to-call - Google offers - Click to download 	
Day - 6	Mobile marketing best practices .	<ul style="list-style-type: none"> - Be clear & concise opinion for local . 	

WEEKLY REPORT

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

Objective of the Activity Done: CONCEPTS OF MOBILE MARKETING

Detailed Report: Our Trainer in 8th week taught us about another important concept of digital marketing ie. mobile marketing. Mobile marketing is the art of marketing your business to appeal to mobile device users when done right, mobile marketing provides customers or personal customers using smartphones with personalized, unique & get what they need exactly when they need ie.

How mobile marketing works - mobile marketing may include promotions sent through SMS text messaging . MMS multi media messaging through downloaded apps using a mobile device to scan QR code. Mobile device to scan together - targets audiences not so much by demographics but as behaviours. in mobile marketing, the device especially screen size .

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.)

Swanbridge offered me an internship in digital marketing for which I am very grateful. The skills that I learned & knowledge that I gained are priceless. I couldn't have hoped for a better internship experience to lay the ground work for my future career.

My internship experience was extremely insightful, all thanks to the supportive & co-operative mentors that explained theoretical topics in a simple comprehensible language & helping us go through the practical topics with ease. I experienced prompt doubt clearance during the live sessions. The most critical components of this experience that I will take with me in my future endeavours are : * Don't ever be afraid to ask questions. * It's okay to make mistakes.

- * Networking
- * Always receive feedback to improve your skills & enthusiasm is priceless.
- * Independence.
- * Most importantly I learned the benefits of observing the culture of an organisation first-hand

and adapting my communication style accordingly to facilitate better collaborations. Communication is influenced by culture & as student, I learned that each company or organisation has its own culture. It is critical to observe others as well as learn how they interact & engage with co-workers as well as how they work with tasks & projects. I learned quickly that it's okay to seek clarification when something is unclear to me, or I don't understand.

The most important thing to remember is that everyone's experiences will differ. As a result, your 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)

1) PHOTO-VIDEO EDITING :- Video marketing is one of the most important and segment of digital marketing. Video marketing describes the use of video content to promote or inform audiences about your brand & products. In this interesting we have got a chance to learn some of the photo & video application basics. As it is necessary for a digital marketer.

2) SEO (SEARCH ENGINE OPTIMIZATION) :- It is one of the most important segment of digital marketing. SEO is the process used to optimize the websites' technical configuration, content relevance & link popularity. So, its pages can become easily findable, more relevant and popular towards user search engines; as a consequence, search engines rank them better. We have got the opportunity to learn about keyword research or planners & role of keywords to rank the websites.

3) CRM (ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT): Monitoring website traffic helps companies understand their growing needs of their target audience. Digital marketers need to

develop skills of customer relationship management which involves strategies you can use to.

4) EXCEL SKILLS & SHORTCUTS (BASIC) :- We have learnt some basic excel skills like saving & opening a workbook & managing work-sheets, formating cells, printing & some excel functions. (basics) like sum, count, average, max, date, left, right, etc

5) WORD DOCUMENT (BASIC SKILLS) :- It is 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 & edit your files & documents in best possible way . We had created text documents edited & formatted existing documents, created graphical documents using slide images in Microsoft Word, deleted grammatical errors in a text document .

c) MS POWERPOINT PRESENTATION (BASICS) :- we have learnt some basic tasks for creating a power point presentations like creating a slide, inserting slide, adding text, pictures, formating text, adding shapes, creating tables, creating slideshow etc & has saved our presentation submitted to the organisation 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.)

Planning - Accurately estimate time & effort required to complete a task.

Leadership - Open communication, creativity, positively & team management.

Team work - Problem solving, listening to others opinions.

Behaviour - Inter-personal, self-regulatory, task-related behaviour that connects to successful performance in education & also at work place

Workmanship - Hardwork & skills that go into making something or working at a task.

Precise/efficient use of time - Measurement of how much of work is been completed in a given time.

Ways of improvement in competencies -

working together, creative facilitation, leading change, accelerating learning.

Goal setting :- Improving written & oral skills, graphic design & media production, providing of excellent client service, gain confidence in myself, understanding of the brand theory & brand voice.

Decision making :- challenging, making choices, creative thinking, pressure, attention, opportunity, situations, assumptions, options.

Performance Analysis :- Accuracy, Judgement, Appearance, Habits, Knowledge, Cooperation.

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 situations.
- Keep on learning & 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 & concise manner.
- Use the right words.
- It's nice to know where you're working.
- Not everyone is watching all the time.
- You need to think that you are capable of the work you are doing.
- Be intentional about building relationships.
- Be curious & 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 could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

ABILITIES IN GROUP DISCUSSIONS :-

- Flexibility
- Analytical thinking
- Critical thinking
- Problem solving
- Investigation
- Team player
- Strategy
- Active listening
- Ability to prioritize
- Time management

PARTICIPATION IN TEAMS :-

- Delegate
- Make decisions together
- Don't micro manage
- Communicate effectively
- Give & solicit feedback
- Have a purpose
- Be authentic
- Pursue clear, attainable goals
- Support professional development

- Set an example.
- Understand the end goal.
- Have knowledge of your goal.

CONTRIBUTION AS A TEAM MEMBER :-

- recognise dependencies.
- Be credible & reliable.
- Ask communications & questions.
- Break it down.
- Look at the past.
- Look at the future.

LEADING A TEAM / ACTIVITY :-

- Listen & Learn.
- Communicate clearly.
- Do your best work.
- Take responsibility.
- Set a strong example.
- Include everyone.
- Strive for authenticity.
- Become a thought leader.
- Seek management training.
- Make key connections.
- Find a role model.

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: It is a term that describes the large volume of data both structured & unstructured that inundates a business on a day-to-day basis. This data can come from myriad sources, such as business transactions, social media, sensors, digital images, videos & more.

How is BIG DATA TRANSFORMING B2B?

- Personalization & customization
- Predictive analysis
- Unsupervised decision making
- Customer journey mapping
- Real-time marketing
- Segmentation
- Improved ROI
- Complexity analysis
- Unsupervised customer service
- Automation

ARTIFICIAL INTELLIGENCE: The term is often applied to a machine or computer system capable of performing tasks that usually require human intelligence, such as

understanding natural language, recognizing patterns, solving problems & 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 an algorithm. So it can learn how to make decision or predictions based on data.

How is machine learning transforming digital marketing?

- Personalized marketing.
- Customer segmentation.
- Predictive Analytics.
- Automated Ad bidding
- chatbots & virtual assistants.
- Content creation & curation.
- Sentiment analysis.
- SEO & SEM.
- Website & campaign optimization.

BOTS & CHAT BOTS: It is an software application programmed to perform certain tasks. Bots are automated, which means they are according to their instructions.

Student Self Evaluation of the Short-Term Internship

Student Name: *Sakshi Karn*

Registration No: 120131607087

Term of Internship: From:

To :

Date of Evaluation: *28/07/2023*

Organization Name & Address: *Smart Bridge*

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:

Sakshi
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Sakshi Karn

Registration No: 120131607087

Term of Internship: From:

To :

Date of Evaluation: 28/07/2023

Organization Name & Address: SMART BRIDGE

Name & Address of the Supervisor MRS. Aruna Nallamilli
with Mobile Number 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
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:

N. Arun
Signature of the Supervisor

PHOTOS & VIDEO LINKS

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Persona

- Buyer's/Audience's Persona:** Clearly define the audience for the chosen brand. Consider demographic, psychographics, behaviors, and interests.

Demographic Information:

- Age Range: 18-35
- Gender: Women
- Marital Status: Yes
- Education: married/unmarried
- Income: Metro cities like mumbai, delhi etc
- Location: Tier 2 and tier 3 cities
- Job Title / Role: Not Remote Villages
- Industry: 3.00,000 per annum - 20,00,000 per annum
- Experience: At least 10+2
- Ad's, youtube, instagram, community platforms like q
- Social media groups: facebook groups, TV
- Social status: Personal appearance

Psychographic Information:

- What are their professional and career goals?
- How do they feel about product A or service B? Likes their goals?
- What are their challenges and most goals?

Behavioral Information:

- How do they get their information?
- How do they communicate?
- Are they members of any clubs?
- What social media channels are they on?
- Do they prefer conferences or webinars?

Motivations & Beliefs:

- What do they value in their job?
- What is important to them when considering products?
- What motivates them?
- What drives their decision-making process?

Communication Preferences:

- What messaging do they prefer to receive?
- What is their preferred communication channel?
- What is their preferred communication style?
- Do they have the budget?
- Are they interested in the right audience?

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Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: <https://www.purple.com/>

USP: All Round Sale, Wide variety of products, Categorisation
Communication: User generated content, lots of tutorials, Value based content.

Competitor 2: <https://www.bebeautiful.in/>

USP: Personalised Beauty Regime, AR Try on, Interactive Website
Communication: Tips & Tricks, Celebrity Endorsements, Relatable content/memes

Competitor 3: <https://www.myglamm.com/>
USP: Collaborations, Brand Ties, Cashbacks/offer
Communication: User generated content, Brand collaborations, Tips & Tricks

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Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

COMPANY/TOPIC for project: NYKAA

- Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Brand colours: Pink, white
Logo: NYKAA

Mission/Values:
 Nykaa's vision and mission is to inspire and enable each person to thrive in their own uniqueness by creating a community and being a trusted source of information and products to cater to every lifestyle need by giving choice, inspiration, authenticity and convenience to diverse consumers.

USP: The USP of Nykaa is providing content that guides customers to make the right selection for their beauty and wellness needs.

Tagline: Your Beauty. Our Passion.

MARKS STATEMENT
(To be used by the Examiners)

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Sakshi Kark
Programme of Study: Digital Marketing
Year of Study: 2020-2023
Group: BBA
Register No/H.T. No: 120131607087
Name of the College: Prism 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. Devireddy
Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Sakshi Karr
 Programme of Study: Digital Marketing
 Year of Study: 2020 - 2023
 Group: BBA
 Register No/H.T. No: 120131607087
 Name of the College: Prism Degree College
 University: Andhra University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	
2.	For the grading giving by the Supervisor of the Intern Organization	20	
3.	Viva-Voce	50	
	TOTAL	150	
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	

N. Devaraju
 Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

PRINCIPAL
PRISM COLLEGE
 VISAKHAPATNAM-16



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of Andhra Pradesh)

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