

Model Program Book



SEMESTER INTERNSHIP

Designed & Developed by



ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION

Digitized by srujanika@gmail.com

PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: SAGAR HI REMATH

Name of the College: PRISM DEGREE COLLEGE

Registration Number: 120131607107

Period of Internship: From: To:

Name & Address of the Intern Organization

ANDHRA University
YEAR

An Internship Report on
DIGITAL MARKETING

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of
B.B.A

Under the Faculty Guideship of
Mrs ARUNA NALLAMILLI

(Name of the Faculty Guide)

Department of
PRISM DEGREE COLLEGE

(Name of the College)

Submitted by:
SAGIAR HIREMATH

(Name of the Student)

Reg.No: 120131607086
Department of MARKETING
PRISM DEGREE COLLEGE

(Name of the College)

Student's Declaration

I, SAGAR HIREMATH a student of SMART Internship Program, Reg. No. 120131607086 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 Mrs Aruna Nalla Milli (Name of the Faculty Guide), Department of B.B.A, Prism degree college (Name of the College)


(Signature and Date)

Official Certification

This is to certify that SAGIAR HIREMATH (Name of the student) Reg. No. 120131607086 has completed his/her Internship in Smart Interns (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.B.A in the Department of Prism degree college (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

N. Deevi
Faculty Guide

S. Durukan Kar
Head of the Department
Chittaranjan

Principal

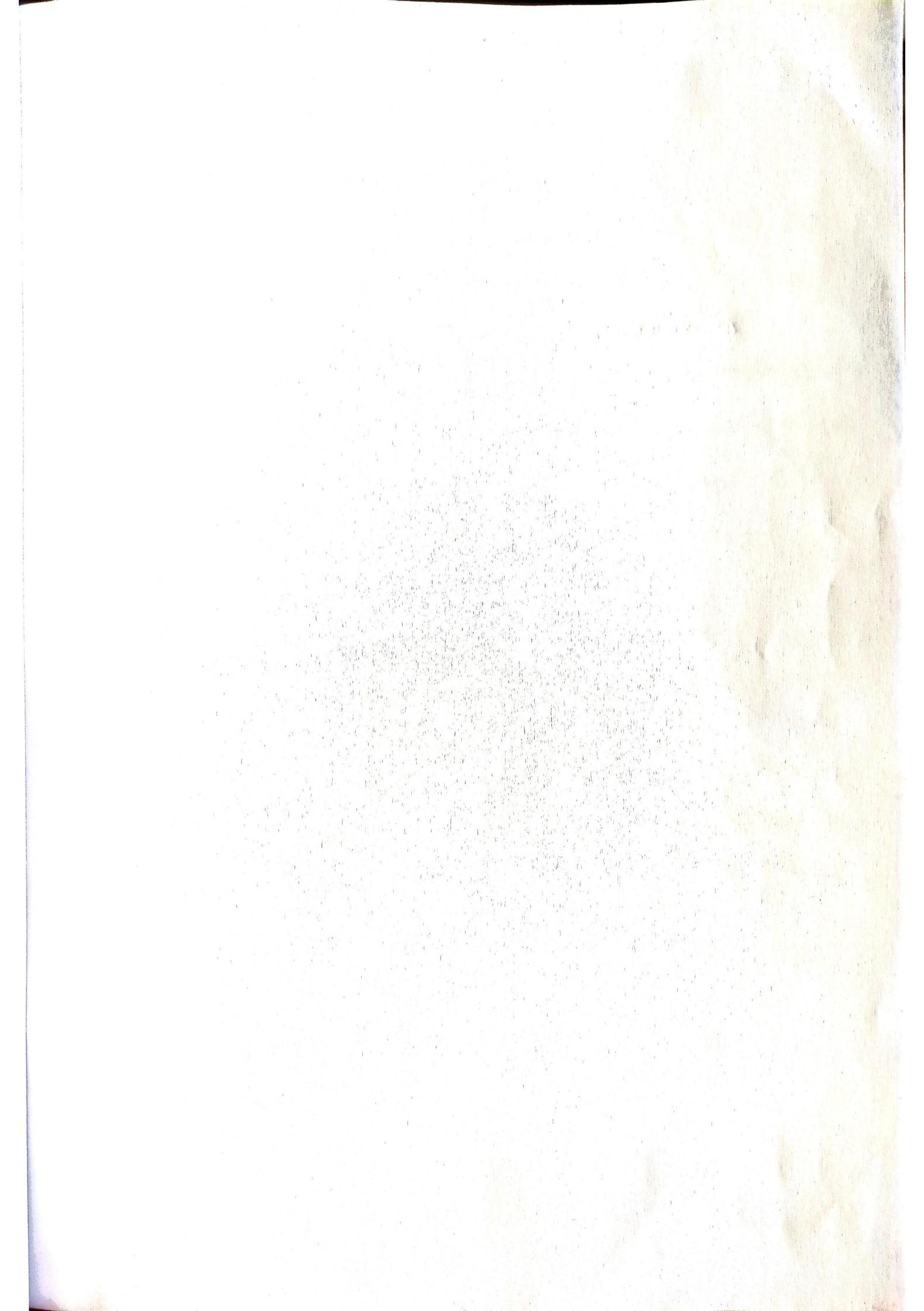
PRINCIPAL
PRISM COLLEGE
VISAKHAPATNAM-16

Certificate from Intern Organization

This is to certify that SAGAR HIREMATH (Name of the intern)
Reg. No 120131607086 of PRISM degree college (Name of the
College) underwent internship in Smart Interns (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

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 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 interns 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 successfully.

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CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

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

Learning Objectives:-

- 1) Brand Awareness- Brand awareness is one of the important aspects and objectives of digital marketing. It will increase your business reach and a large member of people will get to know about your business name and 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 and you will definitely have a much better conversion. Social media platform of digital marketing method is one of the best ways to capture your potential customer online.
- 3) Promotion for new services and products- If you planning to launch new products or services? Then your digital marketing objectives should be related

marketing have products

get customers. Through digital marketing increases your business know customers with significant help in the increase of profit above.

Retaining old customers- Digital marketing also helps you to keep track on your old customers and their purchase history to retain them to your company board.

Increase sales/profit- one of the major objectives of digital marketing is to increase the number of sales of your products and services to the right customers.

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

1) **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.

Improve user Experience- Reduce the bounce rate of your website use digital marketing techniques to engage more audience on your website.

Less Costly- Running cost of online marketing Ad is almost 1/4th of the offline marketing because through digital marketing you can directly target of 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 and what the academic offers to the graduates and while passing out of university.

Smart Bridge also offers suitable skills deployment and training to the young talent bridge on-boarding their first job.

Vision:-

To bridge the gap between academic & 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 academic to encourage students towards innovation & entrepreneurship.

products:

- 1) Smart Anteany
- 2) IoTGyan

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 programs 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.

Specialized 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 acquired.

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

Primary outline of a Digital marketing Intern - unlike the school or online Digital marketing training the interns get the practical experience of digital marketing with qualified professionals. In the digital marketing internship, interns learn to work on a variety of digital marketing tools. Their duties includes 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 hands 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 an essential function is to prepare optimized content. what we call the famous SEO. The internal deck to understand how to prepare optimised content with first-hand knowledge that get from their Superiors, the interns become moderated, good at developing SEO content which is an impressive skill to learn.

Fourth the novices 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	
Day - 2	Introduction to traditional marketing and how it is different from Digital marketing	-what is traditional marketing -Differences between traditional and Digital marketing	
Day - 3	Introduction of Segments of Digital marketing and their examples	-SEO, PPE, Content Social media, Email, video, APP store Influencer marketing	
Day - 4	Assignment:- To prepare or create an ad for a famous brand with team members	-Interpersonal skills -Leadership skills -Innovation & creation -Team work	
Day - 5	Introduction of Brand, Branding, Customer Journey target audience and customer personal	-Stages in Customer Journey -Branding process -Advantages of target audience.	
Day - 6	A weekend test was conducted on the basis of topic that were thought Com Day 1 to Days 5	Paper presentation skills, tight grip on theoretical part of DM	

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 not is introduce ourselves she later gave brief explanation about what is digital marketing and its advantages about what its scope in today's modern world. 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 the next day she has conducted as fun assignment of creating she has conducted as fun famous brand by dividing our whole class in to groups and our team was runner up still we go to learn our team from it for which was are 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 learned from past 5 days to check knowledge about topic and the week she had from the topic past 5days To check our knowledge about topic.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	On-page and offpage 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 & SEO optimizer	User of google ads & seo audit tool to perform detailed SEO	
Day - 5	Google Content	Creating customer G-mail	
Day - 6	Uber Suggest	free keyword Research tool (CSE0)	

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 aspects of a website to improve its visibility and crawlability for

- 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 competitors data	- Team work - Leadership - Details about on-page and off-page optimization	
Day - 2	Brainstorming - 1:- Finding clients key-words 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 keyword - Bidding average	
Day - 4	Brainstorming - 3 Finding Competitors keywords according to their popularity.	- Excel sheet basics, filters - Presentation skills - SEO keyword	
Day - 5	Brainstorming - 4 Finding Competitors keywords accordingly to their priority.	- what is low, high, medium priority keywords - Bidding averages, etc.	
Day - 6	Brainstorming - 5 Presenting keyword Comparison b/w client and Competitors in Excel sheet.	Finding similar keywords and the usage of keywords website that leads to ranking	

WEEKLY REPORT

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

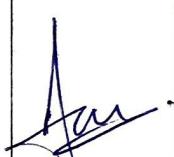
Objective of the Activity Done:

KEYWORD RESEARCH IN SEO

Detailed Report:

On the 1st day of our 3rd week internship programme, our trainer had divided our class into seven batches and asked to select a popular brand / local brand website for its keyword research. All the batches have presented their client and competition information in the Excel sheets. The 2nd day our trainers taught us how we can use google ad to generate keywords using website URL. The keyword selection should be suffix and prefix for the keyword and the competition, bid price must be low, popularity must be high (avg monthly views). By keeping these terms in mind we have to find atleast 1500 words. On the last day of 3rd week internship we had presented the keyword comparison chart of our client and competitors website.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Theoretical learning (Antao) 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	Theoretical learning What is on-page SEO? Steps to implement it	<p>Identifying goals objectives and KDP's URL structures</p> <p>Anchor links.</p>	
Day - 3	Theoretical learning Transactional keyword search	<ul style="list-style-type: none"> → Services → Company → Product → Solution 	
Day - 4	Theoretical learning Tools used for transactional keyword search.	<ul style="list-style-type: none"> → Google Suggest → Google trends → Google related → Google keyword planner 	
Day - 5	Theoretical learning Antao to informational keyword research and tools used for it.	<ul style="list-style-type: none"> → Quora → Answer the public 	
Day - 6	Assignment A weekend test was conducted on the basis of topics that were taught from Day 1 to Day 5	<p>Paper presentation</p> <p>Skills, tight grip on the theoretical Part of D.M</p>	

WEEKLY REPORT

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

Objective of the Activity Done:

THEORETICAL LEARNING OF A WEBSITE MAINTAINANCE

Detailed Report:

On the 1st day of our 4th week internship programme, our trainer has shown us different websites under different categories and their on-page and off-page maintenance. The 2nd day was followed by teaching us what is on-page SEO and how to implement it in clear 11 steps. Third day she has shown us how to implement us in practical way, the step that was quite interesting was image optimization through which we have learnt how to describe an image using Alt attributes. The 4th and 5th days were passed by learning about the transactional keyword search and informational keyword search and the we must use for the research on 5th day a weekend test was conducted on the above topics (From day 2 to day 5) and marks were assigned to each and every student according to their paper presentation and knowledge about the topics.

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	
Day - 3	Introduction of Segment of Digital	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 value	
Day - 5	Positioning in Content marketing	what is your brands unique value personality what makes it a better choice over its completion	
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:

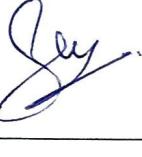
CONTENT MARKETING

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

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

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Social media marketing.	-what is Social media marketing - Types, platforms, Objectives, uses, etc.	
Day - 2	Profile optimization in Social media marketing.	- Accurate, Complete, active, links to website and has CTA.	
Day - 3	Role of posting in Social media strategy.	- Useful entertainment, relevant post, videos, lives, photos, stories.	
Day - 4	How to keep engaging with audience in Social media marketing.	- likes, share, Comment and follow customers, followers, influence.	
Day - 5	Role of advertising in Social media marketing	- Paid methods of reaching targeted audience. - Organic method.	
Day - 6	Measuring the results in Social media marketing.	- Use platform and 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 trainers 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 constant - posting content and engagement.
- (iii) Create engaging and interesting content it is important to stand-out from crowd.
- (iv) Engagement Engaging with your followers is important in building a community.
- (v) Track and analyse matrices with the data. And statistics, you can effectively analyze 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, objecting user etc.	
Day - 2	Email templates technical, review in e-mail marketing.	→ Reviewing your email templates and building of design for email.	
Day - 3	Content Creation and audience analysis in email marketing	Creating useful Content for audience and send our personalized email.	
Day - 4	Email list maintenance in email marketing.	Providing on going support and maintenance for thief campaign.	
Day - 5	Reporting in email marketing.	Providing you with reports that include and break down of your campaign.	
Day - 6	Email Campaign and email marketing strategy.	Breaking down your Campaign into multiple phases.	

WEEKLY REPORT

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

Objective of the Activity Done:

CONCEPT OF EMAIL MARKETING

Detailed Report:

Our 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 broadest sense, every email sent to a potential or current customer would be potential considered email marketing; it involves using email to send ad's, request business or elicit sales or donations.

Five tips for making money with email:-

- (i) Make a useful list.
- (ii) Plan a smart email list.
- (iii) Personalize emails.
- (iv) Personalize emails.
- (v) Automate 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.	M. J. Ali
Day - 2	How does mobile marketing work? (Practical)	→ Mobile marketing ad formats and styles.	M. J. Ali
Day - 3	Types of mobile marketing strategies.	→ App-based → In-game mobile marketing. → QR Code → SMS, MMS	M. J. Ali
Day - 4	Mobile marketing google ads enhanced Campaigns.	→ Enhanced Campaigns allow advertisers to manage their google ads.	M. J. Ali
Day - 5	Google mobile Ad extensions in mobile marketing.	→ Mobile site units. → Click-to-Call. → Google offers. → Click to download.	M. J. Ali
Day - 6	Mobile marketing best practices.	→ Be clear and concise optimize for local.	M. J. Ali

WEEKLY REPORT

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

Objective of the Activity Done:

CONCEPTS OF MOBILE MARKETING

Detailed Report:

Our trainer in week-8 taught us about another important concept of digital marketing i.e mobile marketing. mobile marketing is the art of marketing your business to appeal to mobile device users when done right, mobile device users when done right, mobile marketing provides customers or potential customers using smartphones with personalized time and get when 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 messaging through downloaded app using a mobile device to scan QR code. Mobile device to scan targets audience not so much by demographice but as behaviours. in mobile marketing, the device especially screen sizes.

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.)

Sysres technologies offered me an internship on digital marketing course for which I'm grateful. My internship began on _____ and had ended on _____. The skills have learned and knowledge have 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 worked like them, I was assigned to a team and reported to a manager and appointed a mentor as well as a poor advisor when I joined a mentor the team. I was assigned one or more projects to work on in addition to my daily tasks. At the end of the internship, I was given feedback on my performance and have the opportunity to apply for a graduate role. The most critical components of this experience that I will take with me into my future endeavours are:-

1. Don't even be afraid to ask questions.
2. It is okay to make mistakes.
3. Networking.
4. Recognizing work place culture.
5. The advantages of accepting feedback.
6. Accepting challenges and adaptable nature.

7. Enthusiasm is priceless.
8. Independence
9. Learning is quite fun while working.
10. Your work is valued.

Communication is influenced by culture, and as student, I learned that each company or organization has its own culture. It is critical to observe others as well as learn how they internal and engage with co-workers as well as how they assist them with tasks and 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 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 marketer.

2. SEO(SEARCH ENGINE OPTIMIZATION):-

SEO is one of the most important segment of digital marketing. SEO is the process used to optimize a website's technical configuration, content relevance and link popularity. So, its pages can become easily findable, more relevant and popular towards user search engines. Equines and as a consequence, search 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 growing needs of their target audience. Digital marketers needs to develop skills of customer relationship management.

management which involves strategies you can use to.

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 (basics) like sum, count, average, time, date, 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 edited and formatted existing documents, created graphical development using stock images in microsoft bing, detected grammatical errors in a text document.

6. MS POWERPOINT PRESENTATION (BASIC):

We have learnt some basic tasks for creating a power point presentation like choosing a theme, inserting slide, adding text, pictures, formating text, adding shapes, creating tables, creating slide 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.

1. PROJECT MANAGEMENT:-

with an abundance of constant moving parts that digital marketing managers need to keep track of, great project management skills are a top priority to stay organized and efficient (for team collaborations)

2. STRATEGY THINKING:-

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

3. DATA ANALYSIS:-

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

4. UNDERSTANDING CUSTOMER EXPERIENCE:-

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

5. EXCELLENT COMMUNICATION:

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

6. ADAPTABILITY AND CREATIVE PROBLEM-SOLVING:

Digital marketing managers face something new every day. The one who deals with it professionally stands out. These could be negative customer resource Google updates and many novel challenges. What a digital marketing manager keys pushing through challenges and figuring out the solution by applying an effective strategy.

7. LEADERSHIP AND TEAM WORK SKILLS:

Leadership skills are the strengths and abilities individuals demonstrate that help to oversee processes, guide initiatives of goals. Team work skills also play a major role in achievement of 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.,)

1. PROJECT MANAGEMENT :-

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

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

6. ADAPTABILITY AND CREATING PROBLEM-SOLVING :-

Digital marketing managers face something new every day, the one who deals with it professionally stands out. These could be negative customer reviews, Google updates and many novel challenges. What a digital marketing manager does pushing through challenges and figuring out the solution by applying an effective strategy.

7. LEADERSHIP AND TEAM WORK SKILLS :-

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

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

OBSERVING:-

- How do others enter into the discussion?
- How do they ask questions?
- How do they disagree with or support the topic?
- How do other students make critical comments?
- What special phrases do they use to show politeness even when they are voicing disagreement?
- How do they signal to ask questions or make a point

LEARN TO LISTEN:-

- Be an active listener and don't let your attention drift stay attentive and focus on what is being said.
- Identify the main ideas being discussed.
- Evaluate to the main idea/theme of tutorial.
- Listen with an open mind and be receptive to new ideas and points of view. Think about how they fit in with what you have already learnt.
- Test your understanding. Mentally paraphrase what other speakers say.
- Ask yourself questions as you listen take notes during class about things to which you could respond.

PREPARE :-

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

PRACTISE :-

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

- The 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 contribution 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 take work up.
- Ask them to expand on their point.
- Answering a question put to the group.
- Providing an example for point under discussion.
- Disagreeing with a point.

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

BIG DATA :-

Big data is a term that describes the large volume of data, both structured and unstructured that mandate 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
- Predictive analysis
- Improved decision-making.
- Customer journey mapping.
- Real-time marketing.
- Segmentation
- Improved ROI
- Competitor analysis
- Improved customer service
- Innovation

ARTIFICIAL INTELLIGENCE :-

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

MACHINE LEARNING:

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

How is machine learning

- Personalized marketing
- Customer segmentation
- Predictive Analysis
- Automated Ad Bidding
- Chatbots and virtual assistants
- Content creation and curation.

BOTS AND CHAT BOTS:

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

Transforming Digital marketing

- Sentiment analysis
- SEO and SEM
- website and campaign optimization

- Social media presence
- Cost savings.

Student Self Evaluation of the Short-Term Internship

Student Name: SAGAR HIREMATH

Registration No: 120131607086

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:


Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name:	SAGAR HIREMATH		Registration No:	120131607086	
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

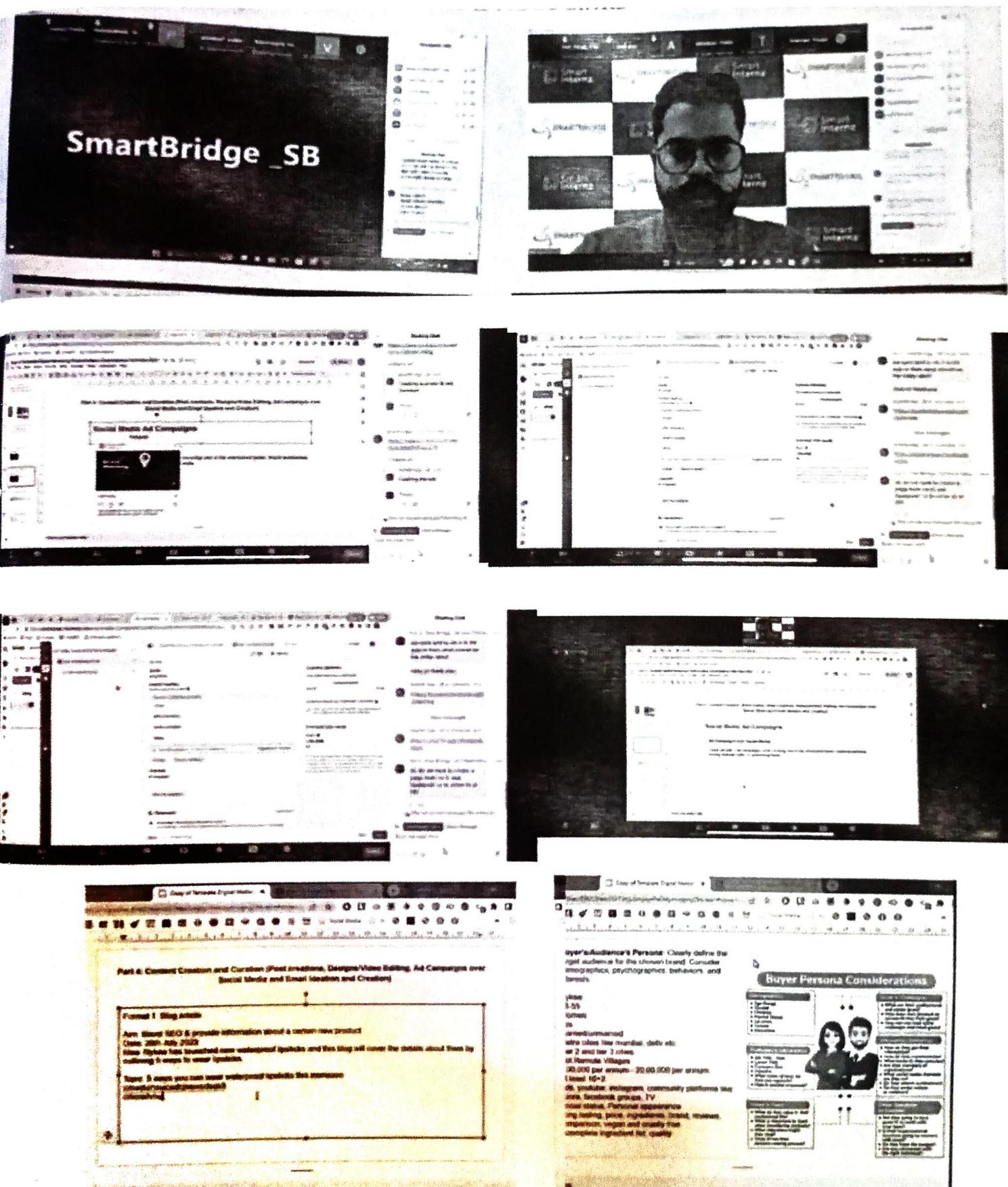
Rating Scale: 1 is lowest and 5 is highest rank

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. Deevi
Signature of the Supervisor

PHOTOS & VIDEO LINKS



EVALUATION

Page No

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: Sagar hiremath
Programme of Study: Digital Marketing
Year of Study: 2020 - 2023
Group: B.B.A
Register No/H.T. No: 120131607086
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. Agarwal
Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Sagar Hiremath
 Programme of Study: Digital Marketing
 Year of Study: 2020 - 2023
 Group: B.B.A
 Register No/H.T. No: 120131607086
 Name of the College: Prism Degree College
 University: Andhra University

SLNo	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	
2.	For the grading giving by the Supervisor of the Intern Organization	20	
3.	Viva-Voce	50	
	TOTAL	150	
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	

N. Devaraj
 Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Chittaranjan

Signature of the Principal with Seal

PRINCIPAL
PRISM COLLEGE
VISAKHAPATNAM

Page No



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of Andhra Pradesh)

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