

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
DIGITAL MARKETING

Name of the Student: Gasa Pradeep Satya Sai

Name of the College: RRDS Govt Degree College

Registration Number: 20326203006

Period of Internship: From: 16/01/2023 To: 16/07/2023

Name & Address of the Intern Organization
DH Solutions, Penugonda
West Godavari

Adikavi Nannaya University

YEAR

RRDS GOVT. DEGREE COLLEGE
BHIMAVARAM, W.G.DT., A.P.

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

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An Internship Report on

Digital marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Final year BA(H+PA)

Under the Faculty Guideship of

S. Satya Narayana

(Name of the Faculty Guide)

Department of History

R.R.D.S. Govt Degree College, Bhimavaram.

(Name of the College)

Submitted by:

G. Pradeep Satya Sai

(Name of the Student)

Reg.No: 203126203006

^{Program}
Department of B.A (H&PA)

R.R.D.S. Govt Degree College, Bhimavaram.

(Name of the College)

Student's Declaration

I, G. Pradeep Sathya Sai a student of B.A (HEPA)
Program, Reg. No. 23N620206 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in Digital Marketing From 10/6/2023 to
16/07/2023 in DH solutions at
_____ under the Faculty Guideship of
S. Sathya Narayana Department of
History, RRDS Government Degree College,
Bhimavaram.

G. Pradeep
(Signature of the student)

Official Certification

This is to certify that Gasa Pradeep Sathya Sai (Name of the student) Reg. No. 204226103006 has completed his/her Internship in DH Solutions Digital Marketing (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.A (HON) in the Department of R.R.D.S Govt Degree College (Name of the College).

This is accepted for evaluation.


(Signatory with Date and Seal)

Endorsements

Faculty Guide



Head of the Department



Principal


PRINCIPAL

R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202.



Certificate from Intern Organization

This is to certify that G. Sa. Pradeep Sai (Name of the intern)
Reg. No 202126103006 of ARIS Guntur Degree College (Name of the
College) underwent internship in D.H. Solutions (Name of the
Intern Organization) from 10/04/2023 to 16/07/2023

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



Authorized Signatory with Date and Seal



UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

This is to certify that Gosa Pradeep Satya Sai

**Reg. No 203126203006 of R.R.D.S. Government
Degree College-Bhimavaram**

**underwent internship in Website Design ,
DH Solutions**

from From 10/04/2023 to 16/07/2023

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



M.Sai Ram
Managing Director

**JVL Nagar Road, Colony,
Penugonda, Andhra Pradesh 534320
Number 7661032961**

ACKNOWLEDGEMENTS

I take immense pleasure to express my thanks to each and every faculty member for giving their valuable suggestions in completing this Long Term Internship within the limited timeframe. I thank all my college mates and friends for giving their moral support. I would like to express my humble gratitude to my beloved parents for their blessings throughout my academic career. I would like to express my sincere thanks to Dr A K J PRASUNA, M.COM, Ph.D., Principal, for her constructive cooperation, motivation and valuable guidance throughout the course and also during the Long-Term semester Internship in DH SOLUTIONS. I am really thankful to proprietor and Supervisor MSAI RAM of DH SOLUTIONS for giving me opportunity to do Long-Term semester Internship and guiding us about function of their industry. I would like to convey my heartfelt thanks and gratitude to Dr. P. Praveen Suresh Lecturer in the Department of Economics R.R.D.S. GOVERNMENT DEGREE COLLEGE BHIMAVARAM for his support and encouragement at each stage of this endeavor. I accord with pleasure, our deep sense of gratitude to our beloved Internship Mentor S. Satya Narayana, Dept of History for his valuable guidance and help in completing this project.

Name: G. Pradeep Satya Sai

Hall Ticket Number: 203126203006

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4) Be consistent and master your skills.

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.

Executive Summary:

During my internship at DH Solutions a digital marketing company, I gained valuable practical experience in the field of digital marketing. DH Solutions specializes in providing digital marketing services such as developing strategies, managing social media platforms, conducting market research, and optimizing websites. Throughout the internship, I successfully achieved the following learning objectives.

1. Acquiring knowledge of digital marketing concepts and strategies.
2. Developing skills in market research and data analysis.
3. Creating engaging social media content.
4. Understanding marketing campaign development.

To accomplish these objectives, I actively participated in various activities. These included conducting market research, analysing data, creating social media content, assisting in marketing campaign development, and monitoring website analytics.

This internship provided me with practical skills and knowledge that will be beneficial in my future career in digital marketing. I gained understanding of digital marketing practices, learned to analyze data for informed decision-making.

In conclusion, my internship at DH solutions allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the digital marketing industry.

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.

DH solutions:

DH solutions, a cloud-based digital Marketing Company, has Sairam as its managing Director. DH solutions has rated top among in the website solution services.

They are offered a wide range of services such as website Design, website Development, mobile Application marketing. Company vision - leading provider of innovative digital marketing. and company Mission - deliver exceptional strategies, technologies and experience integrity, collaboration, innovation client-centricity.

DH solution company may have policies on Privacy, data security, employee conduct, non-

Discrimination, and client confidentiality.

Company organization's structure likely includes executives leadership, business development, account management, digital marketing specialists, creating / design team, analytics / reporting, technical team administrative / support functions.

As an intern at DH solutions, in a digital marketing company, my roles and responsibility may involve assisting with market research, content creation, social media campaign monitoring, data analysis, and supporting the team in various digital marketing tasks. DH solutions future plans to grow up they can focus on acquiring new clients, and staying updated with industry trends and technologies.

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.

During my internship at DH solutions, a digital marketing company, I was assigned a range of activities and responsibility that provided me with valuable hands-on experience in the field. The working conditions were professional and conducive to learning, with a supportive team, work experience environment.

My weekly schedule consisted of working Monday to Friday, from 10 am to 1 pm. The company provided me with a dedicated workspace equipped, and relevant software tools used in digital marketing, such as Google Analytics, social media management platform, and content management system.

As an intern, I was involved in various tasks to support the company's digital

efforts. This included conducting market research analyzing data to identify trends and insights, creating social media content analytics.

Throughout my internship, I acquired essential skills in digital marketing. I learned how to conduct effective market research, interpret data to market research, interpret data to make data-driven decisions, develop and engage social media content, and understanding the various aspects of running marketing campaigns. I also gained valuable working within effectively clients.

Overall, my internship at DIT Solution provided me with a solid fund foundation in digital marketing, equipping me with practical skills and knowledge necessary to pursue a successful career in the field.

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	The promotion of products or brands via online digital marketing	
Day - 2	Content marketing: They want content that is compelling, relevant, updated and full of enrichment	Content marketing involves researching keywords, writing articles, improving more.	
Day - 3	SEO (search engine optimization): on-site SEO involves ensuring that frameworks engines	off-site SEO refers to any actions that you are taking to get traffic.	
Day - 4	SMM (social media marketing): while paid social media marketing includes the advertisement brand.	Organic social media is a bit more elusive, but also tends to make implement.	
Day - 5	SEM (search engine marketing): Advertisements are placed on Google or Bing search	paid ads: paid ads are a fun way to get in front of a wider traditional.	
Day - 6	paid ads are also a way to get in front of a wider audience and than traditional	advertising, you can advertise across various platforms using offering.	

WEEKLY REPORT







WEEK - 1 (From Dt. 16/4/23 to Dt. 16/4/23)

Objective of the Activity Done:

Detailed Report:

Introduction to digital marketing
Content marketing: They want content that is compelling, relevant to the searcher, frequently updated and full of contextual SEO (search engine optimization): on-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engines
SMM (social media marketing): while paid social media marketing includes the advertisement we all know and love, it also involves paid options for driving new fans to your page (SERP)
paid ads: paid ads are often way to get in front of a wider audience and bring more traffic to your website
less expensive than traditional

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	<p>email marketing:</p> <p>email marketing is far from dead these days.</p>	<p>more high-quality leads through your online efforts</p>	
Day-2	<p>affiliate marketing:</p> <p>this type of marketing uses business which is paying to individual</p>	<p>and on another site, in which the hosts participate.</p>	
Day-3	<p>Display advertising:</p> <p>is one of the most common types of online advertising</p>	<p>who are interested in business's product / services</p>	
Day-4	<p>email marketing:</p> <p>email or direct mail or even</p>	<p>more with the help of email. such business</p>	
Day-5	<p>Inband marketing:</p> <p>in this type of marketing.</p>	<p>the idea of his strategy own.</p>	
Day-6	<p>pay-per-click-advertising</p> <p>place ads on search yahoo</p>	<p>that many search engines offer.</p>	

WEEKLY REPORT

WEEK - 2 (From Dt. 17/12/23 to Dt. 23/12/23)

Objective of the Activity Done:







Detailed Report:

-Email marketing: Email marketing is far from dead these days and continues to be a highly efficient method for your digital marketing campaigns. The key is to generate. Affiliate marketing: This type of marketing uses individual or companies to promote their products affiliate marketing where placing banner.

allows business to send similar information or even in this, rather than sending a customer a hand out or advertisement, it displays a form type which allow business place ads on search engine websites like

pay-per-click advertising: It is known as search engine marketing, which advertising.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Search Engine optimization: It is free from of advertising which is designed	Results on top when internet user searched for business	
Day-2	Social media marketing: In this type of marketing strategy, the business promoted.	It work by creating a dedicated page for business.	
Day-3	Content marketing: The main goal of content marketing is to attract a customer.	Customer by providing them with the necessary,	
Day-4	Email marketing: Email is a worthwhile marketing tool that is useful.	It allow marketing tool that content for them	
Day-5	Advertising: Advertising is a powerful tool that helps promote	helps to greatly expand a diverse audience	
Day-6	Mobile marketing: is an advertising,	Here you can see how Domino's pizza	

WEEKLY REPORT

WEEK - 3 (From Dt. 24/11/23 to Dt. 29/11/23)

Objective of the Activity Done:

Detailed Report:

Search engine optimization.







It is a free form of advertising which is designed to increase businesses ranking on search engines. Social media marketing

In this type of marketing strategy, the business is promoted with the help of social media

The main goal of content marketing is to attract a customer's attention educate newcomers, and nurture leads.

With this marketing strategy, you can nurture and educate your potential. Email marketing worthwhile marketing tool that involves clients.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Reputation marketing: consumer feedback	Good timely positive online reviews are important	
Day -2	social media marketing: there are 3.5 billion people that use.	Social media marketing means using social media	
Day -3	video marketing. According to statistics 75% of consumer.	It helps companies provide step by-step	
Day -4	search engine optimization: SEO is about traffic	for instance, when you are searching to	
Day -5	Information about the preference and behavior.	the duration of user's visit to page	
Day -6	adsense works by matching ads to your site based on your content	The ads are created and paid for by products	

WEEKLY REPORT

WEEK - 4 (From Dt. 1/5/23 to Dt. 6/5/23)






Objective of the Activity Done:

Detailed Report:

Reputation marketing: Consumer feedbacks to potential both for brand and potential customers. Nearly 2 out positive reviews. Social media marketing means using social media channels, such as LinkedIn to connect. video marketing: According to statistics, 54% of consumer prefer video over other types of content. want you business to go viral, you should try video marketing.

web analytics: This is a way to track the activity of users on web pages. It enables companies to access information about the preference and behavior of customers.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Brief description about wego! 1. Affiliate registration	? constant my own business by using affiliate.	
Day-2	facebook - The basics facebook is widely social network	Actually, facebook is the third most visited site.	
Day-3	signing up to facebook is simple. The very first step pretty simple.	The platform makes it easy to get.	
Day-4	Brief description: Facebook is considered one of its best	You can to share with your friend	
Day-5	It gives you a shot being creative	That's why you should you profile.	
Day-6	You can also share live broadcasts and albums.	lets you upload media from your computer	

WEEKLY REPORT

WEEK - 5 (From Dt. 7/5/23 to Dt. 13/5/23)

Objective of the Activity Done:

Detailed Report:

1. Affiliate registration
2. Vendor registration
3. How to add products.





Social network and its popularity isn't likely to diminish any time soon.

Signing up to Facebook is simple. The very first step is to sign up for a Facebook account and it's pretty simple.

One of the most important basics of Facebook is staying secure. Once you've created your new profile,

it gives you a lot. Share all kinds of content such as photos and videos. You can also share live broadcasts and albums.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	posting on facebook is considered one of its best features	You can keep everyone updated on.	
Day -2	You can also sign up directly via your account.	facebook, twitter, google + yahoo.	
Day -3	Create your profile tutorial suggests is creating your pinterest	You twitter or instagram account advisable.	
Day -4	check you settings you can turn on your mail that.	re pins ideas that are related to your board	
Day -5	pinterest boards and all others setting.	detail how your pinterest profile	
Day -6	accumulation of like + comments	product so that they can up buying it	

WEEKLY REPORT







WEEK - 6 (From Dt. 14/5/23 to Dt. 20/5/23)

Objective of the Activity Done:

Detailed Report:

posting on facebook is considered one of its best features. This is one of the many fun features on facebook you can keep everyone updated on what's going on in your life. you can also sign up directly via your facebook and gmail account going with a consistent username and profile pic that you already have on you can turn on your email notification that pinrest pins pinrest board and all other settings of different individual pinrest pins pinrest board example different your username that you set in the box given after www.pinrest.com/.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description of Ad as per your advertising goals.	now, you need to tap on the red plus	
Day - 2	Social networking website that's designed.	Twitter is limited to just 280.	
Day - 3	Creating a Twitter account + if you want to post your	if you're using a desktop or laptop	
Day - 4	There are many ways to use Twitter. Some users might.	their word and going a bigger.	
Day - 5	Hashtags are a really important hashtag.	attach that starts with a hashtag (#).	
Day - 6	Twitter is about more than just sharing updates	with people who are important to you.	

WEEKLY REPORT

WEEK - 7 (From Dt. 21/5/23 to Dt. 24/5/23)

Objective of the Activity Done:

Detailed Report:



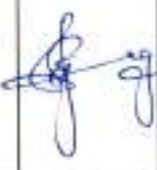



Pinterest allows you to create ad as per your business goal, so

If you want to sell more products, encourage app downloads, or attract more traffic, you can find best-suited ad format. Creating a Twitter account:

If you want to post your own updates to Twitter, you will need to create an account. Some users might never post their own updates choosing instead to follow updates from other users.

What is a hashtag? Hashtags are a really important part of Twitter. But what exactly is a hashtag, following and connecting on Twitter. Just sharing your own updates.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Customizing your profile and privacy setting. looking to make you.	Learning outcomes editing your twitter profile me button	
Day -2	Brief description what is linkedin. popular social networks with aspects	Learning outcomes. professional networking that is building group	
Day -3	Creating a linkedin account. To get started, go to.	linkedin will guide you through the step.	
Day -4	Common linkedin terms: connections Endorsements Recruiters.	Learning outcomes Reviewing some of the most.	
Day -5	networking site, linkedin can seem a little intimidating.	you will still want to take some time to learn.	
Day -6	trying to connect with everyone you know can send the	Learning outcomes doing so can seem like you	

WEEKLY REPORT

WEEK - 8 (From Dt: 2.7/2023 to Dt: 2.16/23)

Objective of the Activity Done:

Detailed Report:

Customizing your profile and privacy setting: looking to make your twitter your twitter profile abit more personal or make your tweets more secure.

Twitter has several options for customizing your account, what is linkedin is popular social network with a specific purpose

while other social networks like

facebook and twitter focus more on

your personal life linkedin is all

creating a linkedin account. To get started, go to linkedin.com in your

web browser. Enter your information.

Choose a password, then click the

join button. If you're new to







linkedin there are a few terms.

connect - wrong signal. Everyone you

know send the wrong building.

network

ACTIVITY LOG FOR THE NINTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief watching youtube videos now that video.	for example you can just click the understanding	
Day - 2	for example you just click the youtube video below to play it	measured while its not signing in to youtube	
Day - 3	youtube for mobile devices: more and more people are these days	learning outcome in fact - more than 50 percent you tube's.	
Day - 4	Searching for videos searching is a great way to find new videos	learning outcome It sounds a little silly.	
Day - 5	sharing options. sharing is probably one of our favorite	does it want to see that funny video skateboard	
Day - 6	liking and commenting signing in allow you to interact with any video.	learning outcome for example OR leave a.	

WEEKLY REPORT







WEEK - 9 (From Dt. 3/6/23 to Dt. 3/8/23)

Objective of the Activity Done:

Detailed Report:

Watching you tube videos. Now that you know the basics, you're ready to dive in and start watching you tube videos. Signing into you tube. While it's not necessarily required, we do recommend signing in to you tube. you tube for mobile device. More and more people are watching videos on the go these days. Searching is a great looking for videos. dog, on skateboard, one of our favorite things to do on youtube. Linking and commenting: Signing in allows you to interact with any video you find on you tube.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Brief description. what is mobile marketing. Mobile	Beyond simple delivery of messages. It has to	
Day -2	what is a mobile first strategy. How much priority	Learning out comes. A company may have.	
Day -3	In-app marketing - app marketing is marketing.	Learning out comes. for your own	
Day -4	Mobile push marketing mobile push marketing send marketing	to users even if they are not on your	
Day -5	ask more to current and potential customer's phone.	Learning out comes: Text marketing	
Day -6	Or sign up for your newsletter.	customer can scan QR code.	

WEEKLY REPORT

WEEK - 10 (From Dt. 9/6/23 to Dt. 14/6/23)







Objective of the Activity Done:

Detailed Report:

What is mobile marketing: Mobile marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS & MMS messaging, mobile apps, messaging apps, and mobile-optimized browser.

What is a mobile-first strategy. How much priority a company gives to their mobile marketing strategy depends on the company itself. Marketing through mobile apps. In-app marketing can be either for your own brand or for other brands. On mobile devices using push technology, you can send promotions, alerts, offers.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Brief description. what is email marketing. Email marketing is direct	Learning outcomes It's high return on investment	
Day -2	Segmentation: segmentation is an objective.	Learning outcomes: By using highly specific groups	
Day -3	Content and Experience both online and offline	Learning outcomes marketers are determined to	
Day -4	Brief description Educational emails is educational.	Learning outcomes. An educational	
Day -5	message through your welcome emails.	The initial mail you send to your	
Day -6	testimonials will your business is customer-based	Learning outcomes purpose. To strengthen feedback	

WEEKLY REPORT

WEEK - 11 (From Dt. 15/6/23 to Dt. 21/6/23)







Objective of the Activity Done:

Detailed Report:

Brief description: Setting goals the first step in the web analytics process is for businesses to determine 'goals and end results they are trying to achieve. Personalized content and experience both online and of office.

Educational emails: The most preferred type of mail is educational emails: message through your welcome email. Testimonial email: if your business is customer-based then sending email including testimonials will help you to build trust in your brand. Customer-focused then sending email including testimonial will help you to build trust in your brand. will help you to build trust in your brand.

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Setting goals - The first step in the web analytic process	Learning outcome: These goals can satisfaction	
Day -2	Collecting data. The second step in web analytics is the collection	Learning outcome: Business can Analytical	
Day -3	Processing data: The next stage of the web analytics funnel.	Learning outcome: Processing the collected data information	
Day -4	Developing A strategy This stage involves implementing.	Learning outcome: what users are searching.	
Day -5	Experimenting and testing. Businesses yields the best results	Learning outcome: for example content	
Day -6	web analytics tools. web analytics tools report important.	Social media analytics and marketing.	

WEEKLY REPORT

WEEK - 12 (From Dt. 22/6/23 to Dt. 28/6/23)

Objective of the Activity Done:

Detailed Report:

Setting goals. The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve. Collecting data. The second step in web analytics is the collection and storage of data. Processing data. The next stage of the web analytics funnel involves business.

This stage involves implementing insights to formulate strategies that align with an organization's goals. Experimenting and testing. Businesses need to experiment with different strategies in order to find the one that yields the best results. activity while on the site.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Pick a best marketing channel. Once you have decided on the target audience and products, that your affiliate marketing brand will cover you if you want to create an engaging	While creating a digital catalog review websites such as outdoor gear lab, in a particular approach you can also go to affiliate marketing	
Day - 2	Join an affiliate marketing network: Affiliate network connect affiliates and merchants.	While it's not always necessary to join an affiliate network, you will likely find that they can strengthen the relationship to earn commissions	
Day - 3	Expand your network: creating a successful affiliate marketing that form takes time and dedication.	to increase your direct audience size, though. It's helpful to use to use a mix of digital marketing approaches.	
Day - 4	Be consistent and master your skills. - In addition to taking time and dedication affiliate marketing also requires a wide range of skills	Conducting market research to understand your audience. Analyzing the competitive landscape to know where you stand, areas in your niche.	
Day - 5	How do affiliate marketing? The affiliate gets a unique link can affiliate link from which clicks can be tracked - typically using cookies.	The cookie then tracks the user to see if they make a purchase.	
Day - 6	The affiliate marketing: This party is sometimes also known as the publisher. affiliate can also range from single individuals to large corporations.	An affiliate promotes one or multiple affiliate products and tries to attract and convince potential customers to buy it.	

WEEKLY REPORT

WEEK - 13 (From Dt. 29/6/23 to Dt. 5/7/23)

Objective of the Activity Done:

Detailed Report: In this week I learn about pick a best marketing channel. once you have decided on the topic, audience, and products that your affiliate marketing brand will cover, you will want to decide on a marketing channel. Join an affiliate marketing network: Affiliate networks connect affiliates and merchants. Expand your network creating a successful affiliate marketing platform takes time and dedication. Be consistent and master your skills: In addition to taking time and dedication, affiliate marketing also employs a wide range of skills including: How do affiliate make money: The affiliate gets a unique link can affiliate link. from which clicks can be tracked. typically using cookies the affiliate marketing: this party is sometimes also known as the publisher. Affiliates can also range from single individuals to entire companies.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Pradeep gora 5@gmail.com	Pradeep.123	N. Mallik
Day - 2	Goravenkatalakshmi@gmail.com	Lakshmi.123	N. Mallik
Day - 3	Nithintheja@gmail.com	Teja.123	N. Mallik
Day - 4	GoraPradeep12@gmail.com	Satya.2003	N. Mallik
Day - 5	SatyaGora.123@gmail.com	GSP.2003	N. Mallik
Day - 6	Gora Satya Pradeep@gmail.com	Gora sat.123	N. Mallik

WEEKLY REPORT

WEEK - 14 (From Dt. 5/7/23. to Dt. 11/7/23.)

Objective of the Activity Done:

Detailed Report: In this 14th week I learn about how to create Gmail.

Day 1:- Pradeepgopa@gmail.com

Password: Pradeep.123

Day 2:- Gopalvenkatalakshmi@gmail.com

Password: Lakshmi.123

Day 3:- withintelja@gmail.com

Password: Tefa.1212

Day 4:- Gopa Pradeep12@gmail.com

Password: Satya. 2003

Day 5:- Satyagopa.123@gmail.com

Password: Gop 2003.

Day 6:- Gopa satya pradeep@gmail.com

Gopa sat. 123

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	shop name:- Vishal mega mart. Cell no: 7947413664	Tatawathi Vasti Street, Gandhinagar, Bhimavaram, 534201	N. Malli
Day - 2	Shop name: Isha shopping mall cell no:- 7947414308	2-1-21, Juvalepalem Road, Bhimavaram Bazar, Bhimavaram 534202.	N. Malli
Day - 3	Shop name: Shasani shopping complex Cell no:- 7947413625.	67-25, Gandhinagar PP road, Gandhinagar Bhimavaram 534201	N. Malli
Day - 4	Shop name: Bhavya shopping complex Cell no: 7947139334.	Door no:- 7-2111 Juvalepalem Road Tammasaju Nagar, A55 Road, west Godavari 534204.	N. Malli
Day - 5	Shop name:- Coastal city center. cell no:- 7947146696.	Adlusemoodi, Bhimavaram, 534201.	N. Malli
Day - 6	Shop name:- Muvvata complex. Cell no:- 7947117955.	Bhimavaram Bazar, Bhimavaram, 534202	N. Malli

WEEKLY REPORT

WEEK - 15 (From Dt. 12/16/23 to Dt. 17/1/23)

Objective of the Activity Done:

Detailed Report: in 14th week of my intern me learn about Vendor registration

Day 1: Shop name: Vishal mega mart, cell no:-

7947613664

Address:- Tatanagar, Vard street, Gandhi Nagar,
Bhimavaram 534201.

Day 2: Shop name: Saha Shopping Mall, cell no:- 794144305

Address:- Jemala Palam Road, Bhimavaram Bazaar,
Bhimavaram, 534202

Day 3:- Shop name:- Dhacavi shopping complex, cell no:-

7947613625.

Address:- BRS, Gandhi Nagar, Bhimavaram, 534202

Day 4: Shop name:- Bappa shopping complex, cell no:-

7947139334.

Address :- D.No:- 1-214, Tuvvala Palam Road, Tanniravali
Nagar, 534202.

Day 5:- Shop name:- Coastal city complex, cell no:- 7947613666

Address:- Balesumudi, Bhimavaram, 534202.

Day 6:- Shop name:- Muvvala complex, cell no:- 7947139335.

Address:- Bhimavaram Bazaar, Bhimavaram,
534202.

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.)

As an intern at DH Solutions in Penang, the work environment is designed to foster a positive and collaboration atmosphere. People interactions are encouraged, with open communication and regular team meetings to discuss projects, share ideas, and address any challenges.

The company provides well-maintained facilities, including a comfortable work space, necessary equipment. Maintenance staff ensures the upkeep of the office environment, addressing any issues promptly.

The job roles are clearly defined, with supervisors providing guidance and clarity on tasks and responsibility. Protocols, procedures, and processes are in place to ensure consistency and efficiency in workflow. Time management is emphasized, with clear deadlines and expectations communicated to interns.

A harmonious relationship is fostered among team members, with a supportive and cooperative atmosphere. Socialization is encouraged through team building

activities and occasional social events, enhancing camaraderie and team cohesion.

Mutual support available to offer assistance and guidance when needed. Regular feedback and performance evaluations help interns stay motivated and improve their skills.

The office space is designed for productivity, with adequate ventilation and comfortable work stations. Efforts are made to provide a conducive environment that allows interns to focus on their tasks effectively.

In summary, DIT solutions provides a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adherence to protocols and procedures, promotes discipline and time management and ensures a harmonious and motivating atmosphere for interns to thrive in their digital marketing responsibilities.

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

In DIT Solutions Company. several real-time technical skills that I can acquire to enhance my abilities and contribute effectively to the company's operations. Here are some key technical skills can focus on:

Search Engine Optimization (SEO): Learn about optimizing websites for search engines, keyword-research, on-page and off page optimization techniques, and staying up to date with algorithm changes.

Social media marketing: Familiarize yourself with various social media platforms, their advertising features and strategies for organic and paid promotion. Understand analytics and reporting tools specific to each platform.

Content marketing: Learn how to create compelling content for different mediums such as blog posts, articles, videos and infographics. Understand how to optimize content for SEO and drive engagement.

Email marketing: Acquire knowledge of email marketing tools, list segmentation, designing effective email campaigns, and analyzing campaign performance metrics.

Analytics and data interpretation: Develop skills in

using tools like Google Analytics to track website traffic, user behavior, conversion rates, and other relevant metrics. Learn how to interpret data and use it to improve marketing strategies.

mobile marketing: Gain knowledge of mobile marketing strategies, including mobile app marketing, mobile advertising, and mobile user experience optimization.

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.

During my internship at DIT Solutions, a digital marketing company, I have acquired essential managerial skills. I excel in planning, creating strategic marketing campaigns, setting clear objectives, and organizing resources effectively. As a leader, I inspire and motivate team members, promoting collaboration and fostering a positive work environment. I exhibit professionalism, integrity, and a strong work ethic, delivering high-quality work within deadlines. I manage my time productively, handling multiple tasks and adapting to changing priorities. Continuous improvement is a priority for me, actively seeking feedback and enhancing my skills. I set SMART goals aligned with company objectives and make informed decisions by analyzing options and considering available data. I evaluate performance using key metrics, identifying areas for improvement and making data-driven decisions.

Overall, my internship has equipped me with valuable managerial skills in planning, leadership, team-work, behavior, workmanship, time management, competency improvement, goal setting, decision making; and performance analysis. These skills will shape my future career 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.)

As an intern at DT Solutions, a digital marketing company, I am determined to continuously improve my communication skills. In terms of oral communication, I am actively working on enhancing my ability to express ideas clearly and effectively. I practice structuring my thoughts before speaking and strive to deliver concise and impactful messages.

In written communication, I focus on refining my writing skills to convey information accurately and persuasively. I pay attention to grammar, punctuation and clarity, ensuring that my written content is professional and engaging.

I am also working on improving my conversational abilities by actively listening and engaging in meaningful dialogues. I seek opportunities to participate in group discussions, actively contributing my insights while respecting others' opinions.

Building my confidence level in communication is essential. I aim to project self-assurance and professionalism when expressing my ideal or presenting in front of others. To manage anxiety, I practice deep breathing and positive self-talk to remain composed and focused.

Understanding others is crucial for effective communication. I strive to be attentive and empathetic, actively listening to others' perspectives and seeking clarification when needed. I value diverse viewpoints and aim to create an inclusive environment where everyone feels heard.

I recognize the importance of closing conversations gracefully, maintaining niceties, and adhering to protocols. I focus on expressing gratitude, summarizing key takeaways, and leaving a positive impression.

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

By continuously working on these aspects, I am confident that my communication skills will significantly improve, enabling me to effectively convey my thoughts, build strong relationships, and contribute effectively to the success of DH solutions.

As an intern at DH solutions, a digital marketing company, I am committed to enhancing my abilities in group discussions, team participation, contribution as a team member, and leading team activities.

To excel in group discussions, I actively listen to others' perspectives and opinions, seeking to understand different viewpoints. I contribute my insights and ideas thoughtfully, promoting constructive discussions and fostering a collaborative environment. I value open communication and respect diverse opinions, encouraging others to express their thoughts freely.

In terms of team participation, I engage wholeheartedly in team activities, offering support and cooperation to fellow members. I proactively take on tasks and responsibilities, ensuring that I meet deadlines, and deliver quality work.

taking initiative and demonstrating a willingness to go the extra mile.

As a team member, I contribute by sharing my expertise and knowledge in digital marketing. I actively seek opportunities to provide value and support to my colleagues, whether through offering insights, sharing resources or collaborating on projects. I am reliable, dependable, and dedicated to the team's success.

In conclusion, my focus as an intern at D+H Solutions, is to enhance my abilities in group discussions, team participation, contribution as a team member, and leading team activities. By actively engaging in discussions, supporting my team, and taking on leadership roles, I aim to strengthen my skills and make valuable contributions to the company's success.

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

During my internship at solutions, a digital marketing company, I have observed significant technological developments that are highly relevant to my job role. The rapid advancement in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes.

crucial technological development is the increasing importance of data analytics and measurement tools. The availability of sophisticated analytics platforms and tools, such as Google Analytics and social media analytics has enabled marketing campaigns in real-time. I have gained hands-on experience in leveraging these tools to monitor key performance indicators (KPIs), measure ROI and make data-driven decisions.

Furthermore, the growing prominence of mobile technologies has had a profound impact on digital marketing. With the widespread use of smartphones and tablets, mobile optimization and responsive design have become essential for reaching and engaging target audiences effectively. I have learned to develop mobile-friendly websites, implement mobile advertising strategies, and leverage location-based marketing techniques.

Additionally, the emergence of new social media platforms and features has expanded the possibilities of web designing. From the rise of influencer marketing to the adoption of stories and live video features, I have witnessed the power of these platforms in driving brand awareness and engagement.

Overall, the technological developments I have observed and adapted to during my internship have shaped the way digital marketing operates. AI and ML have empowered us with data-driven insights and personalization capabilities, while advanced analytics tools have enabled us to measure and optimize campaigns effectively. Embracing these digital technologies has been crucial for staying ahead in the dynamic and ever-evolving field of web designing.

Student Self Evaluation of the Short-Term Internship

Student Name: *Gi. Pradeep Satya Sai* Registration No: *20212620206*

Term of Internship: From: *10/04/2023* To: *16/07/2023*

Date of Evaluation: *16/7/23*

Organization Name & Address: *D.H. Solutions, Perungonda.*

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: *16/7/23*

Gi. Pradeep
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: G. Pradeep Satya Sai Registration No: 203126203206
 Term of Internship: From: 10/04/2023 To: 18/07/2023
 Date of Evaluation: 16/7/23
 Organization Name & Address: D.H. solutions, Percegonda.
 Name & Address of the Supervisor with Mobile Number: K. Sai Ram.

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: 16/7/23


 Signature of the Supervisor

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Gosa Pradeep Satya Sai

Programme of Study: III B.A

Year of Study: 2022-2023

Group: HEPA


Register No/H.T. No: 203126203006

Name of the College: RRDS Govt Degree college

University: Adikavi Nannaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	08
2.	Internship Evaluation	30	24
3.	Oral Presentation	10	08
	GRAND TOTAL	50	40

Date:


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Gosa Pradeep Satya Sai
 Programme of Study: IV B A
 Year of Study: 2022-23
 Group: HEPA
 Register No/H.T. No: 203126203006
 Name of the College: R.R.D.S Govt Degree College
 University: Andhra Nannaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	70
2.	For the grading giving by the Supervisor of the Intern Organization	20	15
3.	Viva-Voce	50	40
	TOTAL	150	125+40
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	165

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

PRINCIPAL
R.R.D.S Govt. Degree College
BHIMAVARAM-534 207

