

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: R.V. SUBBARAJU

Name of the College: R.R.D. S. GOVERNMENT DEGREE COLLEGE

Registration Number: 203126203016

Period of Internship: From: 10/01/2023 To: 16/07/2023

Name & Address of the Intern Organization

DH solutions, Penugonda
West Godavari District.

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 B.A (HEPA)

Under the Faculty Guideship of

S. Satya Narayana

(Name of the Faculty Guide)

Department of

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

(Name of the College)

Submitted by:

R.V. Subba Raju

(Name of the Student)

Reg.No: 203126203016

Program
Department of B.A (HEPA)

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

(Name of the College)

Student's Declaration

I, R.V. Subba Raja a student of B.A (H.E.P)
Program, Reg. No. 202126203016 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in Digital marketing From 10-4-2023 to
16-07-2023 in D.H. solutions at
Digital marketing under the Faculty Guideship of
S. Satya Chayama Department of
History, RRDS Government Degree College,
Bhimavaram.

R.V. Subbasaja

(Signature of the student)

Official Certification

This is to certify that R.V. Subba Raju (Name of the student) Reg. No. 203126202016 has completed his/her Internship in D.H. 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 III BA (H.EPA) 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.



Official Certification

This is to certify that R.V. Subba Raju (Name of the student) Reg. No. 202126202016 has completed his/her Internship in D.H. 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. (H.E.P.A) 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 R V. Subba Rajee (Name of the intern)
Reg. No 203120203016 of R.R.D.S Govt Degree college (Name of the
College) underwent internship in D H Solutions (Name of the
Intern Organization) from 10-4-2023 to 16-7-2023

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 R.V. SUBBARAJU

**Reg. No 203126203016 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 V K J PRASENA, 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 S. Satyanarayana Lecturer in the Department of History 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. Satyanarayana for his valuable guidance and help in completing this project.

Name: R.V. Subba Raju

Hall Ticket Number: 203126203016

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CHAPTER 1: EXECUTIVE SUMMARY

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

During my internship at DH Solutions, a digital marketing company, a digital marketing, 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, analyzing 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 a comprehensive understanding of digital marketing practices, learned to analyze data for informed decision-making.

In conclusion, my internship at DA 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 Saham 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, mobile application development and digital marketing.

Company vision: - Leading provider of innovative digital marketing. and Company mission - deliver exceptional strategies for client's success.

Company values: - Excellence, integrity, collaboration, innovation, client-centricity.

DH solutions company may have policies on privacy, data security, employee conduct, non-discrimination, and client confidentiality.

Company organization's structure likely includes executive leadership, business development, account management, digital marketing specialists, creative design team, analytics/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 partnerships, 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 DH 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 platforms, and content management systems.






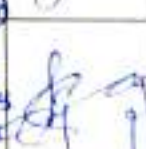
As an intern, I was involved in various tasks to support the company's digital marketing efforts. This included conducting market research, analyzing data to identify trends and insights, creating social media content, assisting in the

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 with a professional team, managing deadlines, and effectively communicating with clients.

Overall, my internship at DA Solutions provided me with a solid foundation in digital marketing, equipping me with the 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
10-4-23 Day - 1	Introduction to digital marketing.	The promotion of products or brands via one or more forms of electronic media is called as digital marketing.	
11-4-23 Day - 2	<u>Content marketing</u> - They want content that is compelling, relevant to the searcher, frequently updated and full of enrichment.	content marketing involves researching keywords, writing articles, pursuing the description of products and services on your site, and creating educational content that helps convert your audience to engage more.	
12-4-23 Day - 3	<u>SEO (Search engine optimization)</u> On site SEO involves ensuring that your site is developed consistently with the proper framework that appeals to search engines.	off-site SEO refers to any actions that you are taking for your brand that happen off of your main digital properties.	
13-4-23 Day - 4	<u>SMM (Social media marketing)</u> Paid social media marketing includes the advertisements we all know and love, it also involves strategies for driving new fans to your page or brand.	organic social media is a bit more elusive, but that also tends to make it more fun to implement.	
14-4-23 Day - 5	<u>SEM (Search engine marketing)</u> Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question	Your paid ad puts your brand to the top of the search engine results page (SERP)	
15-4-23 Day - 6	<u>Paid Ads!</u> 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.	Advertising, you can advertise across various platforms using methods such as Google Ads, Facebook ads, and other social media ad offerings.	





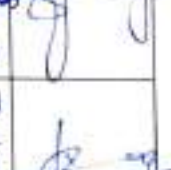

WEEKLY REPORT

WEEK - 1 (From Dt. 10/4/2023 to Dt. 26/4/23)

Objective of the Activity Done:

Detailed Report: In this week I am 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. SMM while paid social media marketing includes the advertisements we all know and love, it also involves paid efforts 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
17-4-23 Day - 1	<u>Email Marketing</u> :- 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.	more high-quality leads than on your other online efforts. From there, send high-quality content in your emails that speaks to them personally addressing interests, pulling them to continue to your website.	
18-4-23 Day - 2	<u>Affiliate marketing</u> :- This type of marketing uses businesses which is paying to individuals or companies to promote their products/services on their websites, such type of marketing is called as <u>referring a business</u> .	At an another site, in which the hosts being paid based on number of customers click on their custom advertisement and make the purchase online.	
19-4-23 Day - 3	<u>Display advertising</u> :- is one of the most common types of online advertising method. It is similar to affiliate marketing where placing banner ads on other websites for the visitors.	who are interested in business's products/services. The display ads can be in certain range and include video ads.	
20-4-23 Day - 4	<u>Email marketing</u> :- Email marketing is an online version of direct mail. In this, rather than sending a customer a hand out or advertisement, it displays a form type which allows business to send similar information to own.	more with the help of email. Such type of marketing will include business coupons, newsletters, invitations to social events and surveys.	
21-4-23 Day - 5	<u>Inbound Marketing</u> :- In this type of marketing an online content such as blogs, social media and Podcasts are used in order to attract new customers.	The idea of this strategy is that it revolves around business creating own content that draws attention of business.	
22-4-23 Day - 6	<u>Pay-per-click Advertising</u> :- It is known as search engine marketing, which is advertising in which business place ads on search engine websites like Google and Yahoo.	These ads are placed in special top or side panels that separated out for paid ads. If we see that many search engines offer.	







WEEKLY REPORT

WEEK - 2 (From Dt. 17/9/22 to Dt. 23/9/22)

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. Such type of marketing typically involves placing a banner. Display advertising: is one of the most common types of online advertising method. 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 businesses to send similar information or even. Inbound marketing, in this type of marketing, blogs, social media and podcasts are used in order to attract new customers. Pay-Per-Click advertisements: It is known as search engine marketing, which is advertising in which business place ads on search engine website like Google and Yahoo.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
24-4-23 Day - 1	<u>Search Engine optimization</u> - 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's ranking, more likely these websites are displaying.	results on top when internet users searchers for business or something similar to the match.	
25-4-23 Day - 2	<u>social media marketing</u> : In this type of marketing strategy, the business is promoted with the help of social media outlets such as Facebook, Twitter, Google+, Pinterest and LinkedIn.	it works by creating a dedicated page for business on each site and developing content which draws followers that eventually converts to real customers.	
26-4-23 Day - 3	<u>Content marketing</u> : - The main goal of content marketing is to attract a customer's attention about new offers, and reduce leads with this marketing strategy, you can nurture and educate your potential customers.	customers by providing them with the necessary content, guide them through the sales funnel, and finally, make them take a desirable action.	
27-4-23 Day - 4	<u>Email marketing</u> : - Email is a widely used marketing tool that involves sending promotional content to your clients. 2.9 billion daily email users make this channels the most prominent.	It allows marketers to send personalized campaigns, segment their audience, and create relevant content for them.	
28-4-23 Day - 5	<u>Advertising</u> : - Advertising is a powerful tool that helps promote your business, find a customer base, and expand revenue streams. There are many advantages that internet advertising offers.	helps to greatly expand a diverse audience, increases traffic to your website allows targeting and retargeting.	
29-4-23 Day - 6	<u>Mobile Marketing</u> : - Mobile marketing is an advertising activity aimed at promoting products and services via smartphones. This type of marketing also includes optimizing.	Companies use SMS marketing as an effective way of promoting their products. Here you can see how Domino's Pizza uses SMS.	







WEEKLY REPORT

WEEK - 3 (From Dt. 20/11/23 to Dt. 26/11/23)

Objective of the Activity Done:

Detailed Report: Search engine optimization is a free form of advertising which is designed to increase businesses ranking on search engines. The higher the business's 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 outlets 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. 9.9 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 at promoting products and services via smartphones. 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
1-5-23 Day-1	<u>Reputation marketing</u> : consumer feedback is essential both for brands and potential customers nearly 3 out of 4 customers trust a brand if it has positive reviews	Why positive online reviews are important for a brand's success. With reputation marketing you can highlight positive consumer reviews of your brand.	
2-5-23 Day-2	<u>Social media marketing</u> : There are 3.5 billion people that use social media for different needs, they make up half of the world's population.	Social media marketing means using social media channels, such as twitter and face book, Instagram and pinterest, Tumblr, and LinkedIn to connect.	
3-5-23 Day-3	<u>Video marketing</u> : According to statistics, surf. of consumers prefer videos over other types of content from brands. This means that if you want your business to be visible you should use video marketing.	It helps companies provide step-by-step instructions demonstrate their products or services, draw an event, or make a particular announcement as well as share behind-the-scenes.	
4-5-23 Day-4	<u>SEO</u> : - SEO is about optimizing your site and improving organic traffic. Content, digital marketing managers pay attention to cross links and backlinks, keyword	It increases the visibility of the website. Remember, the better visibility the more customers you can attract. For instance, when you are searching for a summer checker it is obvious.	
5-5-23 Day-5	<u>Web analytics</u> : - this is a way to track the activity of users on web pages. It enables companies to access information about the preferences and behaviors of customers.	Analytics platforms usually report on the number of visitors and pages they visit on the site, the duration of their visit, and more.	
6-5-23 Day-6	<u>How AdSense works</u> : Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content.	The ads are created and paid for by advertisers who want to promote their products.	






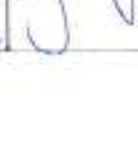
WEEKLY REPORT

WEEK - 4 (From Dt. 6/5/23 to Dt. 11/5/23)

Objective of the Activity Done:

Detailed Report: Reputation marketing; consumer feedback is essential both for brands and potential customers. nearly 2 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 1/3 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 AdSense works: Google AdSense provides a way for publishers to earn money from their online content. AdSense 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
8-5-23 Day -1	About wegos 1) Affiliate registration 2) vendor registration How to add products	2 constant my own business by using affiliate registration	
9-5-23 Day -2	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.	
10-5-23 Day -3	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 homepage and fill in the required fields.	
11-5-23 Day -4	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.	This will control who can view your profile and information you share. To edit these settings, click on the settings options.	
12-5-23 Day -5	Personalize your Profile: This is one of the more fun Facebook basics that most people know. It gives you a shot at being creative.	The chances that you share a name with someone else on Facebook are very high, that's why you should personalize your profile.	
13-5-23 Day -6	videos and photo: 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 photos' tab and choose Add photos/videos. This lets you upload media from your computer.	

WEEKLY REPORT




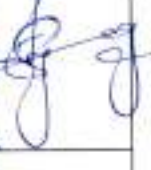


WEEK - 5 (From Dt. 12/5/23 to Dt. 17/5/23)

Objective of the Activity Done:

Detailed Report:

About negos 1) Affiliate registration
2) 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 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, you can make
changes to your privacy settings, 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. 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
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.	
Day -2	Sign up: You can directly head to Pinterest. You can join it just by your email 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+, and Microsoft accounts.	
Day -3	Create your profile: Next thing that Pinterest tutorial suggests is creating your Pinterest profile and making it impressive. Go with a consistent user name and profile pic that you already have on other social media.	Your Twitter or Instagram account is also recommended. This lets your followers find you quite easily on Pinterest.	
Day -4	Check your settings: In Pinterest settings, you can set your notifications, home feed, security, and app settings. You can turn on your email notifications that.	Email notifications that will help you find new people to follow by seeing who comments, likes, or repins ideas that related to your boards.	
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 user name that you set in the box given after using Pinterest.com.	
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 user can create boards that can further be shared or pinned to other Pinterest users as well.	







WEEKLY REPORT

WEEK - 6 (From Dt. 18/5/23 to Dt. 23/5/23)

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 just 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. Going with a consistent username and profile pic that you already have on. Check your settings. In 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
Day - 1	Ad as for your advertising goals: Pinterest allows you to create ad as for your business goals so if you want to sell more products, encourage other users or attract more traffic, you can use ads to achieve your goals.	Now you need to tap on the red plus button and choose create ad.	
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're called on Twitter - is limited to just 280 individual characters.	
Day - 3	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.	If you're using a desktop or laptop computer, go www.twitter.com in your web browser.	
Day - 4	How to tweet: There are many ways to use Twitter. Some users might never post their own updates choosing instead to follow or take from other users.	But many people do enjoy tweeting about what's going on in their world and joining a bigger conversation.	
Day - 5	What is a hashtag: Hash tags are a really important part of Twitter. But what exactly is a hashtag?	Simply put, a hashtag is any word or phrase included in a tweet that starts with a hashtag symbol.	
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 who are similar to you.	

WEEKLY REPORT

WEEK - 7 (From Dt. 2/5/23 to Dt. 2/6/23)

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 formats.

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
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 now. Go to your profile page. If you're using the twitter mobile app, select the me button.	
Day - 2	What is LinkedIn: LinkedIn is a professional social network with a specific purpose unlike other social networks like facebook and twitter focus more on your personal life, knowledge.	Professional networking - that is building a group of contacts to help advance your career.	
Day - 3	creating a linkedin account To get started, go to linkedin.com in your web browser, enter your information, pick a password, then click the sign up button.	LinkedIn will guide you through the steps of adding more details to your profile.	
Day - 4	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.	Revisiting some of the most commonly used terms will give you a better understanding of how LinkedIn works.	
Day - 5	new getting LinkedIn: If you've never used an online networking site, LinkedIn can seem a little intimidating - ting at first.	even if you're already familiar with social media sites like facebook and twitter, you'll still want to take some time to learn your way around LinkedIn.	
Day - 6	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.	Doing so can seem like you're networking for its own sake rather than truly building your professional network.	

WEEKLY REPORT







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

Objective of the Activity Done:

Detailed Report: Customizing your profile and privacy settings; looking 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's all.

Creating a LinkedIn account: To get started, go to [linkedin.com](https://www.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
Day - 1	watching youtube Videos: now that you know the basics you're ready to dive in and start watching youtube videos.	for example, you can just click the youtube video below to play it. understanding embedded videos, there are also ^{above} two ^{ways to} view a youtube video	
Day - 2	Signing into Youtube: while it's not necessarily required, we do recommend signing in to Youtube	Signing in allows you to like and comment on the videos you find. share videos more easily and even upload and edit your own videos	
Day - 3	Youtube for mobile devices: More and more people are watching videos on the go these days.	In fact, more than 40 percent of youtube traffic comes from mobile devices, including smartphones and tablets	
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 this one topic	
Day - 5	Sharing options: sharing is probably one of our favorite things to do on Youtube	After all, who does not want to see that funny video of a dog on a skateboard?	
Day - 6	Liking and commenting: Signing in allows you to interact with any video you find on Youtube	For example, you can like or dislike videos or leave a comment to share your thoughts	

WEEKLY REPORT

WEEK - 9 (From Dt. 13/6/23 to Dt. 18/6/23)

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 in to 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 of dogs on skateboards.

Sharing options: 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
Day - 1	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 carrier providers.	Beyond simply delivering messages, it has to take into account how information looks on different devices, how users use an app, and how to better target information.	
Day - 2	What is a mobile-first strategy: How much priority a company gives to their mobile marketing 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.	
Day - 3	In-app marketing: In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands.	For your own brand, in-app marketing refers to the use of banners, overlays, and inter messaging to market your products to your app users.	
Day - 4	Mobile push marketing: mobile push marketing sends marketing messages on mobile devices using push technology.	It allows you to deliver relevant information to users even if they are not on your website or app.	
Day - 5	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.	Text marketing campaigns can be successful because most people have their phones with them, and it is difficult to ignore notifications.	
Day - 6	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.	Customers can scan the QR code with the camera on their smartphones and it is simple to use.	







WEEKLY REPORT

WEEK - 10 (From Dt. 23/6/23 to Dt. 28/6/23)

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. In-app marketing: In-app marketing is marketing through mobile apps. In-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. App case marketing: App case marketing allows you to create a link to your website, download your app, review 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
Day - 1	What is email marketing? Email marketing is a direct marketing channel that lets businesses share new products, sales and updates with customers on their contact list.	It's a high return on investment (ROI) makes it crucial to most businesses overall inbound strategy.	
Day - 2	Segmentation: Segmentation is an effective way to group your consumers on the basis of their demographic information, purchase history, and browsing activity.	By using this information, you can easily tailor your emails to specific groups.	
Day - 3	Personalization: customers are now expecting significant as well as personalized content and experience both online and offline.	marketers are obligated to leverage email personalization to move from many messaging toward 1:1 experiences that not only meet but exceed consumers' expectations and preferences.	
Day - 4	educational emails: the most preferred type of mail is educational emails.	An educational mail should help to resolve an issue for the individuals receiving the mail.	
Day - 5	welcome email: Ask your subscribers getting the right message through your welcome emails.	The initial mail you send to your subscribers is critical in building your connection with your audience.	
Day - 6	Testimonial email: If your business is customer-based then sending a mail including testimonials will help you to build trust in your brand.	Purpose. To strengthen your business or product through customer feedback.	







WEEKLY REPORT

WEEK - 11 (From Dt. 21/7/23. to Dt. 27/7/23)

Objective of the Activity Done:

Detailed Report: What is email marketing: Email 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: Customers are now expecting significant as well as personalized content and experiences both online and offline. Educational emails: The most preferred type of mail is educational emails. Welcome email: Are your subscribers getting the right message through your welcome emails. Testimonial email: If your business is customer-based then sending a mail including testimonials 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 analytics process is for businesses to determine goals and the end results they are trying to achieve.	These goals can include increased sales, customer satisfaction and brand awareness. Business goals can be both quantitative and qualitative.	
Day - 2	Collecting data: the second step in web analytics is the collection and storage of data.	Businesses can collect directly from a website or web analytics tool, such as Google Analytics.	
Day - 3	Processing data: The next stage of the web analytics funnel involves businesses	processing the collected data into actionable information.	
Day - 4	Developing strategy: This stage involves implementing insights to formulate strategies that align with an organization's goals.	For example, search analytics conducted on-site can help an organization develop a content strategy based on what users are searching for on-site.	
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 strategy to help learn how an audience responds to different content.	
Day - 6	Web analytics tools: web analytics tools report important statistics on a website, such as where visitors came from, how long they stayed, how they found the site and their online activity while on the site.	In addition to web analytics, these tools are commonly used for product analytics, social media analytics and marketing analytics.	



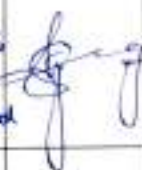



WEEKLY REPORT

WEEK - 12 (From Dt. 07/12/23 to Dt. 13/12/23)

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 businesses. Developing a strategy: This stage involves implementing insights 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 report important statistics on a website, such as where visitors came 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
Day - 1	Pick a best marketing channel: Once you have decided on the topic - audience, and products - that your affiliate marketing brand will cater, you will want to decide on a marketing	While creating a data-based review website such as outdoor gear is a popular approach, you can also do affiliate marketing for special items like	
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 doing so will streamline the relationship to pay a affiliate commission	
Day - 3	Expand your network: Creating a successful affiliate marketing platform takes time and dedication.	To increase your overall audience size though, it's helpful to use a mix of digital marketing approaches.	
Day - 4	Be consistent and master your skill: In addition to taking time and dedication affiliate marketing also employs a wide range of skills including	conducting market research to understand your audience, and analyzing the competitive landscape to know where you stand among in your niche	
Day - 5	How do affiliate 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	
Day - 6	The affiliate marketing: This party is sometimes also known as the publisher. Affiliates can also range from single individuals to entire companies	An affiliate provides or multiple affiliate products and tries to attract and convince potential customers products so that they end up buying it	

WEEKLY REPORT







WEEK - 13 (From Dt. 14.12.22 to Dt. 19.12.22)

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 (an 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	RVSubba ra raju9@gmail.com	RV3.1975	
Day - 2	RVSubba ra raju123@gmail.com	Subba.123	
Day - 3	RS123123@gmail.com	Raja.128	
Day - 4	RSubba ra raju1975@gmail.com	RVSubba ra raju.1975	
Day - 5	RSubba ra raju426@gmail.com	R04.1975	
Day - 6	Subba ra raju.1975@gmail.com	Subba.1975	

WEEKLY REPORT

WEEK - 14 (From Dt. 15/7/23 to Dt. 17/7/23)

Objective of the Activity Done:

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

Day-1: Rvsubbasara9@gmail.com, Rvs.1975

Day-2: Rvsraja122@gmail.com, Subk.122



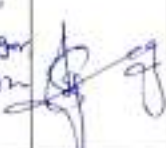



Day-3: Rsi23123@gmail.com, Raju.128

Day-4: Rvbbsara1975@gmail.com, Rvsraja.1975

Day-5: Rafe.1426@gmail.com, Roh.1975

Day-6: Sobbasara.1975@gmail.com, S.04061975.

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.	Address:- Tatalathi Var? Street-Gandhinagar, Bhimavaram. 534201, (Beside Idbi Bank, Gandhinagar).	
Day -2	Shop name:- Itha Shopping Mall. Cell no:- 7947414308.	2-1-21, Juvhalapalem Road, Bhimavaram Bazar, Bhimavaram -534202.	
Day -3	Shop name:- Dhasari Shopping Complex. Cell no:- 7947413625	16225, Gandhinagar, PP Road, Gandhinagar Bhimavaram, 534202.	
Day -4	Shop name: Bhavya Shopping Complex. Cell no:- 7947139339.	Door no:- 7-214, Juvhalapalem Road Jammil. Raju nagar; PP Road, West Gandhinagar 534201.	
Day -5	Shop name:- Coastal City Center Cell no:- 7947146696	Balusumedi, Bhimavaram 534202.	
Day -6	Shop name:- Muvvada Complex Cell no: 7947117955	Address:- Bhimavaram Bazar, Bhimavaram. 534202 (Bank Colony)	

WEEKLY REPORT

WEEK - 15 (From Dt. 17/2/22 to Dt. 23/2/22)

Objective of the Activity Done:
Detailed Report: In 15 th week of my my intern me learn about vendor registration.
Day 1:- shop name:- Vishal mega mart. cell no:- 794743664
Address:- tatawathi vavai street, Gandhinagar, Bhimavasa 534201.
Day 2:- shop name:- Ibra shopping mall, cell no:- 794744208
Address:- Juvabaletem Road, Bhimavasa Bazar, Bhimavasa, 534202.
Day 3:- shop name:- Dhasari shopping complex, cell no:- 794741245
Address:- 16755, Gandhinagar, Bhimavasa, 534202.
Day 4:- shop name:- Bhavga shopping complex, cell no:- 7947139334
Address:- Door no:- 7-214, Juvabaletem Road, Jambhrajnagar, ASR nagar, 534204.
Day 5:- shop name:- Coastal city complex, cell no:- 7947146696
Address:- Balusamudi, Bhimavasa, 534202.
Day 6:- shop name:- Murala complex, cell no:- 7947117855
Address:- Bhimavasa Bazar, Bhimavasa, 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 DT Solutions in Penang, the work environment is designed to foster a positive and collaborative 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 workspace, necessary equipment, and 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 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 collaborative 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 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, D4 Solutions provides a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adheres 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 DH 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, 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 DT 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, teamwork, 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 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 extemporé speeches 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 in communication. I work on organizing my thoughts, prioritizing information, and delivering concise and impactful messages that resonate with the audience.

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 DT Solutions.

As an intern at DT 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.

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 DIT 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 DIT 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 analytics platforms and tools, such as Google Analytics and social media analytics, has enabled us to track and analyze 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 features 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 analytics tools have enabled us to measure and optimize campaigns effectively. 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:	R V Subbaraj	Registration No:	203126203006
Term of Internship:	From: 10/04/2023	To:	16/07/2023
Date of Evaluation:	16-07-2023		
Organization Name & Address:	D.H. Solutions, Penugonda.		

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: 16-07-2023

R.V. Subbaraj
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: R. V. Sibba Rajee Registration No: 203126203016
 Term of Internship: From: 10/04/2023 To: 16/07/2023
 Date of Evaluation: 16-07-2023
 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: 16-07-2023



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: R. V. Subba Raju
Programme of Study: BA
Year of Study: 2022-23
Group: HEPA
Register No/H.T. No: 20312403016
Name of the College: R.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	27
3.	Oral Presentation	10	09
	GRAND TOTAL	50	44

Date: 15-07-2023


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: RV Sabba Raja
 Programme of Study: BA
 Year of Study: 2022-23
 Group: HEPA
 Register No/H.T. No: 20312620306
 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	70
2.	For the grading giving by the Supervisor of the Intern Organization	20	15
3.	Viva-Voce	50	41
	TOTAL	150	126+44
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	170

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

