

PROGRAM BOOK FOR
SEMESTER INTERNSHIP
DIGITAL MARKETING

Name of the Student: *Kasimikata kumaraswami*

Name of the College: *RRDS Govt Degree college*

Registration Number: *203126203009*

Period of Internship: From: *10/01/2023* To: *16/01/2023*

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

Adikavi *nannaya* University

VEAD

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 B.A (H.P.A)

Under the Faculty Guideship of

S. Satyanarayana

(Name of the Faculty Guide)

Department of History

RRDS Govt Degree College, Bhimavaram

(Name of the College)

Submitted by:

K. Kumar Swamy

(Name of the Student)

Reg.No: 203126203009

Program
Department of B.A (H.P.A)

RRDS Govt Degree College, Bhimavaram

(Name of the College)

Student's Declaration

I, K. Kumara Suman a student of B.A (HCPA)
Program, Reg. No 202126303001 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in Digital marketing From 10/04/2023 to
16/07/2023 in DIU solutions at
digital marketing under the Faculty Guideship of
S. Sakya Narayana Department of
History, RRDS Government Degree College,
Bhimavaram.

K. Kumara Suman
(Signature of the student)

Official Certification

This is to certify that Kasinkota Karnataka swamy (Name of the student) Reg. No. 2042620309 has completed his/her Internship in DH solutions (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 (HCPD) in the Department of R.R.D.S Govt Degree college (Name of the College).

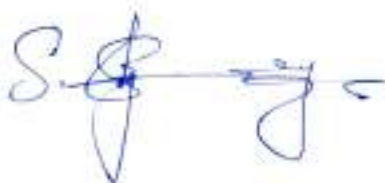
This is accepted for evaluation.



(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 Kasimketa Kumarasamy (Name of the intern)
Reg. No. 203126203009 of P.P.D.S. Govt Degree College (Name of the
College) underwent internship in DH Solutions (Name of the
Intern Organization) from 10/04/2022 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 Kasimkota kumara swamy,
3rd B.A**

**Reg. No 203126203009 of R.R.D.S. Government
Degree College-Bhimavaram**

**underwent internship in Digital marketing ,
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 MSAL 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 P. Anand seshy 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: K. Kumara seshy

Hall Ticket Number: 203126203009

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⑤ Experimenting and testing.

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① Pick a best marketing channel

② Join an affiliate marketing network.

③ Expand your network

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 is specialized 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 and engaging social media content
- ④ Understanding marketing campaign development

To accomplish these objectives, I actively participated in various activities. These included conducting market research, analyzing data, creating social media content, and assisting in marketing campaigns.

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 a comprehensive understanding of digital marketing practices, learned to analyse data for informed decision-making.

In conclusion, my internship at OH 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 marketing company, has Sairam as its managing Director. DH Solutions has ranked top among in the website solution services.

They are offered a wide range of service such as website design, website development, mobile application development, digital marketing.

Company vision: Leading provider of Innovative digital marketing and company mission:- believe exceptional strategies, technologies, and experiences for clients' success. Company values: Excellence, Integrity, collaboration, innovation, Client-centricity

DH Solutions Company may have policies on privacy, data security, employment conduct, non-discrimination, and client confidentiality

Company organization's structure likely includes executive leadership, business development, account management, digital marketing specialists, creative/design team, analytical/reporting, technical team, and administrative/support functions. As an intern at DH Solutions, in a digital marketing company, my roles and responsibilities may involve assisting with market research, content creation, social media management, 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, expanding service offerings, leveraging partnership, enhancing customer satisfaction, 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 OH Solutions, a digital marketing company, I was assigned a range of activities and responsibilities that provided me with valuable hands-on experience in the field. The working conditions were professional and conducive to learning, with a supportive team and a collaborative work environment.

My weekly schedule consisted of working Monday to Friday, from 10am to 1pm. The company provided me with a dedicated workspace equipped with a computer, internet access, 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 marketing efforts. This included conducting market research, analysing data to identify trends and insights, creating social media content, assisting in development and implementation of marketing campaigns,

and monitoring website analytics.

Throughout my internship, I acquired essential skills in digital marketing, I learned how to conduct effective market research, interpret data to make data-driven decisions, develop engaging social media content, and understand the various aspects of running marketing campaigns. I also gained valuable experience in working on a professional team, managing deadlines and effectively communicating with clients.

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

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
10-4-2023 Day - 1	Introduction to digital marketing	The function of products & brands in one or more forms of electronic media is called as digital marketing	
11-4-2023 Day - 2	Content marketing. They want content that is compelling relevant to the searcher. frequent use of embedded	content marketing involves publishing key words with timely articles, posts that will compel you to engage	
12-4-2023 Day - 3	SEO (search engine optimization) or SEO activities ensuring that your website that appear to search engines.	off-site SEO refers to our actions that you are looking for your off of your digital marketing	
13-4-2023 Day - 4	SMM (social media marketing) Advertisements are placed on Google search results for the end user to a particular position	organic social media is bit more effective but that also needs to make is more fun to implement	
14-4-2023 Day - 5	SEM (search engine marketing) Advertisements are placed on Google search results for the end user to a particular position.	your Paid ad helps your brand to the top of the search engine result page (SERP)	
15-4-2023 Day - 6	Paid ads are a good way to get in front of our website traffic to your website less expensive & additional	Active native you could advertise on all various platforms Good ads Facebook and other social media ads	





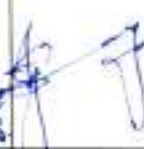

WEEKLY REPORT

WEEK - 1 (From Dt: 10/4/23... to Dt: 15/4/23...)

Objective of the Activity Done:

Detailed Report: In this week, we learn about an Introduction to digital marketing Content marketing. They want content that is compelling relevant to the searcher, frequently updated and full of enrichment. SEO: on-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engines. SEM while Paid Social media marketing includes the advertisements we all know and love. It also provides paid options for driving new fans to your page or brand. SEM (Search Engine marketing) Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question. Paid ads: - Paid ads are a fun 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
17-4-2023 Day - 1	<p>Email marketing: Email marketing is the way that you send these ads and convince to be a campaign that they are more high-quality (with lead) and you also online efforts.</p>	<p>firm that send high quality content; as your emails that speak to new and interesting people and email that to contact your website.</p>	
18-4-2023 Day - 2	<p>Affiliate marketing: - This type of marketing without which is paying to individuals companies do promote their products services website.</p>	<p>such a type of marketing typically involve that based on number of customer for click particular and of the purchase done.</p>	
19-4-2023 Day - 3	<p>Display Advertisements: It is one of the most common type of online advertising medium. It is when placed banner ads on other website for the visitors.</p>	<p>who are interested in business's products service. The of the ads can be in and transparent individual and ads.</p>	
20-4-2023 Day - 4	<p>Email marketing: - Email marketing is an online version of direct mail that is a form type which and various types of a benefit direct information.</p>	<p>The idea of this marketing is that is valuable about own content that content is that of the customer.</p>	
21-4-2023 Day - 5	<p>Inbound marketing: - In this type of marketing and online content, tech and blogs social media added to attract new customers.</p>	<p>The idea of this marketing is that its revolves around changes concerning what a customer offer and of the offers.</p>	
22-4-2023 Day - 6	<p>Pay-per-click advertisements: It is known as search engine marketing which is advertising in which buyer place ads search engines website like Google and Yahoo.</p>	<p>These ads are placed in a special box of side panel that separated out from the rest of the search engines other.</p>	

WEEKLY REPORT

WEEK - 2 (From Dt. 16/4/23. to Dt. 21/4/23...)

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 businesses which is paying to individuals or companies to promote their products/services on their websites. Each type of marketing typically involves placing a banner. **Display advertising:** Is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors. **Email marketing:** Email marketing is an online version of direct mail in this, rather than sending a customer a hard copy of advertisement it displays a form type which allows business to send similar information or even. **Interest marketing.**

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
26-4-2023 Day - 1	SEO (search engine optimization) It is a free form of advertising which is designed to make your website more likely to show up in search engines. There are many ways to do this.	Results on how well a website is doing. I learned that SEO is a long-term strategy and it takes time to see results. I also learned that there are many ways to improve a website's SEO.	
26-4-2023 Day - 2	SMM (social media marketing) In this type of marketing, you use social media platforms like Facebook, Twitter, Google+, Pinterest, and Instagram to reach your target audience.	In weeks by creating a dedicated page for business on each platform and developing content which attract people to your website.	
26-4-2023 Day - 3	content marketing: The goal of content marketing is to attract a customer and educate your potential customers.	cost money by providing them with the most relevant content guide that they can use to help them make a purchase.	
27-4-2023 Day - 4	Email marketing: Email is a powerful marketing tool that involves sending promotional emails to your list of subscribers.	allows marketing to send personalized messages to your audience and track their behavior. It also allows you to create targeted content for your subscribers.	
28-4-2023 Day - 5	Advertising Advertising is a powerful tool that helps promote your business and reach a wider audience.	It helps to reach a large audience and increase sales. It also helps to build brand awareness and loyalty.	
29-4-2023 Day - 6	Viral marketing: viral marketing is a powerful tool that helps promote your business and reach a wider audience.	companies use viral marketing as an effective way of promoting their products and services. It involves creating content that is highly shareable and encourages users to share it with their friends and family.	

WEEKLY REPORT

WEEK - 3 (From Dt. 23/11/23 to Dt. 27/11/23)

Objective of the Activity Done:

Detailed Report: Search engine optimization it is a free form of advertising which is designed to increase business ranking on search engines. It is seen that higher is the business ranking, more likely there are chances of displaying. Social media marketing In this type of marketing strategy, the business is promoted with the help of social media out lets such as facebook, twitter content marketing. 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 Email is a worthwhile marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users make this channel the most popular advertising. Advertising is a powerful tool that helps promote your business, find a customer base and expand revenue streams. Mobile marketing, mobile marketing is an advertising activity aimed to promoting products and services via smart phones. This type of marketing also involves optimizing

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1 01-5-2023	About Legos 1) Affiliate registration 2) vendor registration how to add products	2 Constant my own business by using affiliate registration	
Day -2 02-5-2023	Facebook - The basics: Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon.	Actually, Facebook is the third most visited site in the world after Google and YouTube. Even privacy breaches can't bring this giant down.	
Day -3 03-5-2023	Signing up to Facebook is simple. The very first step is to sign up for a Facebook account and it's pretty simple.	The platform makes it easy to get started. Head over to Facebook's homepage and fill in the required fields.	
Day -4 04-5-2023	One of the most important bases of Facebook is staying secure. Once you've created your new profile, you can make changes to your privacy settings.	This will control who can view your profile and information you share. To edit these settings, click on the settings option.	
Day -5 05-5-2023	Personalise your Profile: this is one of the more fun Facebook basics that need to be known. It gives you a shot at being creative.	The changes that you share a name with someone else on Facebook are very high. That's why you should Personalise your Profile.	
Day -6 06-5-2023	Videos and photos: Facebook lets users share all kinds of content such as photos and videos. You can also share live broadcasts and albums.	To upload, you can head to your profile, select the photo's tab and choose 'add photo/video'. This lets you upload media from your computer.	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: Reputation marketing: consumer feedback is essential both for brands and potential customers. nearly 3 out of 4 customers trust a brand if it has positive reviews. social media marketing. There are 3.5 billion people that use social media for different needs. they make up 41% of the world's population. video marketing. According to statistics, 51% of consumers prefer videos over other types of content from brands. this means that if you want your business to go viral, you should try video marketing. seo is about optimizing your site and improving organic traffic. commonly digital marketing managers pay attention to cross links and backlinks, key words. 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 behaviors of customers. how ad sense works: Google ad sense provides a way for publishers to earn money from their online content. Ad sense works by matching ads to your site based on your content.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
08-5-2023 Day - 1	About Wego ^d ① Affiliate registration ② Vendor registration How to add products	I constant my own business by using affiliate registration	
09-5-2023 Day - 2	Facebook - The basics: Facebook is widely considered as the most popular social network and its popularity is not diminishing any time	Actually Facebook is the third most visible site in the world after Google and YouTube. Even privacy breaches can't bring this site down.	
10-5-2023 Day - 3	Signing up to Facebook is simple. The very first step is to sign up for a Facebook account and it is pretty simple.	The platform market it easy to get started by billing required field.	
11-5-2023 Day - 4	one of the most important basics of Facebook is staying secure. once you have created your new profile, you can move things to your privacy settings.	This will control who can view your profile and information to share. To edit these settings, click on the 'Settings' options.	
12-5-2023 Day - 5	Personalize your profile: This is one of the most fun Facebook basics that need to be known. It gives you a shot at being creative.	The chosen that you have a name with someone else on Facebook. One very tip is that you should personalize your profile.	
13-5-2023 Day - 6	video & photo: Facebook lets share all kinds of content such as photos and videos. You can also share live broadcasts and albums.	To upload, you can select the 'photos' tab and choose 'add photos/videos' in profile header. This lets you upload media from your computer.	

WEEKLY REPORT

WEEK - 5 (From Dt. 8/5/23, to Dt. 13/5/23)

Objective of the Activity Done:

Detailed Report: About wegas > Affiliate registration, > Vendor registration. How to add Products face book - The basics: Facebook is widely considered as the most popular 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 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, you can make changes to your privacy settings, personalises your profile; This is one of the most fun Facebook basics that need to be known it gives you a shout out being creative. Videos and Photos; Facebook lets users 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
15-5-2023 Day - 1	Posting: Posting on facebook is considered one of its best features. This is one of the many fun features of facebook.	Posting content you want to share with your friends and family. you can keep everyone updated on what's going on in your life.	N. Malli
16-5-2023 Day - 2	Sign up: You can directly head to pinterest.com and join it fast by your e-mail address. You can also sign up directly via your facebook and Gmail account.	When you sign up on pinterest, you will also get the option to link to your facebook, twitter, Google+, Yahoo, and Microsoft account.	N. Malli
17-5-2023 Day - 3	Create your profile: Next thing that Pinterest Tutorial suggests is creating your Pinterest profile and making it impressive with a consistent username and profile pic that you already have on.	You justifier instead from account is considered advisable this lets your followers find you quite easily on Pinterest.	N. Malli
18-5-2023 Day - 4	Check your settings: In Pinterest settings, you can set your notifications, home feed, security and apps settings. You can turn on your email notifications that.	Small notifications that will help you find new people to follow who are seeing who you are liking, or saving items that are related to your board.	N. Malli
19-5-2023 Day - 5	Pinterest profile: Pinterest profile is responsible for holding all your Pinterest pins, Pinterest boards and all other settings.	Details that your Pinterest profile will include are - your username that you set in the box skin after you Pinterest.com	N. Malli
20-5-2023 Day - 6	Pinterest board: Pinterest board example AS per the definition suggested by Pinterest Tutorial a Pinterest board is the accumulation of different individual Pinterest pins.	A Pinterest owns Pinterest boards that can be shared or pinned to other Pinterest as well.	N. Malli

WEEKLY REPORT

WEEK - 6 (From Dt. 15/5/23 to Dt. 20/5/23)

Objective of the Activity Done:

Detailed Report: Posting: Posting on Facebook is considered one of its best features. This is one of the many fun features of Facebook. Sign up, you can directly head to Pinterest.com and join it fast by your e-mail address you can also sign up directly via your Facebook and Gmail account. Create your profile; next thing that Pinterest tutorial suggests is creating your Pinterest profile and making it impressive being with a consistent username and profile pic that you already have on check and you settings on Pinterest settings, you can set your notifications home feed, security and apps settings you can turn on your email notification that, Pinterest profile, Pinterest profile is responsible for holding all your Pinterest pins Pinterest boards and all other settings. Pinterest board: Pinterest board example As per the definition suggested by Pinterest tutorial. A Pinterest board is the accumulation of different individual Pinterest pins.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
1-5-2023 Day -1	Ad as per your advertising goals Pinterest allow you to create ad as per your business goal, so if you want to sell more product, encourage app download, or attract more traffic, you can find best suit	Now, you need to tap on the real place button and check 'created'	N. Mallu
2-5-2023 Day -2	What is Twitter? Twitter is a social networking website that's designed for finding and sharing short updates	in fact, each post or tweet as they are called on Twitter is limited to just 280 individual characters	N. Mallu
3-5-2023 Day -3	Creating a Twitter account: If you want to post your own updates to Twitter, you will need to create an account. There are two ways to do this	if you're using a desktop / laptop computer go to www.twitter.com in your web browser	N. Mallu
4-5-2023 Day -4	How to tweet: There are many ways to use Twitter. Some users might even post their own updates, which instead to follow updates from other users	But many people do enjoy tweeting about what's going on in their world, joining a bigger conversation	N. Mallu
5-5-2023 Day -5	What is a hashtag: Hashtags are very a really important part of twitter. But what exactly is a hashtag?	Simply put, a hashtag is any word or phrase in a tweet that starts with a hashtag symbol (#)	N. Mallu
6-5-2023 Day -6	Following and connecting on twitter: Twitter is about more than just sharing your own updates	It also allows you to follow tweets from other users so you can see what's happening right now and connect with people	N. Mallu

WEEKLY REPORT

WEEK - 7 (From Dt... 1/5/23 to Dt 6/5/23.)

Objective of the Activity Done:

Detailed Report: Ad as per your advertising goals. Pinterest allows you to create ad as per your business goals, so if you want to sell more products, encourage app downloads, or attract more traffic, you can find best-suited ad format what is twitter. Twitter is a social networking website that's designed for finding and sharing short updates. creating a twitter account. If you want to post your own updates to Twitter, you'll need to create an account. There are two ways to do this. How to tweet: There are many ways to use Twitter. Some users might never post their own updates, choosing instead to follow updates from other users. What is the hashtag; hashtags: are a really important part of Twitter. But what exactly is a hashtag; following and connecting on Twitter; Twitter is about more than 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
18-5-2023 Day -1	Customizing your profile and Privacy Setting: Looking to make your Twitter profile a bit more personal or make your tweets more secure? Twitter has several options for customizing your account.	Editing your twitter profile. Navigate to your profile page if you're using the twitter mobile app, select the ME button.	N. Mallik
19-5-2023 Day -2	What is LinkedIn. LinkedIn is a popular social network with a specific purpose. Unlike other social networks like Facebook and Twitter focus more on your personal life.	professional networking - that is, building a group of contacts to help advance your career.	N. Mallik
20-5-2023 Day -3	Creating a LinkedIn account. Go to LinkedIn.com in your web browser. Enter your information, choose your password then click on join now.	LinkedIn will guide you through the steps of adding more details to your profile.	N. Mallik
25-5-2023 Day -4	Common LinkedIn terms: Connection, Endorsement, etc. It's good to know these terms as you navigate LinkedIn.	Reviewing some of the most commonly used terms will give you a better understanding of how LinkedIn works.	N. Mallik
26-5-2023 Day -5	Navigating LinkedIn: If you've never used an online networking site, LinkedIn seems a little intimidating at first.	Even if you're already familiar with social media sites like Facebook and Twitter, you need time to learn LinkedIn.	N. Mallik
27-5-2023 Day -6	Adding connections: Adding connections is a big part of LinkedIn. But unlike most other platforms, you should not connect with everyone.	Doing so can seem like you're networking for its own sake rather than truly building your professional network.	N. Mallik

WEEKLY REPORT

WEEK - 8 (From Dt. 22/5/23 to Dt. 27/5/23)

Objective of the Activity Done:

Detailed Report: Customizing your profile and privacy settings, locking and privacy your twitter profile a bit more personal or make your tweets more secure. Twitter has several options for customizing your account. What is LinkedIn: LinkedIn is a popular social network with a specific purpose. While other social networks like Facebook and Twitter focus more on your personal life, LinkedIn is all about 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. Common LinkedIn terms: connections, Endorsements, Recruiters? If you're new to LinkedIn there are a few terms that may seem a little confusing at first. Navigating LinkedIn, If you've never used an online networking site, LinkedIn can seem a little intimidating at first. Adding connections. Adding connections is a big part of LinkedIn. But unlike most other social media sites trying to connect with everyone you know can send the wrong signal.

ACTIVITY LOG FOR THE NINTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
29-5-2023 Day - 1	Watching youtube videos: Now that you know the basics, you are ready to dive in and start watching youtube videos	For example, you can just click the youtube video below to play it. - understanding embed video. - There are two basic ways to watch videos.	N. Mallik
30-5-2023 Day - 2	Signing into youtube: While it's not necessarily required, we do recommend signing in to youtube	Signing allows you like and comment on the videos you find share videos and even upload and edit videos	N. Mallik
31-5-2023 Day - 3	Youtube for mobile device: More and more people are watching videos on the mobile device on these days	In fact, more than 60 percent of youtube's traffic from mobile devices, including smartphones and tablets	N. Mallik
1-6-2023 Day - 4	Searching for videos: Searching is a great way to find new videos on youtube. Let's say you're looking for videos of dogs on skateboards	It sounds a little silly, we know, but there are probably thousands of videos on just that one topic	N. Mallik
2-6-2023 Day - 5	Sharing options: Sharing is probably one of our favorite things to do on youtube	After all, who doesn't want to see that funny video of a dog on a skateboard	N. Mallik
3-6-2023 Day - 6	Liking and commenting: Signing in allows you to interact with any video any video you find on youtube	For example, you can like or dislike videos, or leave a comment to share your feedback	N. Mallik

WEEKLY REPORT

WEEK - 9 (From Dt 29/5/23 to Dt 3/6/23..)

Objective of the Activity Done:

Detailed Report: watching youtube videos: Now that you know the basics, you're ready to drive in and start watching Youtube videos. Signing into youtube: while it's not necessarily required, we do recommend signing into youtube. youtube for mobile devices: more and more people are watching videos on the go these days. Searching for videos: searching is a great way to find new videos on Youtube. Let's say you're looking for videos on youtube. Looking for videos of dogs on skateboards shooting offens: sharing is probably one of our favorite things to do on youtube liking and commenting: signing in allows you to interact with any video you find on youtube.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
5-6-2023 Day - 1	what is mobile marketing? It is a marketing strategy that specifically takes advantages of mobile channels like SMS, mobile apps, mobile optimized browser	Beyond simply delivering messages, it has to take into account how information looks on different devices, platform	N. Mallik
6-6-2023 Day - 2	what is a mobile-first strategy? How much pop-ups a company gives to their mobile networking strategy depends on the company itself	A company may have existed for many decades and have a lot of technology processes, and systems in place for the desktop	N. Mallik
7-6-2023 Day - 3	in-app marketing: It is a marketing through mobile app, in-app marketing can be either for your own brand or other brands	for your own brand, in-app marketing through mobile app. In-app marketing can be either for your brand or other brand	N. Mallik
8-6-2023 Day - 4	Mobile push marketing: It sends marketing message on mobile devices using push technology	Learning it allowed to deliver relevant information to users even if they are not on your app	N. Mallik
9-6-2023 Day - 5	SMS marketing: It is a marketing campaign via text message. You can send promotion, alerts and more to potential customers	Text marketing campaign can be successful via text because most people have their phone with them.	N. Mallik
10-6-2023 Day - 6	QR code marketing. QR code marketing allows you create a link to your website, download your app, review your business, or sign up for your newsletter	Customized QR codes can be created with the camera to their smartphones and it is simple to use	N. Mallik

WEEKLY REPORT

WEEK - 10 (From Dt. 5/16/23 to Dt. 5/16/23)

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. In-app marketing: In-App marketing is marketing through mobile apps an app marketing can be either for your own brand or for other brands. mobile push marketing: Mobile Push marketing sends marketing messages on mobile devices using push technology. SMS marketing: SMS marketing is a marketing campaign via text message. You can send promotions, alerts, offers, and more to current and potential customer's phones. QR code marketing: QR code marketing allows you to create a link to your website, download your app, service your business, or sign up for your newsletter.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
12-6-2023 Day -1	What is email marketing. It is a direct marketing channel that lets businesses share mail products, sales, and updates with customers on their contact list	It's high return on investment (ROI) makes it crucial to boost business, overall Inbound State	N. Malli
13-6-2023 Day -2	Segmentation: It is an effective way to group your customers on the basis of their demographic information, purchase history,	By using this information, you can easily tailor your emails to specific groups	N. Malli
14-6-2023 Day -3	Personalization: Customers are now expecting significant as well as personalized content and experience at both online and offline	Marketers are determined to leverage email personalization to move from generic messaging towards 1:1 experiences that set the	N. Malli
15-6-2023 Day -4	Educational email: The most preferred type of mail is Educational Email	An Educational mail should help to resolve an issue for the individual receiving the email	N. Malli
16-6-2023 Day -5	Welcome Email: Are you subscribers getting the right message through your welcome email?	The initial mail you send to your subscribers is critical in building your connection with your audience	N. Malli
17-6-2023 Day -6	Testimonial email: Your business is customer-based then sending a mail including testimonial will help you to build in your brand	Purpose: To strengthen your business or product through customer feedback	N. Malli

WEEKLY REPORT

WEEK - 11 (From Dt. 1.2/23 to Dt. 1.7/23)

Objective of the Activity Done:

Detailed Report: what is mobile marketing: mobile marketing is a marketing strategy that specifically takes advantages 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.

In-app marketing: In what is email marketing. CRM marketing is a direct marketing channel that lets businesses share new products, sales and updates with customers on their contact list.

segmentation: segmentation is an effective way to group your consumers on the basis of their demographic information, purchase history, and browsing activity.

personalization: Test mail email: If your business is customer based then sending a mail including test emails 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
19-6-2023 Day -1	Setting goals: The first step in the web analytical process is for businesses to determine goal and the end results they trying to achieve	These goal can include increased sales, customer satisfaction and brand awareness. Business goal can be both quantitative and qualitative	N. Malli
20-6-2023 Day -2	Collecting data: The second step in web analytical is the collection and storage of data	Businesses can collect data directly from a website or web analytical tool, such as Google analytical	N. Malli
21-6-2023 Day -3	Processing data: The next stage of the web analytical funnel involves business	Processing the collected data into actionable information	N. Malli
22-6-2023 Day -4	Developing A Strategy: This stage involves incorporating insight to form a strategic that aligns with an organization's goals	For example; Search queries conducted on-site can help an organization develop a content strategy based on what users are searching for on website	N. Malli
23-6-2023 Day -5	Experimenting and testing: Businesses need to experiment with different strategies in order to find the one that yields the best results	For example; A/B testing is a simple to help learn how an audience responds to different content	N. Malli
24-6-2023 Day -6	Web analytic tools: Web analytical tool report important statistics on a website, such as where visitors come from, how long they stayed, how they found the site and their on-site activity	In addition to web analytical, there are other tools like product analytical, social media analytical and marketing analytical	N. Malli

WEEKLY REPORT

WEEK - 12 (From Dt. 19/11/2023 to Dt. 25/11/23)

Objective of the Activity Done:

Detailed Report: In this week I learn about 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 developing strategy: This stage involves experimenting in sites to formulate strategies that align with an organization's goals. Experiment and testing: Businesses need to experiment with different strategies in order to find the one that yields the best results. Web analytics tools: Web analytics tools record important statistics on a website, such as where visitors come from, how long they stayed; how they found the site and their online 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
26-6-2023 Day - 1	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.	While creating a dedicated review website such as outdoortent-lab, is a popular approach, you can also do affiliate marketing on social media platforms like Instagram.	N. Malli
27-6-2023 Day - 2	Join an affiliate marketing network: Affiliate networks connect affiliates and merchants.	While it is not always necessary to join an affiliate network, you will likely find that doing so will streamline the relationship-building.	N. Malli
28-6-2023 Day - 3	Expand your network: creating a successful affiliate marketing platform takes time and dedication.	To increase your overall audience size, it is helpful to use a mix of digital marketing approaches, including conducting market research to understand your audience; analyzing the competitive landscape to know where you stand; and affiliate marketing in your niche.	N. Malli
29-6-2023 Day - 4	Be consistent and make your skills: In addition to taking time and dedication, affiliate marketing also employs a wide range of skills, including:		N. Malli
30-6-2023 Day - 5	How do affiliates make money: The affiliate gets a unique link (an "affiliate link") from which clicks can be tracked - typically using cookies.	The cookie then tracks the user to see if they make a purchase. If they do within an allotted amount of time then the affiliate will earn commission.	N. Malli
1-7-2023 Day - 6	The affiliate marketing: This party is sometimes also known as publisher. Affiliates can also range from simple individuals to entire companies.	An affiliate promotes one or multiple affiliate products and tries to attract and convince potential customers of the value of the merchant's product.	N. Malli

WEEKLY REPORT

WEEK - 13 (From Dt. 26/11/2023 to Dt. 1/12/2023)

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 employes a wide range of skills, including, how to 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
3-7-2023 Day -1	Kumbhoj Swamy 96612@gmail.com	SWAMY.123	N. Malli
4-7-2023 Day -2	Kumar Swamy Kasinkota@gmail.com	Kkumar.1999	N. Malli
5-7-2023 Day -3	Kasinkota Kumar@gmail.com	KKMS.149	N. Malli
6-7-2023 Day -4	Swami Kasinkota@gmail.com	SWAMI.166	N. Malli
7-7-2023 Day -5	Kumar Kumar@gmail.com	Kkumar.12	N. Malli
8-7-2023 Day -6	Kumar Kasinkota@gmail.com	Kumar.9666	N. Malli

WEEKLY REPORT

WEEK - 14 (From Dt. 3-7-2023 to Dt. 8-7-2023)

Objective of the Activity Done:

Detailed Report: In this week I learn about
create an email address.

Day 1:- kumaraswamy96612@gmail.com

Password:- Swamy123

Day 2:- kumaraswamykasimkota@gmail.com

Password:- kumar.1999

Day 3:- KasimkotaKumar@gmail.com

Password:- KKMS142

Day 4:- SwamiKasimkota@gmail.com

Password:- Swami.166

Day 5:- kumarakumar12@gmail.com

Password:- kumar.12

Day 6:- kumarKasimkota@gmail.com

Password:- kumar.9666

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
10-7-2023 Day - 1	shop name: Vidyal nagar maat. cell no- 7947413664.	Address: - Talavasth vari street. Gandhi nagar, Bhimavaram, 534201.	N. Malli
11-7-2023 Day - 2	shop name:- Abha shopping mah cell no:- 7947414308	2-1-21, Juvvalafole, Road, Bhimavaram, Bhimavaram, - 534202	N. Malli
12-7-2023 Day - 3	Shop name:- Dhasari shopping complex cell no:- 7947413625	16-25, Gandhi nagar, PP Road, Gandhi - nagar, Bhimavaram 534201.	N. Malli
13-7-2023 Day - 4	shop name:- Shavya shopping complex. Cell no:- 7947139334.	Door no - 7-214, Juvvalafole Road, Tamilrajulu nagar, PP Road, west Godavari 534202.	N. Malli
14-7-2023 Day - 5	Shop name:- Coastal city center cell no:- 7947146696	Balusamoodi, Bhimavaram, 534201.	N. Malli
15-7-2023 Day - 6	Shop Name:- Muvvala Complex cell no:- 7947117955	Bhimavaram East Bhimavaram, 534202.	N. Malli

WEEKLY REPORT

WEEK - 15 (From Dt. 10.7.2020 to Dt. 16.7.2020)

Objective of the Activity Done:

Detailed Report: in 15th week of my Intern me
learn about vendor registration.

Day 1:- shop name:- Vishal mega mart cell no:- 7947413624
Address:- Tatawathi wasti street, Gandhinagar,
Bhimavaram 534201

Day 2:- shop name:- 2bha shopping mall cell no:- 7947413628
Address:- Juvvalapalem Road, Bhimavaram Bazar,
Bhimavaram - 534201

Day 3:- shop name:- Dhasari shopping complex
cell no:- 7947413625
Address:- 16255, Gandhinagar, Bhimavaram, 534202

Day 4:- shop name:- Bhavya shopping Complex
cell no:- 7947139334
Address:- Tammaraju Nagar, Door No: -7-124,
Juvvalapalem Road, 534201

Day - 5:- shop name:- Coaste city complex; cell no:- 7947416666
Address:- Rakusumudi, Bhimavaram 534202

Day 6:- shop name:- Mymala complex; cell no:- 7947117955
Address:- Bhimavaram, Bazar, Bhimavaram
534202 (Bank Colony).

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 Demugonda, the work environment is designed to foster a positive and collaborative atmosphere. People interacting 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 workspace, necessary equipment. Maintenance staff ensure 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 responsibilities. 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 and teamwork are valued, with colleagues readily available to offer assistance and guidance when needed. Regular feedback and performance evaluation help interns stay motivated and improve their skills.

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

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

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

In OH 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 I can focus on:

Search Engine optimization (SEO):

Learn about optimizing websites for search engines, key word research, on-page and off-page optimization techniques, and staying upto 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 media 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.

Analytical 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 Art Solution, a digital marketing company, I have acquired essential managerial skills. I excel in planning, creating strategic marketing campaigns, setting clear objectives, and organising 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 ~~small~~ SMART goals aligned with company objectives and make informed decisions by analysing 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, teamwork, behaviour, workmanship, time management, competency improvement, goal setting, decision

making and performance analysis. These skills will shape my future career in digital marketing.

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.

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 DA Solutions.

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 moeties and protocols, greeting, thanking and appreciating others, etc.)

As an intern at DH 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 ideas 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 practice extemporaneous speaking to enhance my ability to think on my feet and communicate ideas spontaneously. This helps me develop confidence in expressing my thoughts without prior preparation.

Articulating key points effectively is crucial communication. I work on organizing my thoughts, prioritizing information, and delivering concise and impactful messages that resonate with the audience.

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

As an intern at OH 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 options, seeking to understand different viewpoints. I contribute my insights and ideas thoughtfully, promoting constructive discussions and fostering a collaborative 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. In digital marketing, I actively seek opportunities to provide value, offering support and support and cooperation to fellow members. I proactively take on tasks and responsibility, ensuring that I meet deadlines and deliver quality work. I embrace a proactive attitude, 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.

Furthermore, I aspire to develop leadership skills by taking the initiative in leading team activities. I am proactive in organizing and coordinating tasks, setting clear objectives, and guiding the team towards achieving collective goals. I foster a supportive and inclusive environment where every team member feels valued and motivated to perform their best.

In conclusion, my focus as an intern at O&I Solutions is to enhance my abilities in group discussion, 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 OH solutions, a digital marketing company, I have observed significant technological developments that are highly relevant to my job role. The rapid advancements in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes.

One crucial technological development is the increasing importance of data analytics and measurement tools. The availability of sophisticated analytical platforms and tools, such as Google Analytics and social media analytics, has enabled us to track and analyse the performance of 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 content has expanded the possibilities of digital marketing. 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 analytical tools have enabled us to measure and optimize campaign effectiveness. Mobile technology and social media innovations have opened up new avenues for reaching and connecting with target audiences. Embracing these digital technologies has been crucial for staying ahead in the dynamic and ever-evolving field of digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: K. Kumara Swamy Registration No: 2031260309
Term of Internship: From: 10/01/2023 To: 16/07/2023
Date of Evaluation: 16/7/23
Organization Name & Address: D. H Solutions, Perungudi

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

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

Date: 16/7/23

K. Kumara Swamy
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: K. KANAKA SWAMY Registration No: 203126203009
 Term of Internship: From: 10/04/2023 To: 16/07/2023
 Date of Evaluation: 16/7/23
 Organization Name & Address: DH SOLUTIONS, PENUGONDA.
 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



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: *Kaushikata Kumara Sanyal*

Programme of Study: *10 B.A*

Year of Study: *2022-23*

Group: *HEPA*

Register No/H.T. No: *203126203009*

Name of the College: *R.D.S. 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:

16/7/23


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: HASIMETA KUMARA SWAMY.
Programme of Study: III B.A
Year of Study: 2022-23
Group: HEPA
Register No/H.T. No: 203126203009
Name of the College: R.R.D.S Govt Degree College.
University: Adikavi Nannaya University.

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	71
2.	For the grading giving by the Supervisor of the Intern Organization	20	15
3.	Viva-Voce	50	39
	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-534 202

