

Model Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)



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PROGRAM BOOK FOR
SEMESTER INTERNSHIP

Name of the Student : Bagathi. Rupavathi

Name of the College : Govt. Degree. College, Narasampeta

Registration Number : 2122004066003

Period of Internship: **From:** 12.02.2024 **To:** 15.05.2024

Name & Address of the intern Organization: Smart
Bridge Educational services pvt. Ltd

D.R. B.R. 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.Com Computer Applications final year

Under the Faculty Guideship of

M. Shanthi Ham (Madam)

(Name of the Faculty Guide)

Department of

English, Govt. Degree College Narayanpet

(Name of the College)

Submitted by:

Bogathi. Rupavathi

(Name of the Student)

Reg.No: 2122004066003

Department of Commerce

Govt. Degree College Narayanpet

(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

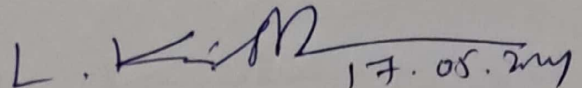
I, Bagathi. Rupavathi a student of Digital marketing
Program, Reg. No. 2122004066⁰⁰³ of the Department of Commerce
College do hereby declare that I have completed the mandatory internship
from 12.02.2024 to 15.05.2024 in Smart bridge Educational services pvt. Ltd (Name of
the intern organization) under the Faculty Guideship of
M. Shanthi Han (maichu) (Name of the Faculty Guide), Department of
English, Government Regore college Narasannapeta
(Name of the College)

B. Rupavathi
17-05-2024
(Signature and Date)

Official Certification

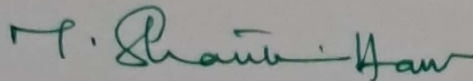
This is to certify that Bagathi Rupavathi (Name of the student) Reg. No. 2122004066003 has completed his/her Internship in Smart bride Educational Services Pvt Ltd (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of Commerce in the Department of Govt. Degree College Narasannapeta (Name of the College).

This is accepted for evaluation.


(Signatory with Date and Seal)

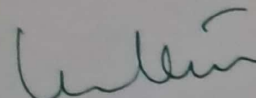
Endorsements

Faculty Guide



Head of the Department

Principal


PRINCIPAL
GOVT. DEGREE COLLEGE
NARASANNAPETA-532 421
Srikakulam Dist.

Certificate from Intern Organization

This is to certify that Brugathi. Rupavathi (Name of the intern)
Reg. No 2122004066003 of Govt Degree College (Name of the
College) underwent internship in Smart bridge Educational Services Pvt Ltd (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 / Not Satisfactory).

L. K. N. 17.05.2024
Authorized Signatory with Date and Seal

Acknowledgements

* In this semester internship report is the result of an end of the way of 4 months. It would not have been possible without the participation assistance of numerous brave and courageous people along the way. Thus, I have to thank you all.

First and foremost, I would like to give special gratitude to my parents who give me every opportunity to keep my step ahead.

I am indebted to my college teachers and the principal for their vision, encouragement, and endless contagious interest in the internship.

Last and most importantly, I would like to all those who made this report possible and become a reality with their kind assistance.

Digital Marketing

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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.

Learning Objectives:- To acquire a good professional knowledge

on job oriented MS-office, which includes the topics

(i) Digital marketing

(ii) MS-Excel

(iii) MS-Advance Excel

Summary:- I am very much thankful to APSCHIE for introducing internship. Secondly I am very thankful to USU a university & (Vaishnavi) Government degree clg & groups and arts.

Activities:- Practising the learned concepts in the classes made us very practical which help us to know each and every concept of topic practically

Outcomes:- I'm very confident that I have a good knowledge to acquire a job even in today's competitive world.

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 of organisation :- smartInternz is an organisation

which has a vision to reach out students and to elevate their talent and also to bring up students career with their proper guidance

Values and policies :- It is just known as a paid internship organisation but they provides a valuable knowledge at reasonable & as

well affordable price to students.

Performance :- This organisation is place like labyrinth once we

enter there are so many things & skill that a student can utilise it.

* CA - Current Affairs

* Live & recorded classes

* classes to all field to learners including upper primary children

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	* Indebunking for SEO bene fits * How to setup - use google Alerts	understand the Concept of facebook marketing (pages)	
Day - 2	* facebook marketing (pages) (groups) * <u>Affiliate marketing</u> * An Introduction to the	understand the concept of facebook marketing (groups)	
Day - 3	- would do affiliate marketing * fundamentals of niche selection - digital	understand the Concepts of how to find buyers get buyer traffic	
Day - 4	* digital products- proven framework to profitable affiliate products- digital	understand the Concepts of how to find buyers - get buyer traffic	
Day - 5	* reviews comparisons strategy to get buyer traffic - digital	understand the Concepts of video affiliate marketing on youtube	
Day - 6	* Powerful and proven 2-mail marketing strategies- digital marketing	understand the Concept build high converting e-mail campaigns.	

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.

for developing our managerial skills I and our classmates worked together in group each enhances team spirit. Includes us about each topic by the sharing of thoughts and ideas with one another.

In working as a team, every team needs a proper guidance of well educated and talented persons as leaders. As being a leader qualities i.e, how a leader should be it projects on the things like

* workmanship → The skill with which something is made

* productive use of time

* Competitions

* Improvement of student through competition

* How to set our goals

* what is the right time to begin & to make our own decisions

* which things are important to the student to manage all his / her works

* for how much time we need to work hard

* How to achieve success in management

* Problems in managing skills that arises etc..

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.,)

Improvement in Communication skills

Communication is the only way to express our feelings & views

- * By answering and responding to the teachers explanation oral and conversational ability based skills
- * waiting during notes and test requiring subject improves ability in waiting skills
- * motivation from our organisation faculty and friends improve and extends confidence levels while communication
- * Group discussions improves our anxiety management and other feelings are understood
- * seminars helps us getting understood by others and the concepts in extempore speech and ability in speaking
- * waiting note and sharing views with one another improves our ability to articulate the key points and closing the conversation and maintenance
- * quiz develops a sense of inferiority but in learnt it as necessity

Technological development:

Technology is developed & as well as developing day by day. In this technological world it is necessary to know minimum knowledge regarding the basic computer applications, so, I would like to thank our organisation chairman Sir & the organisation too i.e., "Smart Intern" for helping me to improve at affordable ranges.

⇒ Technical skills that I developed during internship are:-

- * Communication skills & technical knowledge in MS. Office
- * Organisational skills
- * Initiative responsibility
- * Adaptability and resilience
- * Ability to work independently
- * Problem solving and decision making skills
- * Curiosity / Inquisitiveness
- * Interpersonal skills
- * Self motivation
- * Determination / Tenacity
- * Receptiveness and coachability
- * Ability to plan and prioritize.

From my side I thought internship helped me a lot & now I am confident to acquire a good job that is suitable for my talent to be independent (finally).

Student Self Evaluation of the Short-Term Internship

Student Name: Bagathi · Rupavathi

Registration No: 2122004066003

Term of Internship: Long From: 12.02.2024 To: 15.05.2024

Date of Evaluation: 17-05-2024

Organization Name & Address: smart bridge Educational Services
Pvt. Ltd

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: 17-05-2024

B. Rupavathi
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Bogathi Rupawathi

Registration No: 2122004066003

Term of Internship: Long From: 12.02.2024

To: 15.05.2024

Date of Evaluation: 17-05-2024

Organization Name & Address: Smart Bridge Educational Services Pvt Ltd

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

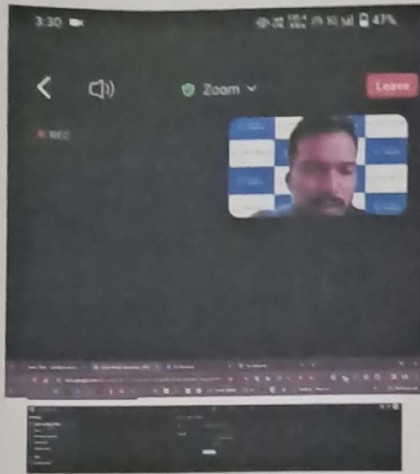
Rating Scale: 1 is lowest and 5 is highest rank

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
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13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date: 17-05-2024

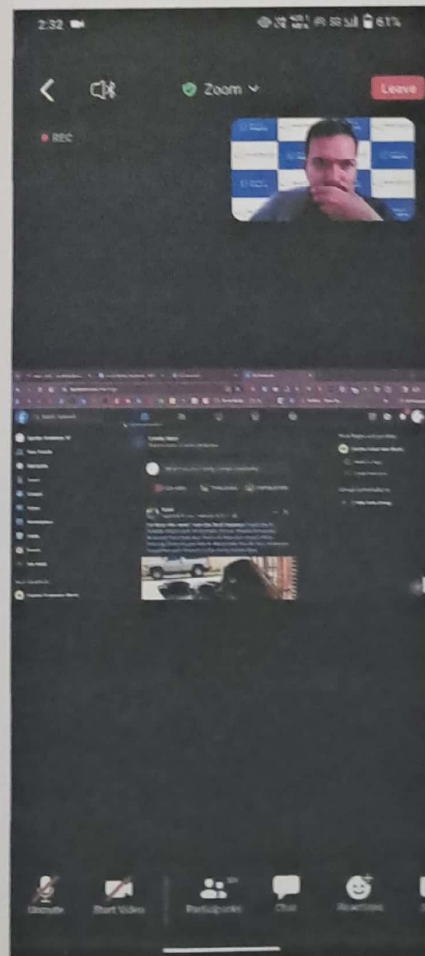
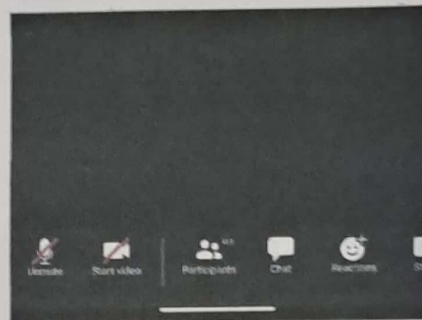
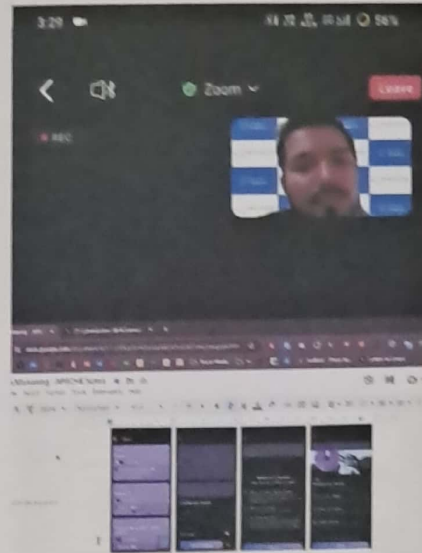
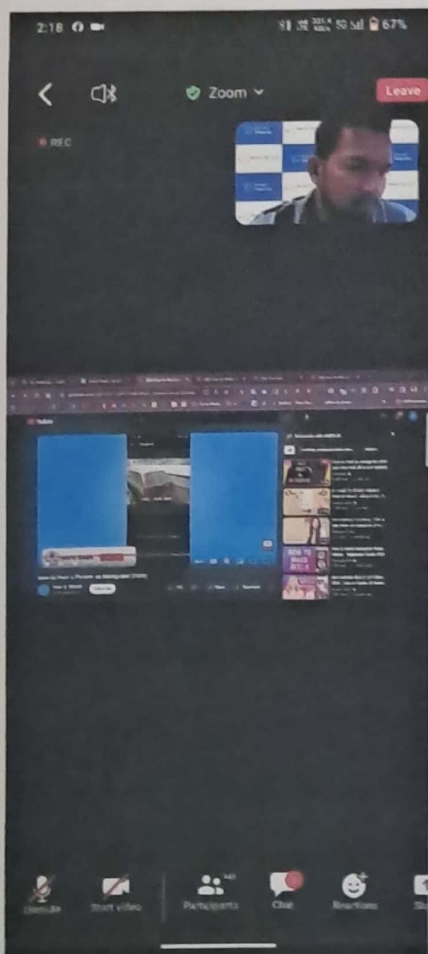
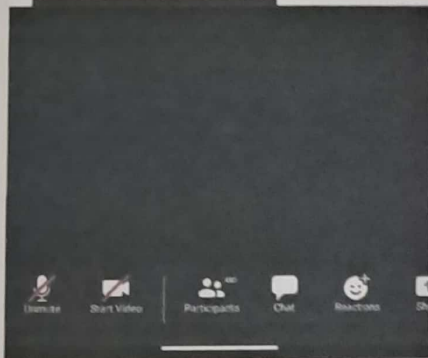
Signature of the Supervisor

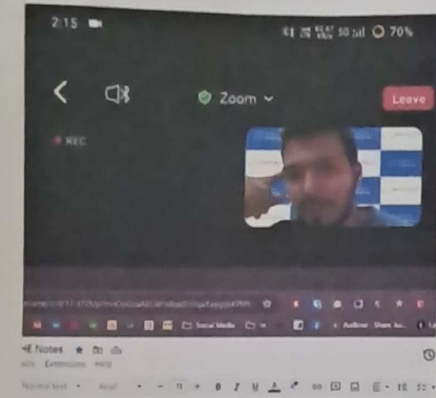
PHOTOS & VIDEO LINKS



Facebook Page: Promoting and Scheduling Posts

To keep the audience engaged it is necessary to update them with posts on varied topics. Now this could be done by clicking on the photo/video option on the page. You can do it this way or open Meta Business Suite which will help you schedule posts and story.

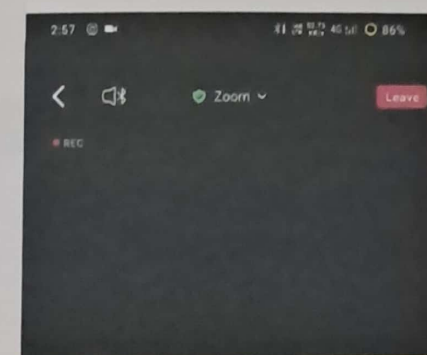
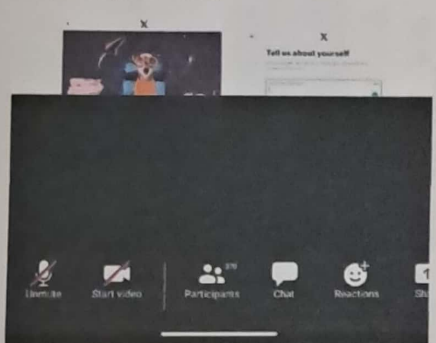




Step 13
After clicking on "Switch to professional", you will be guided to the process of creating a professional account. Before we dive into that we will talk about the advantages of having a professional account.

A personal Twitter account is typically used to share personal thoughts, opinions, and updates with friends, family, and followers. While a professional account is used to promote a brand, product, or service and to connect with potential customers, clients, and partners. It offers a wider range of tools, including Twitter Analytics, Twitter Ads, and more, that can help businesses optimize their content and reach a wider audience.

Coming back to the steps, you will have to give a brief description regarding your business or a personal bio to switch to a professional account. Then, that you will have to select a category which best describes your account. Once done, you'll have the option to choose your account type i.e. Business or Creator.

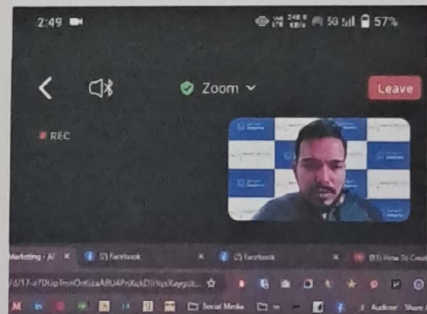
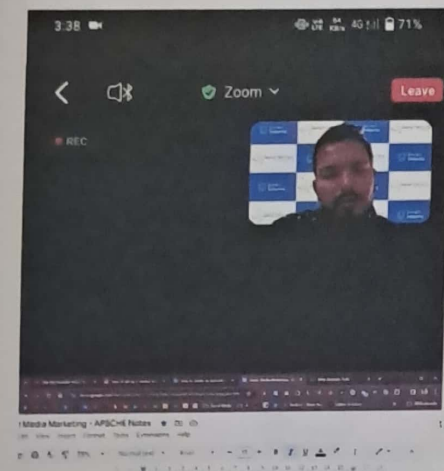
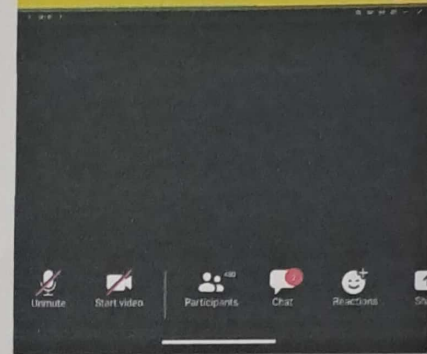


AD COPYWRITING TECHNIQUES

Aim to capture the attention of the target audience, communicate the value of a product or service, and motivate them to take action.

Here is simplified explanation:

- GRAB ATTENTION
- HIGHLIGHT BENEFITS
- KEEP IT CLEAR AND CONCISE
- ADDRESS PAIN POINTS
- ESTABLISH CREDIBILITY
- INCLUDE STRONG CTA (CALL TO ACTION)
- TEST & ITERATE

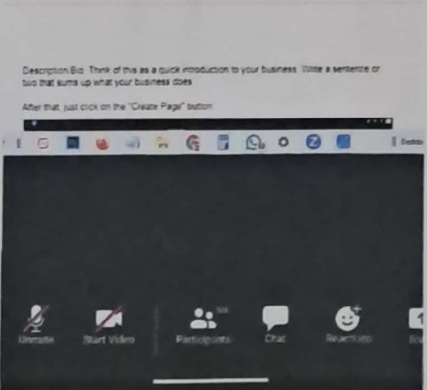


Marketing · AI · Facebook · Facebook · How to Create

As the beginning, you can enter the following information for your Facebook Business Page. You can update the other information gradually.

Name: This is the official name of your Page that everyone will see.

Category: Type a word that tells what your business is about, and Facebook will give you suggestions. Pick the one that matches your business.





COMMISSIONERATE OF COLLEGIATE EDUCATION

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

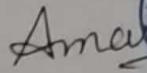
CERTIFICATE OF PARTICIPATION

This is to certify that Ms./Mr. Rupavathi Bugathi of B.Com with Registered Hall ticket no. 2122004066003 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-19265**

Date: 27-Apr-2024

Place: Virtual




Amarendar Katkam

Founder & CEO

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

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Bagathi. Rupawathi

Programme of Study:

Year of Study: 2021-2024

Group: B.Com. Computer Applications

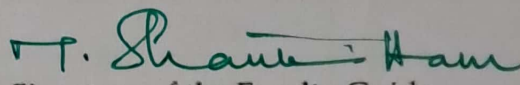
Register No/H.T. No: 2122004066003

Name of the College: Govt. Degree College Narasannapeta

University: Dr. B.R. Ambedkar 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: 17-05-2024


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Bagathi Rupavathi

Programme of Study:

Year of Study: 2021-2024

Group: B.Com [Computer Applications]

Register No/H.T. No: 2122004066003

Name of the College: Govt. degree college Narasannapeta

University: Dr. B.R. Ambedkar 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]

Signature of the Internal Expert

Signature of the External Expert

[Signature] 17.15.2024

Signature of the Principal with Seal

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

Page No

