

NAME: RUHI

ROLL NO: 120131607085

GROUP: BBA

COLLEGE: PRISM DEGREE

COLLEGE

INTERN TOPIC: DIGITAL

MARKETING

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: **RUHI**

Name of the College: **PRISM DEGREE COLLEGE**

Registration Number: **120131607085**

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. GIURUKIRAN KAUR

(Name of the Faculty Guide)

Department of

PRISM DEGREE COLLEGE

(Name of the College)

Submitted by:

RUNI

(Name of the Student)

Reg.No: 120131607085

Department of BBA

PRISM DEGREE COLLEGE

(Name of the College)

Student's Declaration

I, Ruhî a student of Smart Bridge internship Program, Reg. No. 120131607085 of the Department of Potism Degree college 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 Mankar (Name of the Faculty Guide), Department of BBA, Potism Degree college (Name of the College)

(Signature and Date)

[Signature with Date and Name]

Official Certification

This is to certify that RUHI (Name of the student) Reg. No. 120131607085 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 Polym Degree college (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

N. Devra
Faculty Guide
G. Venkateswaran
Head of the Department

Principal

Chaitanya
PRINCIPAL
PRISM COLLEGE
VISAKHAPATNAM-16

Certificate from Intern Organization

This is to certify that Ruhi (Name of the intern)
Reg. No 120131607085 of Poism Degree Collegee (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

wish to express my sincere gratitude to the Principle of Poism Degree college for giving opportunity to do the internship programme I also want to do the internship & 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 interning programmes 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 successfully.

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Outcomes description

Real time technical skills

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skills

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developments

Describing technological
developments

Student Self Evaluation

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of Inst.

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 for the impact of any form Small Size business into a Parallel and huge one. Its impact is so much high even small size business are growing their shares in the every large market.

Learning Objectives:-

Brand Awareness :- Brand awareness is one of the imp. aspects and objectives of digital market it will increases like business reach and a large number of people will to know about your business name and people.

Lead Generation :- It will surely help you to get a high amount of leads which will fill your E-mail list of potential customer and you will definitely have a much a countion Social media Platform of digital marketing method is one of the best ways to capture your potential customer online.

Promotion for new Services and Products:- If you're 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 in the increase of Profit Shares.

Retaining old customers:- Digital Marketing also help you to keep track on your old customers and their preferences, 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 competitions.

Improve User Experience:- Deduce the bounce rate of the website use digital marketing techniques to image the awarness on your website.

Less costly:- Running cost of online marketing ads is the most 1/4th of the office 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.

I BRIDGE Organisation :-

I am an ed-tech organisation with the main objective bridging the existing gaps between Prevailing industry standard and what the academic offer to graduates while passing out of university.
Bridge also offer suitable skill development and to the young talent before on-boarding their first job.
To bridge the gap between academia-industry there outcome experiential learning programs on engineer for the ate world.

I : -
brid technology communities in a academic to nage students towards innovation and the ownership.

ducts:-

Market Internz

TOOTGyan

Services:-

PK Hack

Rapid Prototyping event

Partnership Programs

Green Readiness Program

ED Centers

Green Mentoring.

Activities:-

Self directed career guidance programs for educational institutions.

Appropriate certification courses that suit the industry need.

Maintain the trainees, expanded awareness about the latest industry standards.

Liaise with corporates to offer niche internships.

Establish technology development centers in colleges.

Specialised incubation centers in collaboration with corporates.

CHAPTER 3: INTERNSHIP PART

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

Digital Marketing internship is focused on the digital branch of marketing as the name suggest interest and Social media have become Strategic marketing channels and therefore contributed to develop significantly this profession.

Primary duties of a develop significantly this profession School or online digital marketing training the interns the practical experience of digital marketing with qualified professionals. In the digital marketing internship interns second work on a variety of digital marketing tools, they include multiple tasks.

First in a digital Marketing internship the intern will also needed to development new ideas and design second the interns will also learn about E-mail marketing while assisting their seniors. the interns themselves will get benefit on experience. Through Email marketing the interns learn to reach out to clients and customers quickly and flexibility.

the interns learn to send message via e-mail to market their product and increase their website visits by keeping the customers in touch.

Third by keeping function the interns learn in digital marketing internship is to prepare optimised content that we call the famous the interns click understanding how to prepare optimised content with hand knowledge they get from their Supervisor interns become moderately good at developing SEO not which is an impression, skills 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	- what is digital marketing - where it is used - Advantages	N. Aruna
Day -2	Introduction to traditional marketing and how Digital Marketing	- what is traditional marketing - Differences between traditional and Digital marketing	N. Aruna
Day -3	Introduction of Segments of digital marketing and their examples	- SEO, PPC, content Social media Email , video App store influences marketing.	N. Aruna
Day -4	Assignment:- To prepare or create an ad for a famous brand with team members	- Entrepreneurial skills - Leadership skills - Innovation & creation - Team work	N. Aruna
Day -5	Introduction of Brand Building, customer Journey target audience and customer profile	- stages in customer Journey - Branding process - Advantages of target audience	N. Aruna
Day -6	A weekend test was conducted on the basis of topic that were taught from Day 1 to 5	Paper Presentation skills, tight grip on theoretical part of Pm	N. Aruna

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 and also how to introduce ourselves she later gave brief explanation about what is digital marketing and its advantages, about what its scope in todays modern world. The next day she taught us how DM is different from traditional marketing that we have been using in past the 3rd day she taught us most important topic Segment of digital Marketing with complex in PPP the next day she has conducted as fun assignment of creating an fast food brand by dividing our whole class greatfull. 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 learnt from past 5 days to check knowledge about topic and see weh she had grown the topic past 5 days to check our knowledge about the topic.

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	N.Arora
Day -2	Off Page techniques	off-Page SEO, technical SEO	N.Arora
Day -3	Keyword research and analysis	finding keywords to target your ads and its analysis	N.Arora
Day -4	Google ads & Seoptimer	uses of google ads & SEO your tool to perform detailed SEO	N.Arora
Day -5	Google Content	Creating custom G-mail	N.Arora
Day -6	Ubersuggest	Free Keyword Research tool (SEO)	N.Arora

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 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 aspect 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 and competitor's data	- Team work - Leadership - Details about on-page and off-page optimization	N. Aruna
Day - 2	Brainstorming - 1! finding clients key-words according to their popularity.	- Excel sheet basics - Presentation skills - SEO Keyword research	N. Aruna
Day - 3	Brainstorming - 2 finding clients keyword according to their popularity	- What is low, high, medium, premium keyword - Bidding coverage	N. Aruna
Day - 4	Brainstorming - 3 finding competitors keywords according to their popularity	- Excel Sheet basics filters - Presentation Skills - SEO Keyword	N. Aruna
Day - 5	Brainstorming - 4 finding competitors keywords according to their popularity	- What is low, high, medium, premium keywords - Bidding analysis etc.	N. Aruna
Day - 6	Brainstorming - 5 Presenting Keyword comparison b/w client and competitors in excel sheet	Finding Keyword and SEO usage of keyword website that leads to ranking.	N. Aruna

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 Project anime, 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 competition 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 suffice and profit 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 competitor websites.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Theoretical learning (Intro) How to implement On-Page SEO	<ul style="list-style-type: none"> → On-Page SEO → Off-Page SEO → Technical SEO → Local SEO → Universal SEO 	N.Aruna
Day - 2	Theoretical learning What is on-page SEO? Steps to implement it	<p>Identifying goals objectives and KMS URL structures</p> <p>Anchor links.</p>	N.Aruna
Day - 3	Theoretical learnings Transactional keyword search	<ul style="list-style-type: none"> → Services → Company → Product → Solutions 	N.Aruna
Day - 4	Theoretical learning Tools used for transactional keyword tools used for it	<ul style="list-style-type: none"> → google suggest → google trends → google Related → google keyword planner 	N.Aruna
Day - 5	Theoretical learning Intro to informational keyword research and tools used for it	<ul style="list-style-type: none"> → Survey → Answer the Public 	N.Aruna
Day - 6	Assignment A weekend test was conducted on the basis of types that from Day 1 to 5	<p>Paper Presentation Skills, tight grip</p> <p>On the theoretical Part of DM</p>	N.Aruna

WEEKLY REPORT

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

MAINTAINANCE	
Objective of the Activity Done:	THEORETICAL LEARNING OF A WEBSITE
Detailed Report:	<p>On the 1st day of our 4th week internship programs, our trainers has shown us different website under different categories and their on-page and off-page maintenance. The 2nd day was followed by knowledge us what is on-page SEO and how to implement it in clear 11 steps.</p> <p>Third day she has shown us how to implement us in practical and image optimization through which we have learnt how to describe an image using alttributes. 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 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 the knowledge about the topics.</p>

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction on to content marketing	→ what is content marketing How it is used in digital marketing	N. Aruna
Day -2	Introduction to strategic plan in content marketing	- who do you want to reach. - how will you deliver content to them	N. Aruna
Day -3	Strategic Plan in content marketing	How will you achieve and measure your targeted results	N. Aruna
Day -4	Business case in content marketing	what business goals do you need to achieve now will content market bring clarity.	N. Aruna
Day -5	Positioning in content marketing	what is your brands unique valuable personality a better choice over the others.	N. Aruna
Day -6	Value Proposition in content Marketing	what value do you provide to your audience with your content.	N. Aruna

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 an audience by creating and sharing relevant articles, videos, podcasts and other media. This approach establishes expertise, promotional brand awareness and keeps your business top of mind when it's time to buy what you sell.

How companies organize their content marketing

- i) Content centre of excellence consisting of experts who provide leadership.
- ii) editorial boards or content council - content creators for marketing who meet frequently to align content.
- iii) content department - creates light 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, platform, objectives, uses etc	N. Aruna
Day - 2	Profile optimization is social media marketing.	- Accurate, complete active direction to website and has etc.	N. Aruna
Day - 3	Role of posting in Social media strategy	- useful cultural relevant post, video stories, photos stories.	N. Aruna
Day - 4	How to keep engaging with audience in social media marketing	- liked, share, comment and follow customer follower, influence	N. Aruna
Day - 5	Role of advertising in social media marketing.	- Paid methods of reaching targeted and organic method	N. Aruna
Day - 6	measuring the results in social media - marketing.	- use Platform and website analysis to see what's working.	N. Aruna

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 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 is it important to stand-out from crowd.

iv) Engagement - engaging with your followers is important in building a community.

v) Track and analysis marketing with the data.

vi) And statistics, 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, obj. users etc.	N. Aruna
Day - 2	Email templates technicals review in e-mail marketing	→ Reviewing your email template and building of design for email	N. Aruna
Day - 3	content creation and audience analysis in email marketing	Creating useful content for audience and sends our personalized email	N. Aruna
Day - 4	Email list maintenance in email marketing	Providing on going support and maintenance for their campaign	N. Aruna
Day - 5	exporting in email marketing	Providing you with reports that includes and break down of	N. Aruna
Day - 6	Email campaign and email marketing strategy	Breaking down your campaign into multiple phases.	N. Aruna

WEEKLY REPORT

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

Objective of the Activity Done: CONCEPT OF EMAIL MARKETING

Detailed Report: Our trains in week -7 taught us about another important concept of digital marketing i.e., email marketing. Email marketing i.e., email marketing is act of sending a commercial message typically to a group of people. Using email in this broadset 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:-

- i) Make a tagfull 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	N. Aouna
Day - 2	How does mobile marketing work (practical)	→ Mobile marketing ad formats and 3 types	N. Aouna
Day - 3	Types of mobile marketing strategies	→ App-based → in-game mobile marketing - all wide → SMS, MMS	N. Aouna
Day - 4	mobile marketing google ads enhanced campaigns	→ Enhanced campaigns allows advertising manager their google ads	N. Aouna
Day - 5	google mobile ad extensions in mobile marketing	→ mobile giving until → click-to-call → google to offline click to download	N. Aouna
Day - 6	mobile marketing best practices.	→ Be clear and concise optimize for local	N. Aouna

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 on 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 through SMS text messaging, MMS multi media message through downloaded apps using a mobile device to scan on a mobile device to scan target audiences not so much by demographics but as behaviour is mobile marketing the devices (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.)

Smart Bridge offered me an internship to Digital Marketing of which I am very grateful. The skills that I learned and knowledge that I gained are plenty. I couldn't have helped for a better internship experience to lay a foundation for my future career.

My internship experience was extremely insightful all thanks to the supportive and co-operative mentors that explained initial topics in a simple comprehensible language and helping to go through the practical topics with ease. I experienced prompt doubt clearing 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 raising the enthusiasm of an organisation first hand & adapting my communication style accordingly to facilitate better collaborations.

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

OTO/VIDEO EDITING:-

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

SEO (Search Engine Optimization):-

is one of the most important segment of digital marketing. is the process used to optimize a website's technical configuration, content relevance and user popularity. So, its pages become easily findable, more relevant and popular words uses search engines. engines and as a consequence search engines rank them better. we have got an opportunity to learn about keyword planners and tools of keywords to rank websites.

CRM (ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT):-

monitoring customer experiences helps companies understand the changing needs of their target audience. original markets need to develop skills of customer relationship management which

Strategies you can use too.

4) EXCEL SKILLS AND SHORTCUTS (BASIC):-

We have learnt some basic excel skills like saving and opening a workbook and managing worksheets, formatting cells, printing and some excel functions (basic) like sum, count, average, time, data, left, right, etc.

5) 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 had created text documents edited and formatted existing documents, created graphical documents using stock images in Microsoft bring, detected grammatical errors in a text document.

6) MS POWERPOINT PRESENTATION (BASICS):-

We have learnt some basic for creating a Power Point presentation like choosing a theme, inserting slide, adding text, picture, formatting text, adding shapes, creating table, creating slides show etc and has saved our presentation. 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.

Planning → Accurately estimate time and effort required to complete a task.

Leadership → Open communication, Creativity, Positivity, and time management.

Team work → Problem solving, listening to others opinions.

Behaviour → Inter Personal, Self-regulatory, task related behaviour that connect to successful performance in education and also at work place.

Workmanship → Hardwork and skills that go into making something or working at a task.

Productive use of time → Measurement of how much of work is been completed in the given time.

weekly improvement in competencies → working together, creative facilitation, leading change, accelerating learning.

Goal setting → improving written and oral skills, graphic design and media production, providing of excellent client service, gain confidence in myself understanding of the brand theory and brand voice.

Decision Making → challenging, making choices, creative thinking, feasible, attention, opportunity, situations, assumption, 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 situation
- Keep on learning and Practising.
- Talk face-to-face wherever possible
- Use as many examples as you can
- Ask questions or queries
- cheer 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're 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.

ABILITIES IN GROUP DISCUSSIONS:-

- Flexibility.
- Analytical thinking
- Critical thinking
- Problem solving
- Investigation
- Team Player
- Strategy
- Active listening
- Ability to compromise
- Time management.

PARTICIPATION IN TEAMS:

- Delegate
- Make decisions together
- Don't micromanage
- Communicate effectively
- Give and 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 role.
- CONTRIBUTION AS A TEAM MEMBER.
- Recognise Interdependencies
 - Be credible and reliable
 - Ask communication and questions
 - Break it down
 - look at the past
 - look to the future.

LEADING A TEAM/ACTIVITY:-

- Listen and 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:-

Big data is a term that describes the large volume of data - both structured and 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 and more.

How is big data transforming digital marketing?

- Personalization and customization
- Improved analytics
- Improved decision making
- Customer journey mapping
- Real-time marketing
- Segmentation
- Improved ROI
- Competitive analysis
- Improved customer services
- Innovation.

ARTIFICIAL INTELLIGENCE:-

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

Natural languages, recognizing Patterns, Solving Problems and making decision.

MACHINE LEARNING:-

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

How is machine learning transforming digital marketing.

- Personalized Marketing. → Sentiment analysis.
- Customer Segmentation → SEO and SEM
- Predictive Analytics → website and campaign optimization.
- Personalized ad bidding
- Content creation and customer
- chatbots and virtual assistants.

BOTS AND CHAT BOTS:-

A bot is a software application programmed to perform certain tasks. Bots are automated, which means they have according to their instructions. A chatbot is a specific type of bot that is developed designed to simulate human conversation. These bots interact with user typically via a chat interface which can exist on websites or apps, or even

ON Social media Platforms .

How are Bots and chatbots 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: RUHI

Registration No: 180131607085

Term of Internship: 2 months From:

To :

Date of Evaluation: 28/07/23

Organization Name & Address: Digital Marketing

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

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

Date:


Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: RUCHI

Registration No: 190131607085

Term of Internship: 8 months From:

To :

Date of Evaluation: 28/07/23

Organization Name & Address: Digital Marketing

Name & Address of the Supervisor Agna Vallamilli
with Mobile Number 9171391333

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

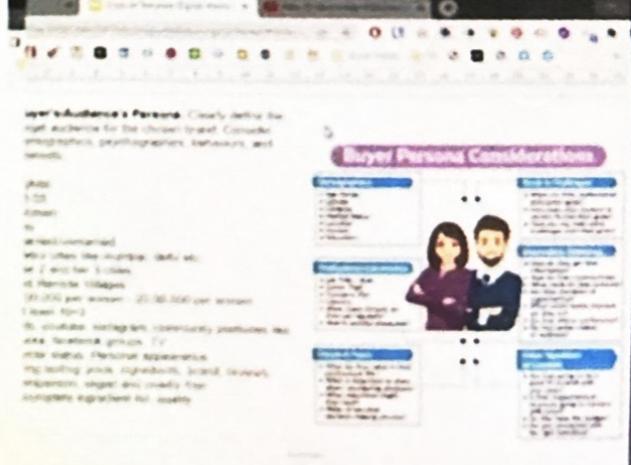
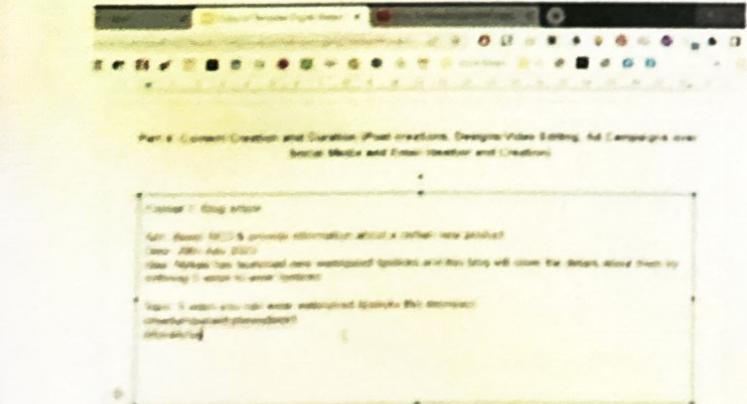
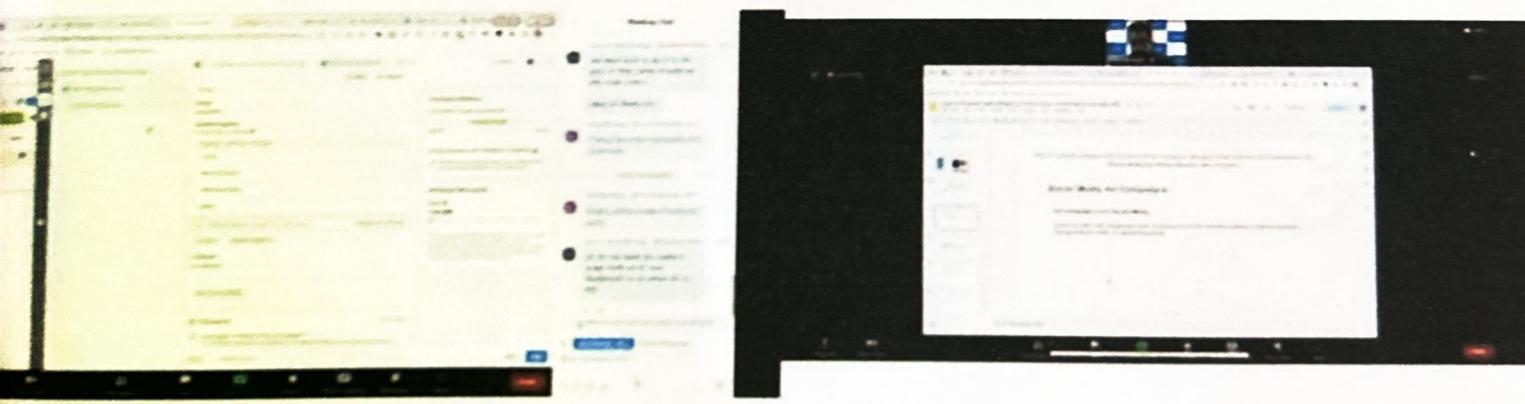
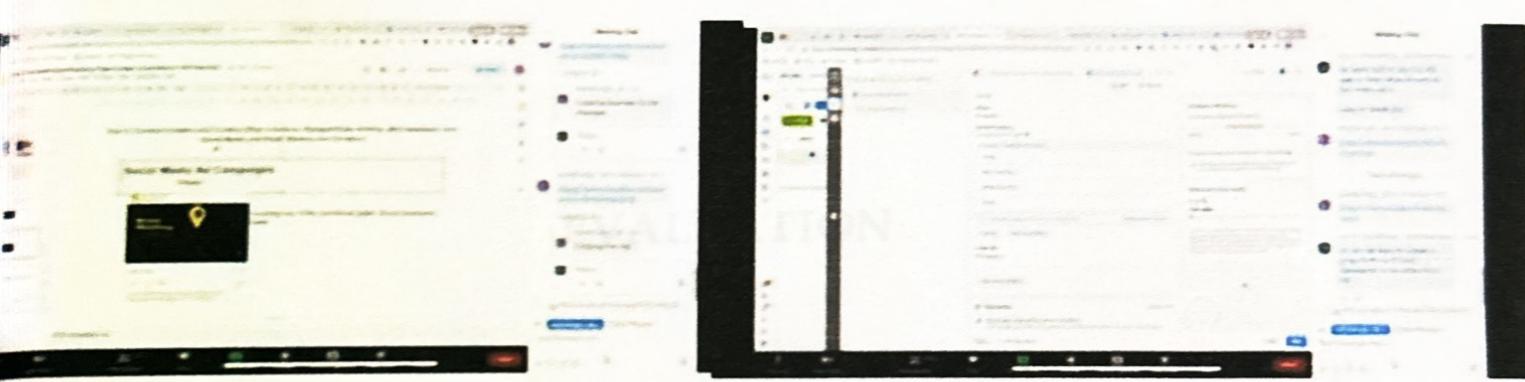
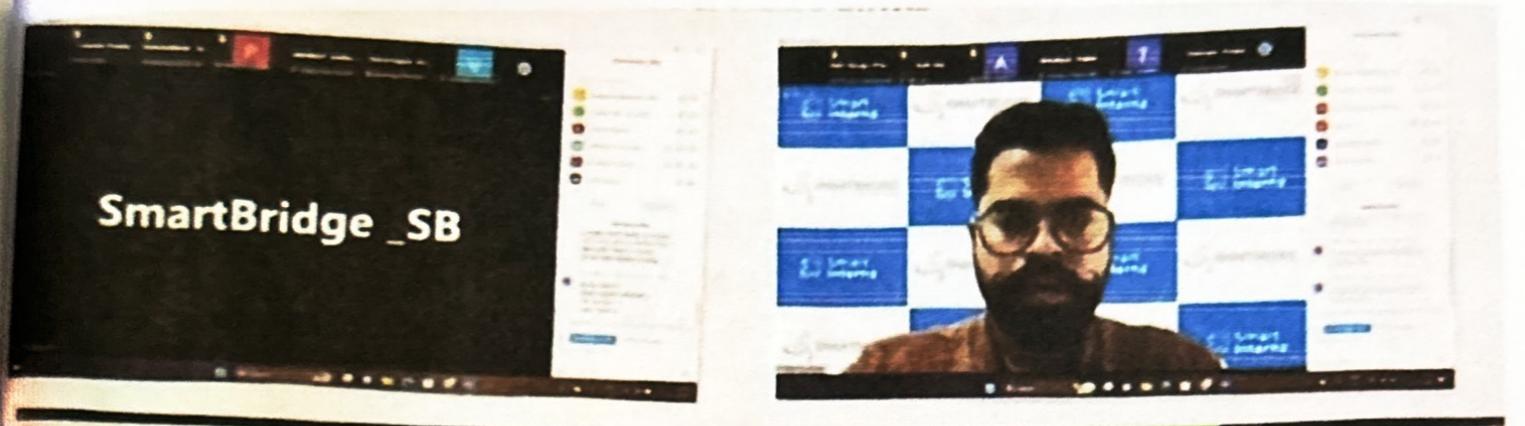
Rating Scale: 1 is lowest and 5 is highest rank

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
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14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date:

N. Deena
Signature of the Supervisor

PHOTOS & VIDEO LINKS



EVALUATION

The evaluation process will be conducted for 200 marks. Internal Evaluation for 20 marks and External Evaluation for 180 marks.

The internal evaluation will be conducted by the concerned teacher and the external evaluation will be conducted by the CBSE and CCEA.

The internal evaluation will be conducted by the concerned teacher.

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Internal & External Evaluation for Semester Internship

Objectives:

- Explore career alternatives prior to graduation.
- To assess interests and abilities in the field of study.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.
- To acquire employment contacts leading directly to a full-time job following graduation from college.

Assessment Model:

- There shall be both internal evaluation and external evaluation
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 200 marks. Internal Evaluation for 50 marks and External Evaluation for 150 marks
- The number of credits assigned is 12. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings for Internal Evaluation shall be:
 - Activity Log 10 marks
 - Internship Evaluation 30 marks
 - Oral Presentation 10 marks
- The weightings for External Evaluation shall be:
 - Internship Evaluation 100 marks
 - Viva-Voce 50 marks
- The External Evaluation shall be conducted by an Evaluation Committee comprising of the Principal, Faculty Guide, Internal Expert and External Expert nominated by the affiliating University. The Evaluation Committee shall also consider the grading given by the Supervisor of the Intern Organization.
- Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

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

MARKS STATEMENT
(To be used by the Examiners)

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Ruhit

Programme of Study: Digital Marketing

Year of Study: 2020-2023

Group: BBA

Register No/H.T. No: 12013607085

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. Deveri
Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Ruli

Programme of Study: Digital Marketing

Year of Study: 2020 - 2023

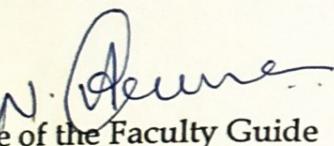
Group: BBA

Register No/H.T. No: 120131607085

Name of the College: PGSM 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	



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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