

GOVERNMENT DEGREE COLLEGE NARASANNAPETA



DIGITAL MARKETING

Designed & Developed by



SEMESTER INTERNSHIP

ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

**GOVERNMENT DEGREE COLLEGE
NARASANNAPETA**

DEPARTMENT OF MATHEMATICS

PROGRAM BOOK FOR LONG TERM INTERNSHIP

Submitted in the partial fulfillment for B.Sc. (M.P.C) Internship

(Batch 2023-2024)



Submitted by

DASARI SEETHARAM

Reg. No: 2122004052008

B.Sc. (M.P.C) 6TH Semester

Under the Mentorship of

A. PAVITRA

Lecturer in Mathematics

Government Degree College, Narasannapeta

Srikakulam District-532421

PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student: Dasari. seetharam

Name of the College: Govt. Degree college

Registration Number: 2122004052008

Period of Internship: From: 12-02-24 To: 15-05-24

Name & Address of the Intern Organization :- smart Internz

Ambedkar 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.Sc (M.P.C)

Under the Faculty Guideship of

P. srividya

(Name of the Faculty Guide)

Department of

chemistry, Government Degree College

(Name of the College)

Submitted by:

Dasari. seetharam

(Name of the Student)

Reg.No: 2122004052008

Department of Chemistry

Gout. Degree college, Narasannapeta

(Name of the College)

Instructions to Students

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

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

Student's Declaration

I, Dasari. seetharam a student of Digital marketing
Program, Reg. No. 212200465 2008 of the Department of Chemistry, Govt Degree
College do hereby declare that I have completed the mandatory internship
from 12-02-2024 to 15-05-2024 in Smart Internz (Name of
the intern organization) under the Faculty Guidship of
P. Srividya (Name of the Faculty Guide), Department of
chemistry, Govt. Degree College
(Name of the College)

D. seetharam
(Signature and Date)

Official Certification

This is to certify that Dasari. seetharam (Name of the student) Reg. No. 2122004052008 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 chemistry in the Department of Govt. Degree college (Name of the College).

This is accepted for evaluation.

P. Sridya

(Signatory with Date and Seal)

Endorsements

Faculty Guide

:- P. Sridya
LECTURER
Govt. Degree College
NARASANNAPETA

Head of the Department

:- chemistry

Principal

[Signature]
PRINCIPAL
GOVT. DEGREE COLLEGE
NARASANNAPETA-532 421
Srikakulam Dist.

Page No

Certificate from Intern Organization

This is to certify that Dajari. Seetharam (Name of the intern)
Reg. No. 212004052008 of Gout. Dajari College (Name of the
College) underwent internship in Smart In-Ternz (Name of the
Intern Organization) from 12-02-2024 to 15-05-2024

The overall performance of the intern during his/her internship is found to be
Satisfactory (Satisfactory/Not Satisfactory).

Authorized Signatory with Date and Seal

Contents

| Sl. No | Content |
|--------|-----------------------------------------------------------------|
| 1. | Introduction & suggested prerequisites |
| 2. | training time line |
| 3. | week - 1 :- Handy - on training + self learning |
| 4. | week - 2 :- Handy - on training + self learning |
| 5. | week - 3 :- Handy - on training + self learning |
| 6. | week - 4 :- Handy - on training + self learning |
| 7. | week - 5 :- Handy - on training + self learning |
| 8. | week - 6 :- Handy - on training + self learning |
| 9. | week - 7 :- project development + knowledge sessions |
| 10. | week - 8 :- project work + AMA session |
| 11. | week - 9 :- project work + AMA session |
| 12. | week - 10 :- project work + AMA session |
| 13. | week - 11 :- project work + AMA session |
| 14. | week - 12 :- project work + AMA session |
| 15. | week - 13 :- Interview preparation |
| 16. | week - 14 :- Career Development |
| 17. | week - 15 :- Career Development |
| 18. | knowledge sessions |
| 19. | Assignment + Quiz |
| 20. | Grand Assignment, Project work |
| 21. | Ask me Anything sessions, Submissions evaluation |
| 22. | Certificate Generation |
| 23. | Interview preparation, Career Fair |
| 24. | FAQs. |

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.

Learning objectives and outcomes:-

1. Gain practice in sight into digital marketing strategies and techniques.

* outcomes:- Acquired knowledge of digital marketing fundamentals and strategies, including SEO, social media marketing and email marketing.

2. Develop proficiency:- in using key digital marketing tools and platforms.

* outcomes:- Demonstrated competence in utilizing tools such as Google Analytics, mailchimp, and social media platform for marketing purposes.

3. Understand the importance of data analysis in assessing marketing performance.

* outcome: Learned to analyze and interpret marketing usage tools like Google Analytics to optimize marketing strategies.

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.

Introduction:-

In today's digital age, where the online realm serves as the primary market place, mastering digital marketing has become indispensable for business and individuals alike. This comprehensive handbook serves as your roadmap to navigating the multifaceted world of digital marketing.

Smart Bridge mission:-

Our mission is to establish a sustainable talent pipeline for the emerging industry by fostering strong industry-academia connections. Through our project-based learning and virtual internship programs, we equip students with in-demand skills in cutting-edge technologies, empowering them to succeed in their career.

ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|------------------------------------------------------------------|----------------------------------------------------------------|----------------------------|
| Day - 1 | Read the article "what is digital marketing?" | understanding the concept and importance of digital marketing. | |
| Day - 2 | studied basics of creating a website and SEO principles | understanding the website creation and SEO techniques | |
| Day - 3 | learned about keyword research. | understanding how to optimize content for search engines | |
| Day - 4 | explored digital marketing strategies | developing a digital marketing strategy | |
| Day - 5 | studied planning, budgeting, and evaluation of digital marketing | understanding how to plan budget, and evaluate campaigns | |
| Day - 6 | | | |

WEEKLY REPORT

WEEK - 1 (From Dt. 12th Feb to Dt. 16th Feb)

Objective of the Activity Done: Digital marketing fundamentals

Detailed Report:

Day 1:- Digital marketing encompasses a wide range of strategies and tactics aimed at promoting products (or) services using digital channels such as web sites.

Day 2:- Through studying the basics of website creation and SEO principles from search engine land, I delved into the foundational aspects of building a website optimized for search engines.

Day 3:- Engaging in keyword research and analysis.

Day 4:- Studying digital marketing strategies and planning techniques from SEM rules, was a pivotal learning experience.

Day 5:- Exploring planning and budgeting for digital marketing campaigns, I gained valuable insights into the strategic allocation.

Conclusion:- The activities conducted during the week provide a solid foundation in digital marketing fundamentals.

WEEKLY REPORT

WEEK - 4 (From Dt. 4th Mar to Dt. 8th Mar)

Objective of the Activity Done:

Instagram and LinkedIn

Detailed Report:

Day 1:- Instagram:- Creating and optimizing an Instagram account with a focus on setting up an Instagram business account.

Day 2:- Instagram:- Learning how to create Engineering content formats on Instagram.

Day 3:- Instagram:- Exploring advanced features on Instagram. Such as creating highlights, hiding likes, and managing tags.

Day 4:- LinkedIn:- Creating and optimizing a LinkedIn account and page for business purpose.

Day 5:- LinkedIn:- Exploring LinkedIn groups.

Conclusion:- The activities conducted during the fourth week provided practical insights into leveraging Instagram and LinkedIn for business purposes.

Student Name: Dasari. seetharam

Registration No: 2122004052008

Term of Internship: long From: 12-02-2024 To: 15-05-2024

Date of Evaluation:

Organization Name & Address:

Name & Address of the Supervisor
with Mobile Number

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

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

Date:

P. Srividya
Signature of the Supervisor

Page No

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Dajari. seetharam

Programme of Study:

Year of Study: Final year

Group: m.p.c

Register No/H.T. No: 2122004052008

Name of the College: Govt. Degree clg

University: Ambedkar university

| SLNo | Evaluation Criterion | Maximum Marks | Marks Awarded |
|------|-----------------------|---------------|---------------|
| 1. | Activity Log | 10 | <u>10</u> |
| 2. | Internship Evaluation | 30 | <u>30</u> |
| 3. | Oral Presentation | 10 | <u>05</u> |
| | GRAND TOTAL | 50 | <u>45</u> |

Date:

P. Enayath

Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Dasari. seetharam

Programme of Study:

Year of Study: B.Sc Final year

Group: M.P.C

Register No/H.T. No: 212200405 2008

Name of the College: Govt. Degree Clg

University: Ambedkar University


| SLNo | Evaluation Criterion | Maximum Marks | Marks Awarded |
|-------------------------------------|---------------------------------------------------------------------|---------------|-----------------|
| 1. | Internship Evaluation | 80 | 75 |
| 2. | For the grading giving by the Supervisor of the Intern Organization | 20 | 20 |
| 3. | Viva-Voce | 50 | 45 |
| | TOTAL | 150 | 140 |
| GRAND TOTAL (EXT. 50 M + INT. 100M) | | 200 | 145 + 140 = 185 |

Signature of the Faculty Guide

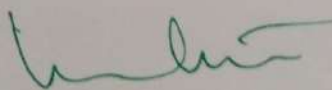
P. Sridya
LECTURER
Govt. Degree College
NARASANNAPETA

Signature of the Internal Expert

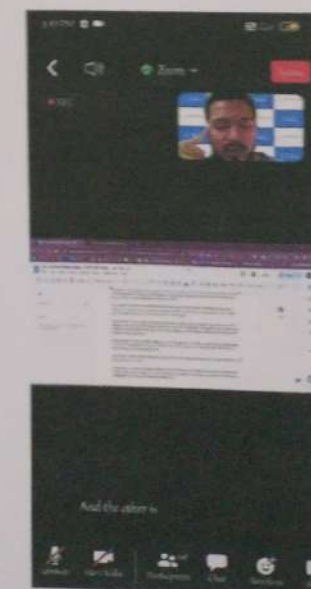
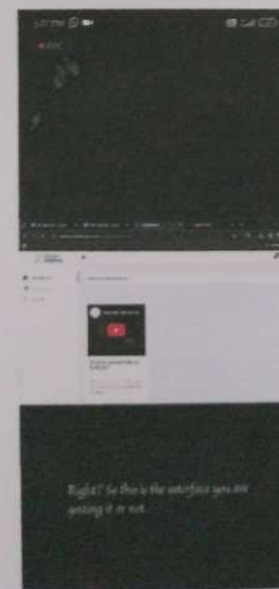
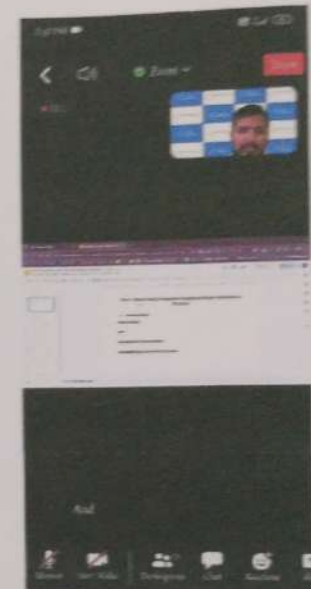
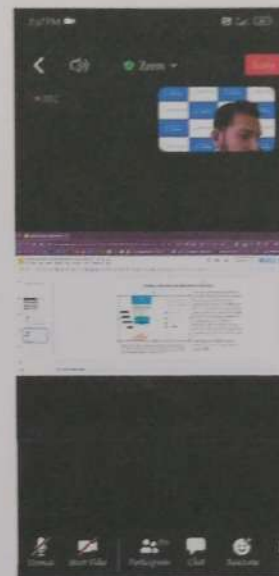
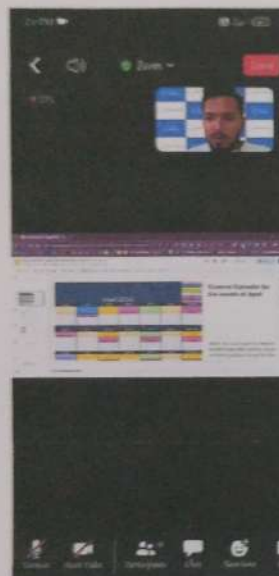
Signature of the External Expert

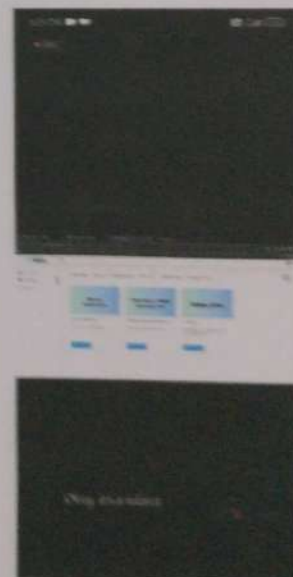
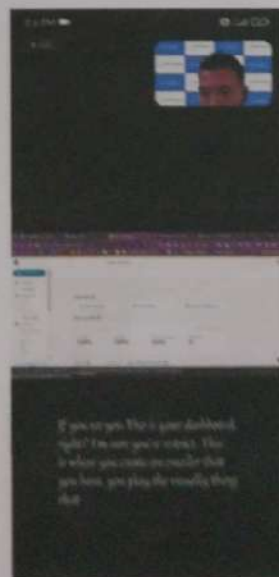
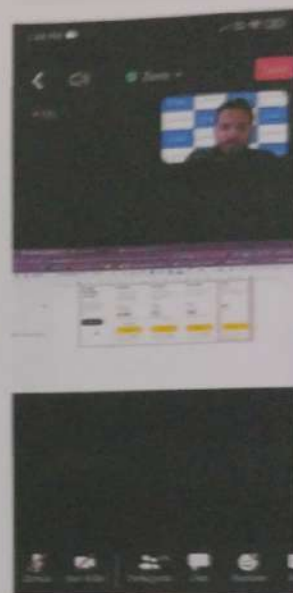
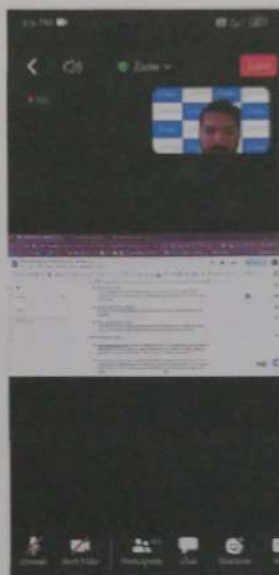
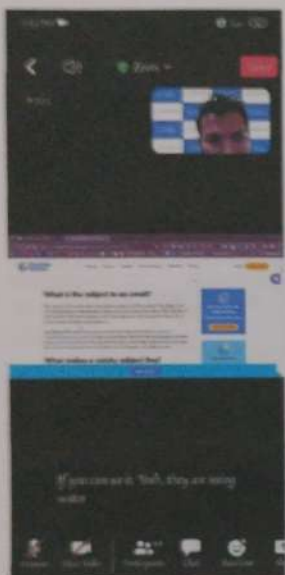
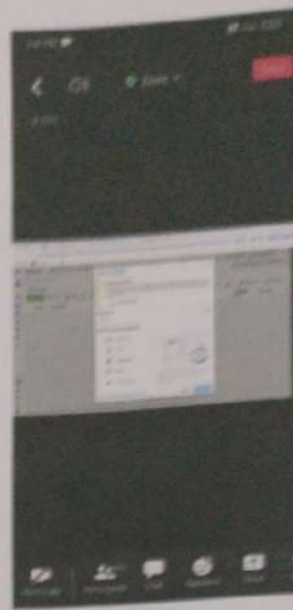
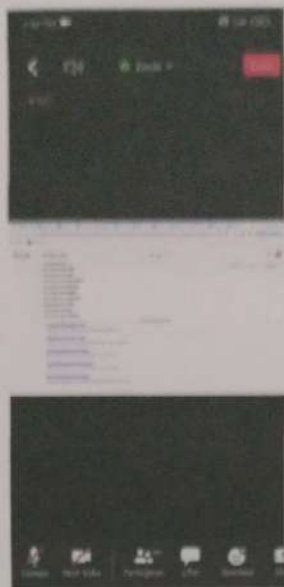

16/05/2024

Signature of the Principal with Seal


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Srikakulam Dist.

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COMMISSIONERATE OF COLLEGIATE EDUCATION

(A Statutory Body of the Government of A.P.)

CERTIFICATE OF PARTICIPATION

This is to certify that Ms./Mr. Dasari Seetharam of B.Sc with Registered Hall ticket no 2122004052008 under Government Degree College, Narasannapeta of Dr. B.R.Ambedkar University has successfully completed Long-Term Internship of 240 hours (6 months) on Digital Marketing Organized by SmartBridge Educational Services Pvt. Ltd. in collaboration with Commissionerate of Collegiate Education

Certificate ID: EXT-CCE_DM-19231

Date: 27-Apr-2024

Place: Virtual



Amarendar Katkam

Founder & CEO