



Cooperative Education Report

**A study on Integrated Marketing - Social & Offline
Approach at Valuefirst Digital Media Pvt. Ltd**

Written by

Ms. Gupta Shiwanee Bibhas

Student ID: 5708040027

**This Report Submitted in Partial Fulfillment of the Requirements
for Cooperative Education, Faculty of Business Administration
Academic Semester 2/2017
Siam University**

Title: Integrated Marketing- Social & Offline Approach

Written by: Shiwanee Bibhas Gupta

Department: Marketing

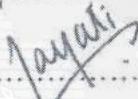
Academic Advisor: Chanatip Suksai

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

Oral Presentation Committees



(Chanatip Suksai)
Academic Advisor



(Jayati Baweja)
Job Supervisor



(.....)
Cooperative Committee



(Asst.Prof. Maruj Limpawattana, Ph.D.)

Assistant President
and Director of Cooperative Education

Project Title : A study on Integrated Marketing-Social & Offline Approach at Valuefirst Digital PVT. LTD.
Credits : 5
By : Ms. Shiwanee Bibhas Gupta
Advisor : Dr. Chanatip Suksai
Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester / Academic year: 2/2017

Abstract

This report describes my internship experience at the Valuefirst Digital Media Pvt. Ltd, which is a widely known company for providing smart digital solutions for business enterprises in India. The main objective of this study is to analyze the branding & marketing by Marketing Department in a B2B organization. The tasks allotted provided with a detailed analysis of content marketing, social media marketing, branding and event marketing. The prime objective is to obtain professional experience through exposure into corporate culture and implementing the theoretical knowledge into practice.

I was assigned with some projects to analyze the branding, marketing, content marketing and event marketing. The major findings of the entire internship project as an intern was that the main project i.e. HOB got great significance. It means that it had its global rank increased to 26,000th. In India, it ranked 2nd out of all other bot websites. Apart from this, there are other minor key findings which is included in this internship project report. Lastly, this report contains weekly log, pictures, and information about the company.

Keywords: Marketing/ Corporate Culture/ Branding

Acknowledgement

The primary word of gratitude goes to Siam University who provided with an opportunity to work in an organization in a real- time setting in order to learn practical skills which varies from the theoretical skills.

I believe the goal of my internship program has been successfully achieved as I have able to gain a thorough knowledge about the actual marketing practices in an organization. It has enhanced my learning capabilities. I would also like to thank Ms. Shweta Bahl, Mr. Abhishek Jha and Ms. Jayati Baweja for supervising me in my internship tenure at Valuefirst Digital Media Pvt Ltd. This project has been successfully completed with satisfaction and memorable experiences. I would also like to express my sincere gratitude towards Ajarn Chanatip Suksai who has been a constant support throughout the internship program.

My primary indebtedness goes to everyone who has guided me in this project. This internship project is the result of relentless effort and assistance extended by many individuals. This project would not have been possible without kind cooperation of whoever were directly or indirectly associated with it.

- Shiwanee Bibhas Gupta

Contents

Acknowledgement	I
Abstract	II
List of Abbreviations	III
List of Tables	V
List of Figures	VI
Chapter 1: Introduction	1
1.1 Company Profile	1
1.2 Organizational Structure.....	3
1.3 Statement of the report	6
1.4 Objectives of the study	7
1.5 Expected Outcomes	8
1.6 Limitations of Study.....	10
Chapter 2: Literature review	11
2.1 Related Theories	11
Chapter 3: Methodology	13
3.1 Roles & Responsibilities assigned by company	13
3.2 Project details (Special projects).....	16
Chapter 4: Results and Discussion	17
4.1 Contributions as an intern.....	17
4.2 Details of related learning process and new knowledge received	19
Chapter 5: Conclusions	21
5.1 Self – assessment as future professional	21
5.2 Comparison of Practical learning v/s theory	22
Appendices	23
Bibliography	26

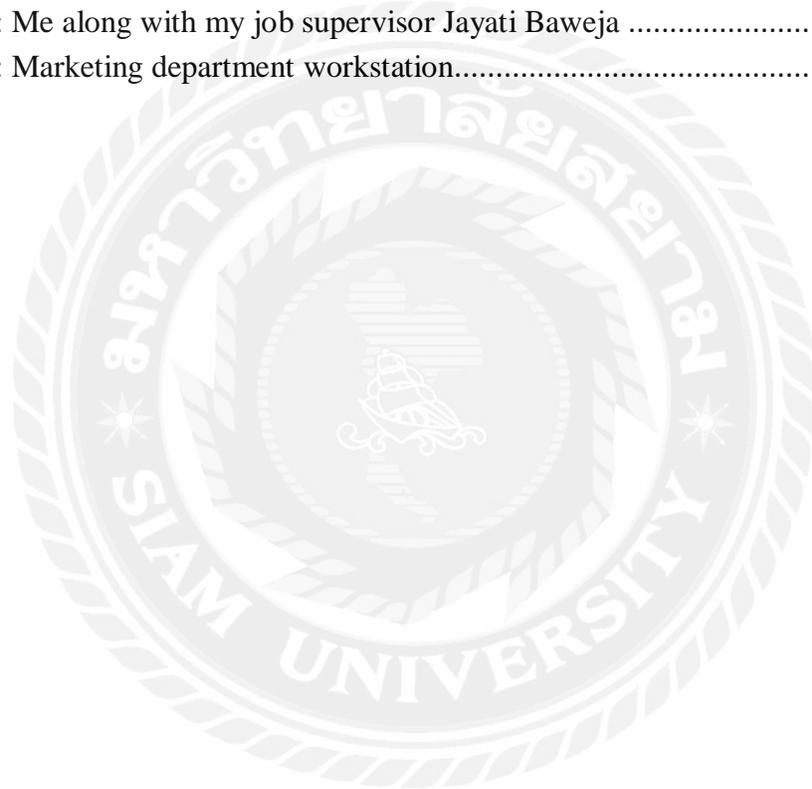
List of Tables

Table 1: Company Details	2
Table 2: Internship Details	14



List of Figures

Figure 1: Company Logo.....	1
Figure 2: Valuefirst Digital Media	1
Figure 3: Organizational structure of Valuefirst Digital Media.....	3
Figure 4: Marketing Department Structure.....	4
Figure 5: Weekly Working Record	20
Figure 6: Me along with my job supervisor Jayati Baweja	23
Figure 7: Marketing department workstation.....	24



Chapter 1: Introduction

1.1 Company Profile



Figure 1: Company Logo

ValueFirst was founded in 2003. The head office is located in Gurugram, India. The company is a family of 300+ employees.



Figure 2: Valuefirst Digital Media

It is a B2B company connecting enterprises to consumers, enabling intelligent conversations across channels through various communication platforms. They have been able to empower 4 Billion interactions per month. Their main services offered by Valuefirst Digital Media are Surbo, Infinito & CPaaS. It is explained as follows:

1. Surbo:

Surbo is an AI-based chatbot platform. It is a bot platform that develops and enables NLP-based chatbots to cater to consumer intent across industries whilst

also delivering a seamless customer experience. It allows chatbots to be integrated with all the major platforms like Slack, Skype, Facebook messenger & others.

2. Infinito:

Infinito is an intelligent cross channel marketing platform that tracks user behavior and enhances customer engagement through seamless integration of all marketing channels – SMS, email, voice, web and mobile push notifications.

The complete suite of Infinito constitutes of engagement studio, list manager, content repository, social media, analytics & management information system that together guarantees impactful campaigns resulting into increased leads, brand presence and purchase.

3. CPaaS:

CPaaS aligns with the emerging trends in communication by facilitating convenient and contextual conversations while ensuring the desired flexibility and scalability. It offers SMS, Email, Voice & Mobility solutions over API to their B2B customers.

The company serves a diversified customer base across industries such as BFSI, E-commerce, Retail, IT Software, Manufacturing, Internet, Automobile, Government, Education, Travel, Media, Exchange houses, Hospitality, Healthcare, Consumer verticals, etc. (Valuefirst Digital Media: Who we are, n.d.)

Type of Industry	Communication
Year of Establishment	2003
Address	B-18, Infocity-1, Gurugram, Haryana, India
Telephone	+9101244632000
Fax	+9101244042539
Web	www.vfirst.com
Location	Gurugram, Haryana, India

Table 1: Company Details

1.2 Organizational Structure

An organizational structure is a typically hierarchical arrangement of lines of authority, communications, rights and duties of an organization. It determines how the roles, power and responsibilities are assigned, controlled and coordinated, and how information flows between different level of management. (Business Dictionary, n.d.)

The main pathfinders of the organization are as follows:

1. CEO: Mr. Vishwadeep Bajaj
2. CFO & CBO: Mr. Anubhav Batra
3. CMO: Mr. Punit Modhgil
4. COO: Mr. Gurmukh Singh
5. CTO: Mr. Sachin Gupta
6. HR Head: Ms. Vandana Roy

The organizational structure of Valuefirst Digital Media can be illustrated as:

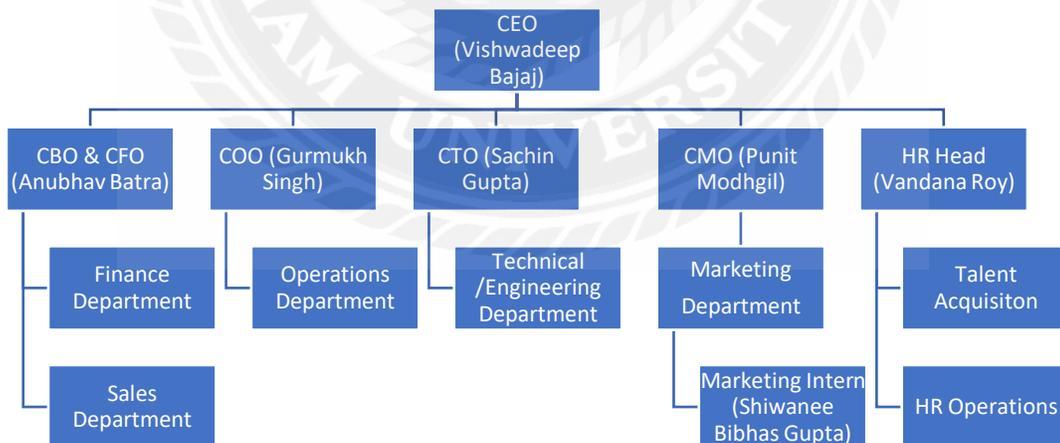


Figure 3: Organizational structure of Valuefirst Digital Media

The mentioned organizational structure explains how the overall operations of the company works.

The CFO/ CBO looks after the finance, legal, administration, IT department and handles the product 'Surbo'. The COO takes care of the technical operations, network operations center, data management, product development, customer experience and handles the product 'Infinito'. The CTO is the in-charge for monitoring the programming and coding of the service which includes API services (Java), SMPP, Infinito (PHP), Voice(PHP/Asterisk), MS (Java). The CFO/CBO also looks after the sales department and monitors how the sales is being done, right from pitching the sales to actually convincing the clients. The COO also supervises the Mobility Head. Mobility Head does not have to directly report to the mobility head. He has to look after the product development and sales. The HR head has to look after Talent Acquisition and HR operations. The Talent Acquisition includes recruiting employees and HR operations includes managing the salaries of employees and other operations.

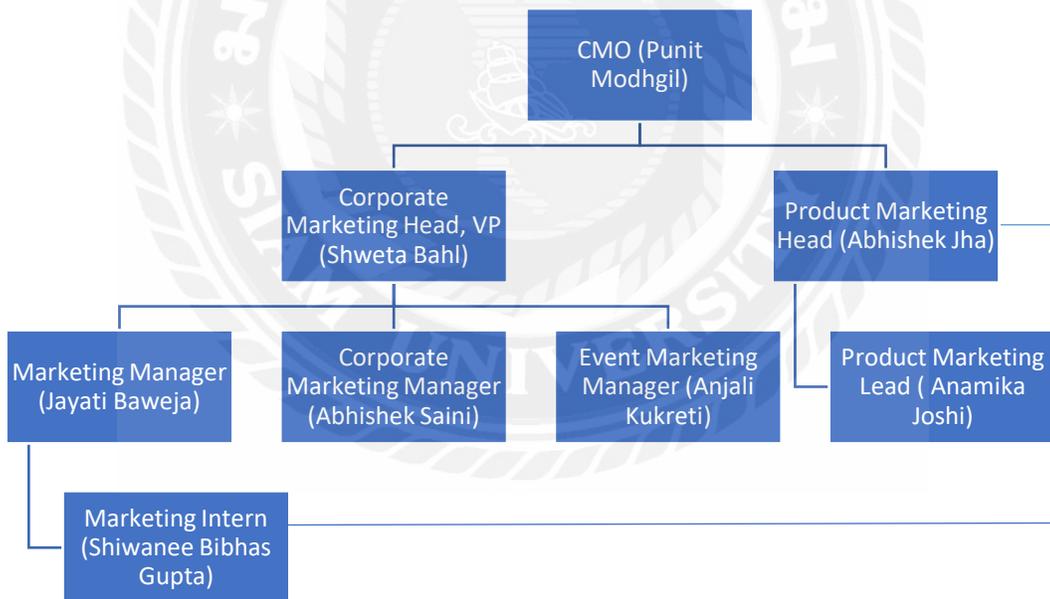


Figure 4: Marketing Department Structure

The CMO looks after the marketing department. The marketing department is majorly divided into two major departments. One is Corporate Marketing Department and the other is Product Marketing. I was placed in the marketing department as a marketing intern. I worked under both departments. So, I had multiple supervisors who mentored me in accomplishing multiple tasks. I was assigned tasks that was associated with the Product marketing team as well as the Corporate marketing team. Under this department, I gained insights about dynamic aspects of marketing which includes promotion, content marketing, branding, event marketing and similar aspects.



1.3 Statement of the report

The report is entitled as 'Integrated Marketing: Social & Offline Approach'. We, the students of BBA at KCM in partnership with Siam University were assigned to do 3 months of internship for the completion of final semester of the BBA program. The main aim of the internship is to make student familiar to the real corporate world. During the internship tenure, I realized that the theoretical knowledge is not enough. We should be provided with some practical experience and exposure to develop as a great professional.

I was initially assigned with a major project in the internship tenure. It was HOB. The other task apart from HOB was Database updation & mapping.

HOB is a platform of Valuefirst Digital Media Pvt. Ltd. It works basically like Google Play Store. It provides customers with available chatbots, job vacancies, updated news, educated content and study material for people interested in Machine Learning, Artificial Intelligence, Data Science, Big Data, Deep Learning, Automation, Chatbots, etc. My role in this platform was to provide fresh content to the news corner of the platform which includes educated content & immense insights on technology revolution.

The company also had an immense amount of database which needed to be updated. The database included incomplete information of clients. I was assigned to find the updated details of the clients like their current role, organization, phone number & email addresses to keep the track of the clients.

Later, I was assigned to take care of one of the company's social channel. I was assigned to create & schedule tweets for the company. They also assigned me to enhance customer engagement in the sense that I had to produce a personalized message to whom the company follows & who follows the company.

I was also a minor part of the event marketing team. I was assigned to add 1214 CXO Level executives, journalists across industries & sectors. Those executives and journalists were sent a personalized message to enhance brand loyalty and build personalization.

Not only this, I also assisted in brand collateral distribution to the CXO level executives and journalists across industries & sectors.

1.4 Objectives of the study

The basic objective of the report is to fulfill the requirement of the course designed by the Siam University and Kathmandu College of Management. Every student is required to complete their internship for 3 months in a well-reputed organization for their completion of degree. After internship tenure, every student has to submit the report containing their work experience in the organization.

Since the commencement of internship at Valuefirst Digital Media, I wanted to learn most out of the Marketing department. The main goal of my internship was to put the theoretical knowledge of marketing into practice. The internship at Valuefirst Digital Media provided with an array of tasks & opportunities which helped in fulfilling the objectives of the study.

The main objectives of this study are as follows:

- To observe marketing & business concepts and theories to real-world decision-making
- To learn about the role of marketing in a B2B company
- To develop and improve skills in communication, technology and teamwork.
- To analyze real customer data and produce marketing initiatives.
- To gain knowledge on major practices & strategies for marketing & branding
- To increase the visibility of the company's website & HOB across all social channels.

1.5 Expected Outcomes

This report is based on the study conducted at Valuefirst Digital Media Pvt.Ltd, Gurugram, India. It covers the activities of Marketing Department which includes content marketing, event marketing, database updation, branding, social media marketing. The report is an attempt to show how Valuefirst Digital Media conduct their marketing functions and activities and what I learnt in the entire internship tenure.

In the internship program, I tried to apply my theoretical knowledge into the real corporate world. This made me realize the similarities and differences between theoretical and practical knowledge.

The expected outcomes of the study are as follows:

1. To increase visibility of HOB:

HOB is a platform of Valuefirst Digital Media Pvt. Ltd. It provides audience with available chatbots, job vacancies, updated news & educated content & study material for people interested in Machine Learning, Artificial Intelligence, Data Science, Big Data, Deep Learning, Automation, Chatbots, etc. My role in this platform was to provide fresh content to the news corner of the platform which included educated content & immense insights on technology revolution.

By writing blogs for this platform & sharing it in different social channels actually helped in enhancing the global rank of the platform, along with the help of colleagues.

2. To simplify the unsorted data:

The company also had an immense amount of database which required to be updated. The database included incomplete information of clients. I was assigned to find the updated details of the clients like their current role, organization, phone number & email addresses to keep the track of the clients.

I successfully completed the task which helped the company to have an easy access on updated information about clients which makes it easier for them to carry out campaigns and reach out to clients easily and successfully.

3. To enhance branding:

One of the major expected outcomes was also to enhance branding from a different dimension. The brand collateral i.e. “Digital Dividend” is a research report prepared by Valuefirst Digital Media. The company usually sends it to CXO level executives to enhance the branding.

4. To gain knowledge by carrying out other miscellaneous tasks:

I was also assigned to accomplish miscellaneous tasks apart from these major project tasks. The miscellaneous tasks included social engagement, event planning & execution. This enhanced the department's work flow.



1.6 Limitations of Study

During my internship tenure at Valuefirst Digital Media, I had a plethora of opportunities to explore and learn. But, there were some challenges and limitation of this study. They are mentioned as follows:

1. Limited access to company's information
2. Found out that people were active on social media, but was difficult to find out reasons & their preferences to use which type of social media platforms



Chapter 2: Literature review

A literature review is a search and evaluation of the available literature in your given subject or chosen topic area. It documents the state of the art with respect to the subject or topic you are writing about.

A literature review shows readers that you have an in-depth grasp of your subject; and that you understand where your own research fits into and adds to an existing body of agreed knowledge. (Royal Literary Fund, n.d.)

The main aim of the literature review is to critically evaluate and analyze the concepts related to the report topic:

2.1 Related Theories

This article is written by Thomas Smale in *Entrepreneur: Asia Pacific*. The article states that “An effective social media strategy can be a boon to virtually any startup or business.” (Smale, n.d.). This article tries to explain how important it is to employ social media marketing for a business. In today’s scenario, branding and social media is the hottest topic going over the Internet.

This aspect is gaining great significance today. To make name and fame in the market, every person and companies are present in social medias to express themselves and make their name among customers and prospects. Earlier, companies just had a website to mark their online presence. But, now companies are working well upon their online presence to gain brand presence and brand significance.

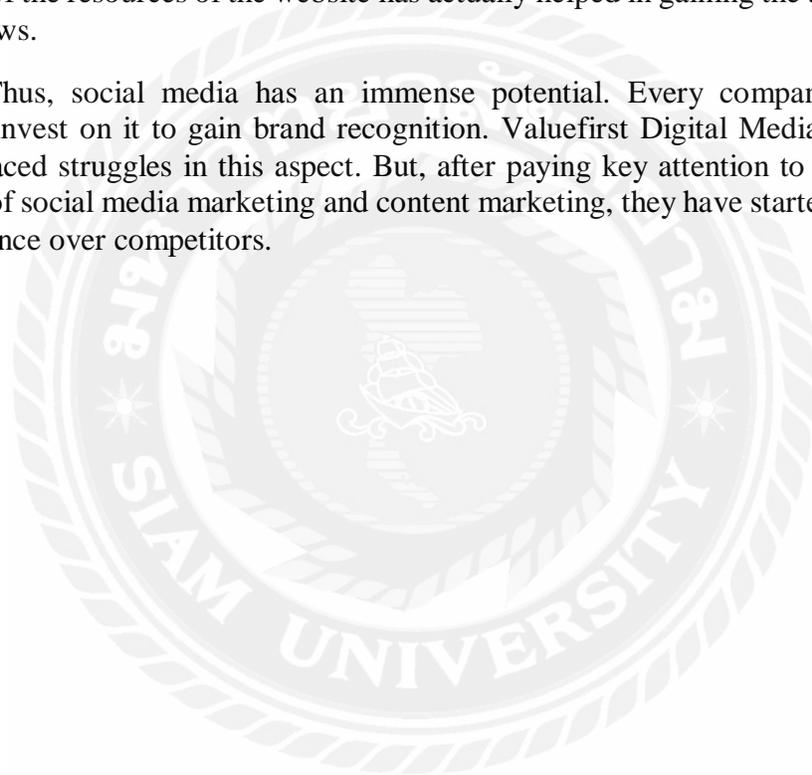
The things to be always remembered while developing a better social media strategy are consistency, uniformity in message trying to be expressed, enhancing personalization and expressing impressive content for the viewers and readers. Content is the king of social media today. Viewers are hungry for content, basically the content which pleases them. It is vital to connect to your customers. So, personalization is a must if we talk about social media. This increases social media reach. The message trying to be portrayed in the social medias should give a sense of personalization to customers.

Valuefirst Digital Media has a company website very vague. Their customers tried to approach them for their services. But, as the website did not show them with correct amount of information, they were bound to switch to other service providers. The website looks moreover like a media agency. The company then decided to change their website. They are working on it. They are making it

customer-friendly, so that customers don't switch. So, this shows how important is to express your services along with enhancing personalization to the customers.

HOB is a platform of Valuefirst Digital Media Pvt. Ltd. It works basically like Google Play Store. It provides customers with available chatbots, job vacancies, updated news, educated content and study material for people interested in Machine Learning, Artificial Intelligence, Data Science, Big Data, Deep Learning, Automation, Chatbots, etc. Now, earlier this website was also struggling through gaining views and traffic. But, after they have started investing time and resources on the content of the website, they have gained great organic traffic. Also, sharing of the resources of the website has actually helped in gaining the traffic and page views.

Thus, social media has an immense potential. Every company should heavily invest on it to gain brand recognition. Valuefirst Digital Media Pvt. Ltd earlier faced struggles in this aspect. But, after paying key attention to the major aspects of social media marketing and content marketing, they have started gaining significance over competitors.



Chapter 3: Methodology

Methodology means the method required to be taken to investigate a research problem and the rationale for the application of specific procedures or techniques used to identify, select, process, and analyze information applied to understanding the problem, thereby, allowing the reader to critically evaluate a study's overall validity and reliability.

The methodology section in a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? (USC Libraries, n.d.)

The study materials of the report have been collected from two major sources.

1. Primary Sources:
 - Observations, analysis and practical assignments
 - Discussion and conversation with supervisors and other staffs in the marketing and sales department
2. Secondary Sources:
 - Maintained Weekly work log
 - Internet

3.1 Roles & Responsibilities assigned by company

Job Title	Marketing Intern
Department	Marketing
Work Duration	3 Months
Work hours	9:30 am- 6:30 pm (Indian Standard Time)
Name of Internship Supervisors at Valuefirst Digital Media Pvt. Ltd	Shweta Bahl/ Abhishek Jha/ Jayati Baweja
Designation of Internship Supervisors	Vice President (Corporate Communications)/ Product

	Marketing Head/ Marketing Manager
--	-----------------------------------

Table 1: Internship Details

I completed my internship as a Marketing Intern in the Marketing Department at Valuefirst Digital Media for the period of three months. I was under the mentorship of three supervisors. The roles & responsibilities assigned in the department were as follows:

1. Updating & Mapping Company Account Database:

The immense amount of the company's data was unsorted and mismanaged. I was assigned to sort and update the contact information of the 1432 customers & clients. This even included their social media profiles. This sorted data enabled sales department to approach the customers & clients to pitch and sell the products efficiently.

2. Twitter Engagement Campaigns and Influencer Additions:

I was assigned to manage the social media channels of the company. I had a practical experience of using Facebook, LinkedIn professionally. I never had a professional experience using Twitter. So, I was assigned to manage the twitter page of the company. I used to write and schedule product-related tweets for the company.

As the company is related to AI, ML, Cross channel automation, and other related aspects, it is necessary for the company to keep up with the trend. So, for this, I was also assigned to add influencers from the same industry so as to keep up with the trend. Each influencer added and the people in the same industry that followed the company's page were sent a personalized message. This was done to enhance user engagement and personalization. User engagement has been a vital factor for business enhancement.

3. Creation of product-related content and blogs for HOB:

As mentioned earlier, HOB was the major project I worked upon. HOB is a platform which provides audience with available chatbots, job vacancies, updated news, educated content & study material for people interested in Machine Learning, Artificial Intelligence, Data Science, Big Data, Deep Learning, Automation, Chatbots, etc.

So, I wrote blogs and content for this platform. It included writing, editing & posting it to the website. I also shared these blogs to different social media platforms in order to gain organic traffic and increase page views.

4. Supporting the team for company event planning & execution:

Valuefirst Digital Media, along with offering its services, carries out two major national level events in the communication industry. One is Digital day and the other one is TOUG. I was assigned to add 1214 CXO level executives, journalists across industries & sectors from the LinkedIn profile of the company and also to add them to the LinkedIn group dedicated to these both events. Now this was done to update these indirect customers about the event. This helped in increasing brand awareness and personalization.

5. Assisting in brand collateral distribution to CXO level executives, journalists across industries & sectors:

‘Digital Dividend’ is a research report prepared by Valuefirst Digital Media along with Octane Marketing Pvt. Ltd. It is a brand collateral of the company because it portrays a detailed picture of digital marketing trends, email marketing forecast & trends. So, the marketing department lands up the report to the industry experts with proper labelling and information. Along with the report, the courier includes a personalized letter which is done to enhance the brand essence and brand recognition.

Here, my responsibility was to prepare the labels for delivering the courier to the right person in the right address and also preparing the personalized letter to be sent with each courier. It included hectic work, but I managed to help in sending out 816 copies of these courier reports to the CXO level executives and journalists. Though it was a basic work, it still gave practical knowledge about why these type of brand collaterals should be delivered across to the customers, and prospects.

To accomplish all these roles & responsibilities, my supervisors have guided me even, from basics including Microsoft Word, Microsoft Excel to content writing, social media handling. I gave my full efforts to handle all the responsibilities.

3.2 Project details (Special projects)

The main project assigned in the internship was HOB. HOB is a platform of Valuefirst Digital Media Pvt. Ltd. It is basically like Google Play Store. It provides customers with available chatbots, job vacancies, updated news & educated content & study material for people interested in Machine Learning, Artificial Intelligence, Data Science, Big Data, Deep Learning, Automation, Chatbots, etc.

This project required major contribution from the news section. I was given the responsibility to provide 3-4 fresh and unique articles every day for that particular section. This project helped me analyze how user engagement and user behavior can enhance the brand popularity. It also came to my knowledge that unique content can boost maximum traffic which increases page views. More page views means gaining more popularity. This was something different in my analysis because I never had an idea regarding how to enhance and boost views about a website.

Topics like Data Science, Machine Learning, Artificial Intelligence, Chatbots and other related topics were very confusing and unfamiliar for me. But, as I started writing for HOB, I gained knowledge in this field. I contributed about three to four fresh articles every day for HOB and shared in social media to gain organic traffic and increase the page views. In the entire internship tenure, I wrote about 135 articles related to Data Science, Big Data, Machine Learning, Artificial Intelligence, Chatbots, Analytics, etc. In the period of 3 months, my articles gained 1,35,000 HOB page views and from Google Analytics, the articles gained 16,200 views. This increased the organic traffic and views of the website.

Chapter 4: Results and Discussion

4.1 Contributions as an intern

During the internship tenure, I have been able to make immense contributions to the department whilst also gaining incredible insights on marketing functions in a B2B organization. The supervisors always welcomed my efforts. I tried implementing my theoretical knowledge about Marketing & Branding in the tasks assigned.

Topics like Data Science, Machine Learning, Artificial Intelligence, Chatbots and other related topics were very confusing and unfamiliar for me. But, as I started writing for HOB, I gained knowledge in this field. I contributed about three to four fresh articles every day for House of Bots and shared them in social media to gain organic traffic and increase the page views. I wrote about 135 articles related to Data Science, Big Data, Machine Learning, Artificial Intelligence, Chatbots, Analytics, etc. In the period of 3 months, my articles gained 1,35,000 HOB page views and from Google Analytics, the articles gained 16,200 views. This increased the organic traffic and views of the website.

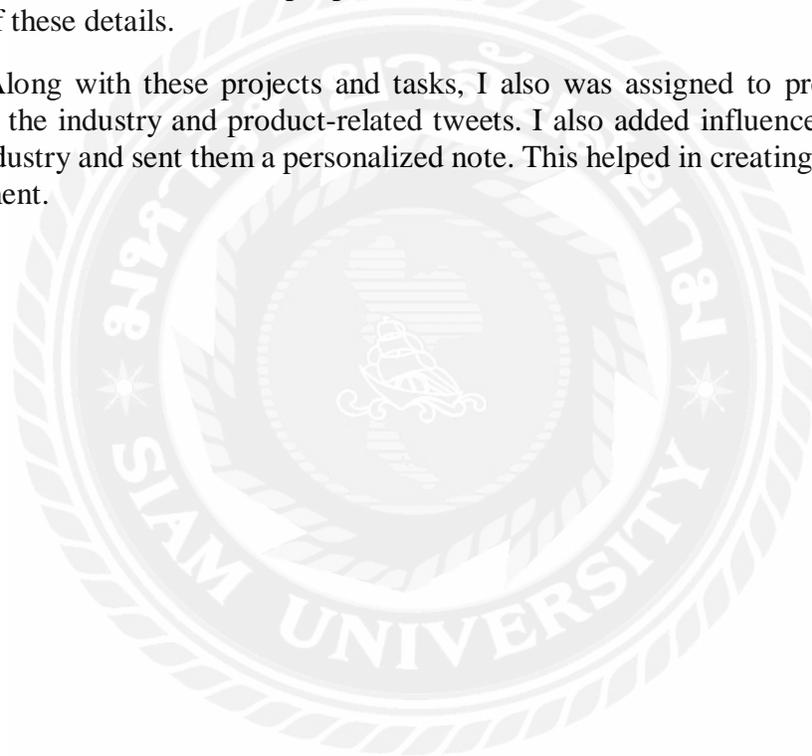
There was an immense amount of data that needed to be sorted and simplified. I simplified the unsorted data including their social profiles which made it simple and easier for sales department to reach out to the clients because of the updated data. The count was 1432 customers & clients.

The company organizes majorly two events, namely Digital Day and TOUG. Digital Day is an event which brings in marketers and technologists to share their ideas on new and innovative marketing trends and technologies. The audience includes CXO level executives across industries. TOUG is an event where digital marketers can learn, share and network with each other. The discussion includes what is relevant to their business in the areas of Email Marketing, SMS Marketing and Social Media Marketing. So, I was a minor part for this event's planning and execution. The company has a LinkedIn profile, through which I had to add individual people to the profile. While adding the people to the company profile, I wrote a personalized message to each one. I also had to add them in the LinkedIn group dedicated to both the events. This was done to provide updated information about the events to the necessary audience. I added a number of 1214 CXO level executives. This added as an advantage for the team to proceed further with the event planning.

'Digital Dividend' is a research report prepared by Valuefirst Digital Media along with Octane Marketing Pvt. Ltd. The results include digital marketing trends, email marketing forecast & trends. It also includes the mindshare of marketers

towards digitalization. Lastly, it also includes recommendations for the future of Online marketing in India. Now, the research report is an essential asset to the company. So, the marketing department lands up the report to the industry experts with proper labelling and information. Along with the report, the courier included a personalized letter which enhanced the brand essence and brand recognition. Here, my responsibility was to prepare the labels for delivering the courier to the right person in the right address and also preparing the personalized letter to be sent with each courier. It included hectic work, but I managed to help in sending out 816 copies of these courier reports to the CXO level executives and journalists. After sending the report, I also had to update the Microsoft Excel sheet which included the overall information of the people to be sent to. The team, now had a proper record of these details.

Along with these projects and tasks, I also was assigned to prepare and schedule the industry and product-related tweets. I also added influencers related to the industry and sent them a personalized note. This helped in creating customer engagement.



4.2 Details of related learning process and new knowledge received

During my internship tenure, I was able to analyze and observe the working environment, the organizational culture of 'Valuefirst Digital Media Pvt. Ltd'. This internship program offered me with an opportunity to work in a team and socialize with others.

The marketing team provided their guidance and support in every phase of my learning process. This internship made me analyze and observe the practical implication of marketing activities & branding in a B2B company. At the end of the tenure, I was also given the opportunity to present my key learnings in front of top stakeholders of the organization. This type of tasks have developed my communication skills as a professional.

The internships provided me with plethora of opportunities to learn and explore. The supportive team and the supervisors always helped me without a second thought.

My learning in this internship journey was extremely productive and effective. It was not only my supervisors but every member in the marketing team who provided with the knowledge of marketing & branding from a different dimension. The workplace offered me with care, support and knowledge of the entire marketing team.

While talking peculiarly about the knowledge received during my internship, here are few points mentioned below:

1. Gained/Enhanced new as well as existing skills:

One of the major learnings of my internship experience was the new set of skills required to fulfill the tasks of the company and the knowledge on how the system of the department works while doing tasks. Also, I analyzed the impact of marketing in a B2B organization.

2. New connections:

Another aspect of my learnings was that I built new connections in the field of marketing, artificial intelligence, etc. Their insights have helped me become a better professional

3. Significance of professionalism:

I worked in a foreign organization. The organization had a sound working environment where all the staffs worked professionally. This built a sense of

professionalism, somehow in me as well. Thus, I turned out to be more professional and presentable.

4. Work under time and pressure:

I have always worked late night for my college reports and presentations. It was actually tough for me to complete my tasks in the given deadline. The internship experience helped me tackle pressure and work to deliver better results.

Weekly Working Record
 Upon the completion of your internship,
 Please return this form to both email: DM.V@opjsltd.com, chansrip.suk@siam.edu

Week	Description of work	Student (Signature)	Job supervisor (Signature)
1	- Writing blogs & articles for House of Bats (www.houseofbats.com) - Database Mapping & Updation	Shivaneer	dy
2	- Writing blogs & articles for House of bats as well as sharing them on social media - Database Updation	Shivaneer	dy
3	- Writing blogs & articles for House of bats; Also maximised its social reach. - Database Updation	Shivaneer	dy
4	- Blogs & Articles for House of bats - Scheduling & Creating tweets for Company's account - Database Updation	Shivaneer	dy
5	- Blogs & Articles for House of bats: Writing, Editing, Posting - Scheduling tweets for company's account for the week - Database Updation	Shivaneer	dy
6	- Blogs & Articles for House of bats - Twitter Engagement by prom campaigns & Influencer Additions - Database Updation	Shivaneer	dy
7	- Blogs/Articles for House of Bats - Twitter: Scheduling tweets, Influencer Additions for Company Account - Database Updation	Shivaneer	dy
8	- Increasing brand awareness by inviting relevant shareholders to brand events - Blogs/Articles for House of Bats - Database Updation	Shivaneer	dy
9	- Increasing brand awareness & outreach. - Blogs/Articles for House of Bats - Database Updation	Shivaneer	dy
10	- Brand collateral distribution to CXO level executives across industries - Blogs/Articles for House of Bats - Database Updation	Shivaneer	dy
11	- Brand collateral distribution to CXO level executives across industries - Blogs/Articles for House of Bats - Database Updation	Shivaneer	dy
12	- Blogs/Articles for House of Bats - Brand collateral distribution to CXO level executives - Database Updation	Shivaneer	dy
13	- Blogs/Articles for House of Bats - Twitter: Scheduling tweets, influencers additions for company's account - Database Updation	Shivaneer	dy
14	- Blogs/Articles for House of Bats: Social media reach engagement (Sharing articles as well) - Database Updation - Brand collateral distribution to CXO level executives	Shivaneer	dy
15			
16			

Name of Student: Shivaneer Athar Gupta
 Student ID: 5708040027

Figure 1: Weekly Working Record

Chapter 5: Conclusions

5.1 Self – assessment as future professional

If I have to self- assess myself after working in this workplace, I can assess myself as more responsible, a patient learner and a better professional.

Through this internship, I have become responsible not only professionally, but personally also. Working on time in a team has enabled me to take every possible task and accomplish it successfully on time. This has made me more responsible towards work and work culture. I was flexible working for hours if I was asked to.

Also, I did my internship in a foreign country. This is why I had to face many challenges in living there and coping up with the culture. But, after my internship, I also enhanced my growth personally.

This internship experience has been a guideline for my future career. Earlier in my internship, I did not gain results. With my hard work, patience and the supervisors' guidance, I was able to deliver better and satisfactory results. This way I can see myself as a patient learner.

Working in a team made me a better professional. I gained experience in working under pressure. I proved myself in a way that I was always able to accomplish the tasks and present myself to be a better professional.

As a future professional, I would review my accomplishments, find or discover my key abilities, talents and strengths, and assess my verbal as well as writing communication skills. I would like apply the overall skills learnt in my internship to my career.

5.2 Comparison of Practical learning v/s theory

Whatever we learn in our lectures is actually different than the practical scenario. However, the theoretical knowledge helps in the best practical implications. The main goal of this statement is to explain that theoretical knowledge and practical learning goes hand in hand. It is because having theoretical knowledge can ease out the practical learning process.

I have previously worked as an intern in two different industries. That experiences just made me acquainted with the basic working of an organization because of the limited time, company's restricted policies, etc. The 3.5 years of lectures at KCM and Siam University has developed and enhanced my theoretical knowledge. And, it has shaped me to perform better in the practical corporate world.

The theories learnt in college, whether general or related to marketing helped in its in-depth analysis of the theories into the practical scenarios. The major drawback of theories is that they always had to be memorized but, the practical learnings are based upon experiences in the company and industry.

Practical knowledge is required because industries and companies never ask you for any theories. It is all based on experience and learning in the industry. There are times when a candidate is diligent enough but, due to his lack of experience and practical knowledge, he gets rejected. So, practical learnings and knowledge are very important in a person's career.

We can never debate on which knowledge is better for an individual. Both practical, as well as theoretical knowledge is very important for a person to step into a corporate world. Both are the foundation of an individual's career.

References

Royal Literary Fund. (n.d.). Retrieved from :

<https://www.rlf.org.uk/resources/what-is-a-literature-review/>

Business Dictionary. (n.d.). Retrieved from :

<http://www.businessdictionary.com/definition/organizational-structure.html>

USC Libraries. (n.d.). Retrieved from

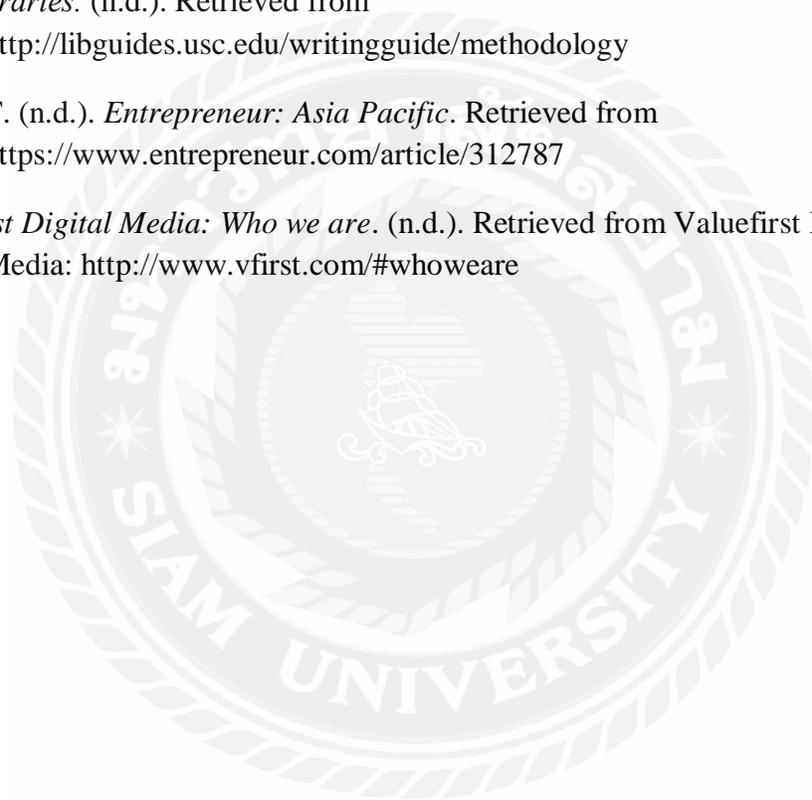
<http://libguides.usc.edu/writingguide/methodology>

Smale, T. (n.d.). *Entrepreneur: Asia Pacific*. Retrieved from

<https://www.entrepreneur.com/article/312787>

Valuefirst Digital Media: Who we are. (n.d.). Retrieved from Valuefirst Digital

Media: <http://www.vfirst.com/#whoweare>



Appendices



Figure 1: Me along with my job supervisor Jayati Baweja



Figure 2: Marketing department workstation

Bibliography



Name-Surname: Shiwanee Bibhas Gupta

Student ID: 5708040027

Email: shiwanee2018@kcm.edu.np

Department: Bachelors in Business Administration

Faculty: Marketing

Address: House No: 4-Upper, Mount View Residency, Phase-1, Harisiddhi-1, Lalitpur-28, Nepal

Special interests: Blogging and Singing