



**Cooperative Education Report On
Brand Internship at
Jawalakhel Group of Industries**

Written by
MS. Erica Shrestha
Student ID: 5708040079

**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2017-18
Siam University**

Title: Brand Internship at Jawalakhel Group of Industries

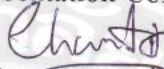
Written by: Erica Shrestha

Department: Marketing


Academic Advisor: Dr. Tanakorn Limsarun.

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017-18

Oral Presentation Committee


.....
(Chenatip Sutjai)
.....


Academic Advisor


Dr. Tanakorn Limsarun
(5 June 2018)

Job Supervisor


Ms. Shristika Bijukche
Media Executive, JGI

Cooperative Committee


(Asst.Prof. Maruj Limpawattana, Ph.D.)
Assistant President
and Director of Cooperative Education

Project Title : Brand Internship at Jawalakhel Group of Industries
By : Erica Shrestha ✓
Advisor : Dr.Tanakorn Limsarun ✓
Degree : Bachelor of
Major : Marketing
Faculty : Business Administration
Semester / Academic year : 1/2018

Abstract

This internship is conducted at Jawalakhel Group of Industries, which is one of the leading Liquor Company in Nepal. The main objective of this study is to implement the theoretical knowledge in the practical work place, prepare myself and polish my knowledge to be a better future professional and gain some real work experiment. To complete the internship I had to complete a survey on "Consumer Digital Media Behavior" and to carry out the survey an online questionnaires have been used as a main tool for analysis. Therefore, an online satisfaction assessment is developed to bridge the gap of this. The respondents are authorized to take the survey online and data will be automatically processed and empirical evidences will be reported. The results found that the online assessment form is able to help collect the data easily and avoid some minimal errors in the survey. With this survey it helped the company focus more on what better steps they can take to expand the digital platform for their business.

my life

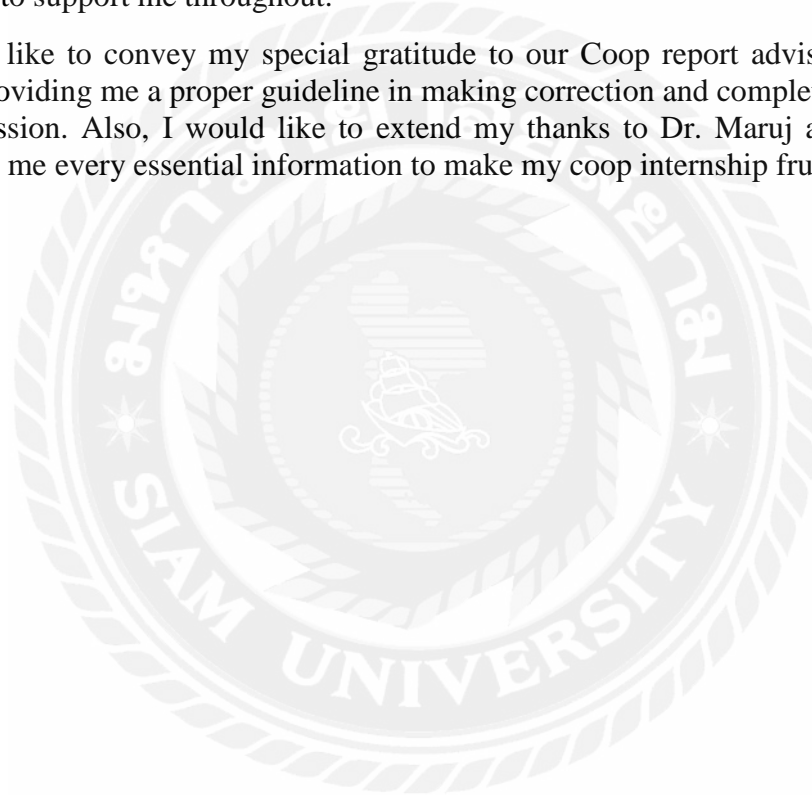
Acknowledgement

I would like to extend my sincere gratitude to Kathmandu College of Management affiliated with Siam University, Thailand for providing me the opportunity to explore the practical work place and your continuous support, motivation and immense knowledge. KCM and Siam's guidance and mentorship helped me in completing my assigned task and come up with the final work.

Beside Kathmandu College of Management and Siam University, I would like to extend my gratitude towards my corporate supervisor, Ms. Shristika Bijukchhe, Media Executive, Jawlakhel Group of Industries for guiding me throughout the internship period and giving me continuous feedback. I would also like to thank each and everyone, especially my friends and family who have been there to support me throughout.

Lastly, I would like to convey my special gratitude to our Coop report advisor Mr. Tanakorn Limsarun for providing me a proper guideline in making correction and completing my report for my final submission. Also, I would like to extend my thanks to Dr. Maruj and Mr. Chantip Suksai to giving me every essential information to make my coop internship fruitful and success.

Erica Shrestha



Contents

1.Introduction

- 1.1 Company Profile
- 1.2 Organizational Structure
- 1.3 Statement of the Report
- 1.4 Objective of the study
- 1.5 Expected Outcome
- 1.6 Limitations of the study

2.Literature reviews

- 2.1 Main theory and concept applied alongside with the given job descriptions.

3.Methodology

- 3.1 Roles and Responsibilities assigned by company
- 3.2 Project Details
- 3.3 Online Questionnaire (Project Details)

4.Result and Discussion.

- 4.1 Contributions of student made during the internship.
- 4.2 Details of related learning process and new knowledge received

5.Conclusions

- 5.1 Self-assessment as Future Professional.
- 5.2 Comparison of practical learning VS theory

6.References

Bibliography

List of Figure

Figure 1: Organizational Structure

Figure 2: Bar diagram representing most preferred gadgets to access social media.

Figure 3: Pie chart representing time spend by respondents daily on internet

Figure 4: Bar diagram representing the most explored social media site by respondents.

Figure 5: Pie chart representing prefer source to seek information by respondents



1. Introduction

1.1 Company Profile

Jawalakhel Group of Industries is a family owned business conglomerate. JGI manages many companies that manufactures and distribute alcoholic beverages. The company has their own laboratory where they produce many different brands of various categories of alcoholic beverages in the Nepalese market. To cater the global market JGI also exports some of their beverage to the international market. JGI offers different varieties of drinks to the markets ranging from Vodka, Whisky, and traditional Newari drink widely known as “Aila” and have recently launched a German beer in the Nepalese market (JGI- Nepal, n.d.).

JGI manages 7 companies under it. They are:

1. Himalayan Distillery Ltd
2. Asian Distillery Pvt. Ltd
3. Vijay Distillery Pvt. Ltd
4. Rolling Rivers Distillery Pvt. Ltd
5. Raj Brewery Pvt. Ltd
6. JGI Distribution Pvt. Ltd
7. Food and beverage research center Pvt. Ltd

JGI has 5 different distilleries and each of them produces different products. It also has a Distribution center and a research center which makes the products better and qualitative.

1. Himalayan Distillery
 - a. Royal Treasure Whisky
 - b. Golden Oak Whisky
 - c. Black Oak Whisky
 - d. Himalayan Aila

2. Vijay Distillery
 - a. Ruslan Vodka
 - b. Grand Master Rum
 - c. Master Selection Whisky

d. Ultimate Gin

3. Asian Distillery

a. Blue Diamond Gin

4. Rolling River Pvt. Ltd

a. Bacardi White Rum

5. Raj Brewery

a. Warsteiner (Recently launched in the market).

b. Mountain Ice

JGI has a long history. It all started since 1969 when Mr. Vijay Kumar Shah (Chairman, JGI) returned back to Nepal from USA after completing his studies. At that time there was the traditional method of preparing alcohol was used in his family business but then Mr. Vijay k Shah thought of expanding the family business by introducing a modern plant prepared drinks to Nepal. Then Jawalakhel distillery began its first commercial production in 1973. This gave a very huge growth to the flagship brand of JGI “Ruslan” and at 1999, the Chairman’s son Raj B Shah (MD, JGI) brought in the Indian Whisky “Royal Stage” to the Nepalese market. Since then the company has never stopped serving the Nepalese market with its amazing products, each making remarkable spot in the Nepalese liquor industry overall. , JGI, today has come a long way from doing small-scale pot-still distillation to using all the latest technologies, it’s all because of great vision that has been combined with the latest technology.

Vision of the company

To be the most respected Liquor Company in Nepal in terms of products, service, and profit and share value.

Mission of the company

To Research, develop and manufacture market quality alcoholic products profitably for our stakeholders in responsible and competitive manner through continual improvement and professionalism.

1.2 Organizational Structure

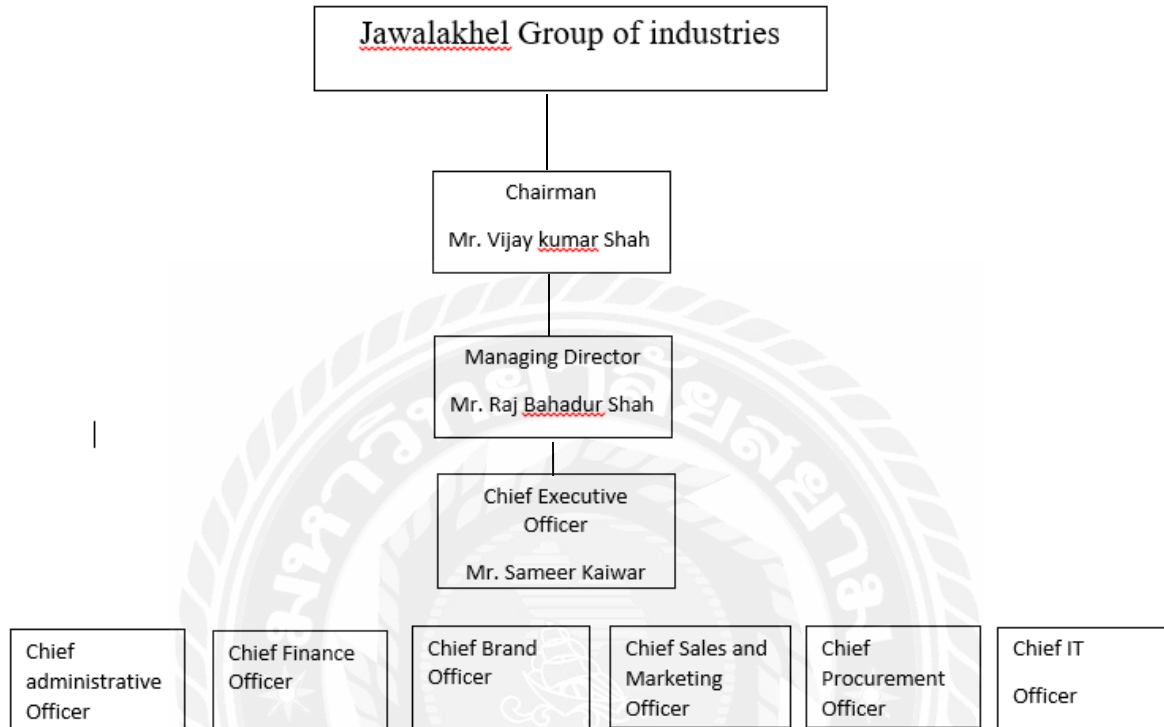


Figure 1: Organizational Structure

1.3 Statement of the Report

The report on Jawalakhel Group of Industries is based on 3 and half months of Cooperative internship (Course guideline of Siam University). The report presents the brief introduction about the company followed by the concept and practical knowledge gained during the time period of internship. Also, the self-assessment of an individual as the future professional.

1.4 Objective of the study

1. To learn the daily activities of the practical business world

The internship program offers a space for an individuals to gain work experience. This is important because most employers do not choose to hire someone who's never worked before; they think that with no experience, you'll not know what to do or how to work.

2. To utilize the theoretical knowledge in the real business

Internships can be a great platform to an individual as it offers them to experience a real workplace. Apart from the practical skills that interns gain, they also get lots of workplace skills which are important to not only getting a job but succeeding at one as well.

3. To shape myself as the future marketing professionals (8 Benefits of an Internship - Further Your Job Career | Fremont College, n.d.)

An internship can help us find and know a particular field in an industry that we're interested in and help us gain more knowledge regarding this area.

4. To handle the work pressure and know the actual market demand.

1.5 Expected Outcome

During the time period of 3 and half months I was placed at the Brand Department where there were different work head such as Media Department, Event Organizing Department, Creative Department, and Management Information System Department. To have an opportunity to work under all these professionals was a great platform for me to shape my ideas for future. Marketing is a very vast field where there can't be one specific work or a table work so, it is very essential for any future marketer like me to know the various working aspects for marketing field. From this internship the expected result can be:

1. To be able to deal with different event organizing companies

During the internship period we could contribute to organize few events of JGI such as

1. Holi event
2. The Himalayan Times International Food Fest.
3. Nepali New Year 2075.
4. 8Th International Tattoo Convention.
5. Durbar Marg Street Festival 2075.

These were some of the events that I got an opportunity to work for. While organizing these events I got to learn how to make a contract or a deal with the event organizers and work accordingly. Here, I learned how can we do the branding of our product in the event and reach to our target customers. This also helped me build my Public Relation.

2. To calculate the brand visibility and customer reach from any event

While working on to make the event success. We had to select the place to keep our Standees, Back drop, brand boards on the event premises so that it would be easily visible to people attending the event.

3. To calculate the budget and expense for any event

While planning for doing any event we had to first go through the proposal sent by the event organizers and see the actual cost of the event, expected crowd for the event and see if any of our competitors were involved in the event or not and after all the consideration, the Approval For Expenditure had to be made to finalize the budget for any event.

4. To have an idea about ad placement for the brand and know the share of voice of ads

We had to see the ad of our competitors in every source of media and record the share of voice of their ad and analyze the visibility of their ad in the market.

5. To think about the ideas for unique marketing offers for a brand

There use to a brain storming session where we had to come up with unique market offering so as to make it attractive to the market and the best one would be accepted. For example: happy hour (buy one get one free for 2 hours in every restaurant).

6. To plan for a product launch strategies

Recently JGI have launched a German Beer Warsteiner and Mountain Ice under Raj Brewery. To bring the product in the market there were many strategies adopted to make the launch program better and different form the competitors.

1.6 Limitations of the study

Internship is really a great opportunity to learn from professionals but there are also some limitations along with the opportunity. Every company has their certain privacy level to be maintained which they don't open up easily. So, being an intern I would not be involved in many work plan where I could learn more. My supervisor would remain captured with her work duties so she would get a limited time to explain me the work and the purpose. Also, the theoretical knowledge we had gained in the classroom and the practical workplace was totally different so it took some time to adjust with the workplace environment.

2. Literature reviews

2.1 Main theory and concept applied alongside with the given job descriptions

Brand Management

A brand is an overall integration of every features and properties of a product which gives an identity to the common product. Brand cannot be separated from the product. It is a product, service, person, company, or simply a concept which has an attributes like a name, terms, signs symbol, etc. to be unique from others in the market (Macmillan). A brand is what makes the product identifiable and distinguishable (What is a Brand? Meaning of Brand and Brand Concepts. | Feedough, n.d.). I was placed in a brand department so every knowledge that I had gained from my brand management class in my theory learning was very helpful for me. I would relate the work and activities performed in brand department as we had learned such in our examples learning in brand management class.

A company's brand and their market awareness is frequently considered as a factor for evaluating company's market performance, growth and stability (What is brand? - Definition from WhatIs.com, n.d.).

Marketing Management

Marketing is a two way communication process where the company says about their products or services which would be beneficial for the customers and the audience give response and feedback towards it and another term for marketing can be named as promotion (Weingarden, 1936). The main aim of marketing is to flow information about the products to the potential market in a way that the audience realizes that it fills their need. And Digital marketing is using digital strategies to communicate business specific information to the market to get the response (How Does Digital Marketing Work? | Common SEO Questions, n.d.). Hence, digital marketing is promoting of products or services using various digital channels like emails, SEO, social media etc to reach maximum targeted consumers.

In today's scenario, social media (one of the digital channels) has been the major platform for every company to involve and inform their customers about their products and services (Sathya, February 2017). It is because every single person has an access to social media and it is easy to connect through social media to the customers.

Digital Marketing

Also, we had learned about digital marketing in our course and we could apply the concept of digital marketing in the survey that we conducted on 'Consumer Digital Media Behavior'. Digital marketing has countless benefits for the users. It is one of the cost effective way to promote the company's product or service. In case of traditional marketing, it is difficult in terms of finance for the small range business to promote their products or service or publish ad for their brand but it is not the case of digital marketing platform. With affordable digital tactics like

social media, direct email, etc. even small businesses can promote themselves to larger market (Top 10 Benefits of Digital Marketing - LYFE Marketing, n.d.).

Digital marketing is the most measurable form of marketing. Digital marketing helps the business in analyzing the whether or not the marketing effort is being fruitful. By measuring the marketing effort of the company we can know which strategy best works for the company and move with the similar tactics. And from the result we can utilize the knowledge gained from the experience in any future activities. Digital marketing analytics allows you to more effectively use your resources and allocate your marketing budget. (Top 10 Benefits of Digital Marketing - LYFE Marketing, n.d.).

Advertisement expense and budget concept

If a company buys a space for a billboard or place an ad in a newspaper, magazine, the company is taking a shot in the dark that this messaging will reach its actual target customers. Though there are certainly ways to increase the chances of success with traditional marketing tactics, it is not the same with digital marketing because with digital marketing, the company can ensure that the right consumers are seeing the content the company wants to see. SEO allows company to reach those consumers who are searching the web for content and topics that are relevant to the business. While pay-per-click, display, and social media advertising enables you to target those who are most likely to show interest in company's products or services based on demographic information and general characteristics (Top 10 Benefits of Digital Marketing - LYFE Marketing, n.d.).

Product launch strategies concept

When we are ready to launch the new product in the market, firstly the product manager should be ready with an attractive and appropriate marketing strategy. To attract the customers towards the new products, companies give full attention in pricing and promotion strategy as it makes a huge impact upon the targeted customers (Lee, 27 May 2014).

In my 3 and half months of internship I was assigned to work in the Brand Department of Jawalakhel Group of Industries. I got an opportunity to work under the Chief of Brand, Brand Manager, Regional Brand Manager, Media executive, Event officer, Brand MIS officer within brand department. My duties varied according to the different duties of the professionals of brand department. The overall activities that I got to perform are as follows:

- a. To analyze the online portal event proposal sent to the company.
- b. To make an excel record of Approval for Expenditure (AFE) of every events and activities.
- c. To conduct a survey on "Consumer Digital Media Behavior".
- d. To visit on the event venue and analyze branding done on the venue and the contrast between the competitors and our brand.
- e. To prepare the voice of share of competitors ad given on any media and make the comparison.
- f. To prepare a write up after the completion of every event.

3. Methodology

3.1 Roles and Responsibilities assigned by company

During the internship time period, I was given some roles and responsibilities to follow which are as follows:

- a. To make the presence in the office premises by 10:05 in the morning and not leave the office by 5:30 in the evening.
- b. To be in the formal attire to attend the office.
- c. To complete the given task before the given deadline.
- d. To strictly follow the rules and regulation of the office.
- e. To sit for the brain storming session before performing any task.
- f. To give the summary of the work done at the end of every week to the assigned supervisor.

3.2 Project Details

Brand department have different designation under it as it is a very vast topic. Among the many parts of brand, digital marketing is one of them. So, to make the brand department work well and get the fruitful result, I was assigned as task to conduct a small survey on digital marketing because it has been one of the hype topic in the market.

I was given a task to conduct a month and half survey. Jawalakhel Group of Industries is trying to focus more on the digital world so as to maintain the competition in the market and reach as many customers as possible. So, to start up well with the digital concept for the company, it was necessary to know the digital media behavior of the consumers and analyze it. For, this I was given a task to conduct a survey on “Consumer digital Media Behavior” taking around 300 samples.

To conduct the survey I prepared almost 15 questions in Google docs. It was an online questionnaire. After preparing the questionnaire, it was checked by the chief of brand. And when I got the approval for the survey, I flowed the questionnaire through mails and other digital media channel. Among the 300 sample I got 218 responses and from those 218 responses I analyzed the opinions of the respondents and prepared a report for the company.

From the survey, I got the conclusion that digital media is something that is getting hype in every business filed and the company should definitely adopt the digital media tool to further enhance their business in the market.

3.3 Online Questionnaire (Project Details)

Questionnaire for Consumer Digital Media Behavior

Demographic details

1. Gender
 - a. Male
 - b. Female
2. Age
3. Income level
 - 10000-20000
 - 20000-30000
 - 30000-40000
 - 50000 and above
4. Address _____

Rank the options below in the following questions (with 1 being most preferred and 5 being less preferred).

1. **How do you access your social media account?**
 - a. Smart phone
 - b. Laptop
 - c. Tablets/ I pad
 - d. Personal Computer.
2. **What is your major purpose to use internet?**
 - a. To find information.
 - b. To keep in touch with family and friends.
 - c. To play games.
 - d. To share your experiences, photos and videos.
 - e. To make professional/ business contacts.

3. **On an average how much time do you spend daily on internet?**
 - a. 1 to 2 hours
 - b. 2 to 4 hours
 - c. 4 to 6 hours
 - d. 6 to 8 hours
 - e. More than 8 hours

4. What is most preferred time to access to internet?

- a. Morning time (7-9 am)
- b. Afternoon (12-4 pm)
- c. Free time
- d. After you get done with your work (7-10 pm)

5. When/If you are out of Wi-Fi or have poor connection, would you prefer data or not? If yes, which data pack would you prefer?

6. Which social media site do you explore? (You can choose more than one)

- a. Facebook
- b. Instagram
- c. Youtube
- d. Google
- e. Twitter
- f. Snap chat
- g. All of the above

7. Which source do you prefer to seek any information?

- a. Print source
- b. Online source
- c. Both

8. What attracts you towards brand through digital media marketing?

- a. Promotional offers
 - b. Brand information/ advertisement
 - c. Brand loyalty
 - d. Family and friends invitations.
 - e. Others _____
9. Have you ever bought alcoholic beverages through online portal? If, yes mention the name.

10. Which online portal do you prefer the most?

1. Online khabar
2. Setopati
3. Ratopati
4. E-kantipur
5. Bizzmandu
6. Barakhari
7. Nagarik news.com

8. Lokantar
9. Others

Rank the options below in the following questions (with 1 strongly agree, 2 agree, 3 neutral, 4 disagree, and 5 strongly disagree)

- a. The respond to marketing messages is more effective through digital media than traditional formats such as TV and radio.
- b. Companies that use digital media tools to interact with the customers are more likely to have a significant competition advantages over those that don't.
- c. Advertisements appearing on your networking sites are relevant for you.



4. Result and Discussion

From the survey carried out I received 218 responses among with 51.9% was male and 48.1% was female. The survey questionnaire was prepared for the consumer of age group between 18-50. From where the majority of respondent was found out to be among the age group of 22-25 years. From the 218 responses I received, the majority of respondent i.e 38.6% mentioned their monthly expense to be Thrity thousand and above. The respondents believed that their personal smart phone is the easiest way to access to any of their social media account because 80% of the respondent choosed smart phone as their option. This indicates that people are more involved in using their smart phone and they wont miss out any information that they can receive on their smart phone. It can be one of the best options for consumers to seek information from.

1. How do you access your social media account?

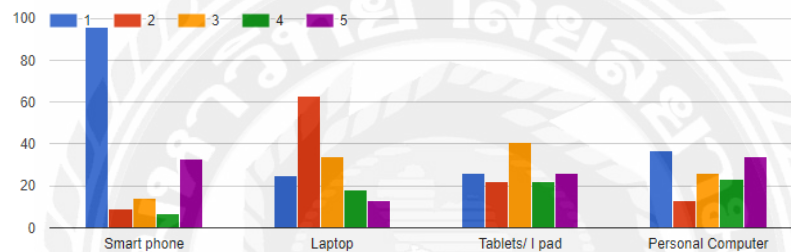


Figure 1: Bar diagram representing most preferred gadgets to access social media

Further more, I got to know that 34.8% of the respondent prefers to use internet for about 4-6 hours a day when they get some free time for themselves or at the evening time when they get done with all their duties, 29.8% spend 2-4 hours a day, 18.6% spend 6-8 hours a day. 11.8% spend more than 8 hours on internet daily and last 5% spend 1-2 hours a day on internet. From this result I found out that the result was not as per the expectation because in this internet occupied world spending just 4-6 hrs a day to use internet is very less time.

On an average how much time do you spend daily on internet?

1 responses

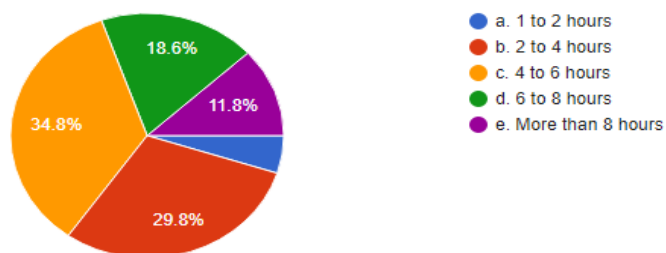


Figure 2: Pie chart representing time spend by respondents daily on internet

Also, from the survey I came to know that most of the respondents are more into youtube compare to many other social media sites. In a world that is constatnly evolving, it has now became very importatnt for the people mainly the young ones be updated on the news and what's going on.

Which social media site do you explore? (You can choose more than one)

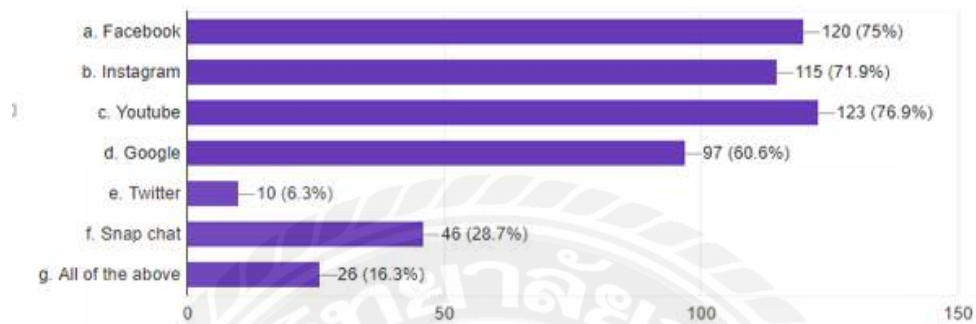


Figure 3: Bar diagram representing the most explored social media site by respondents

And from the survey, I also got to know that people prefer both print and online source as per their convenience. As there are people of different ages from youth to older so they prefer as per their choice and get themselves updated about the news.

Which source do you prefer to seek any information?

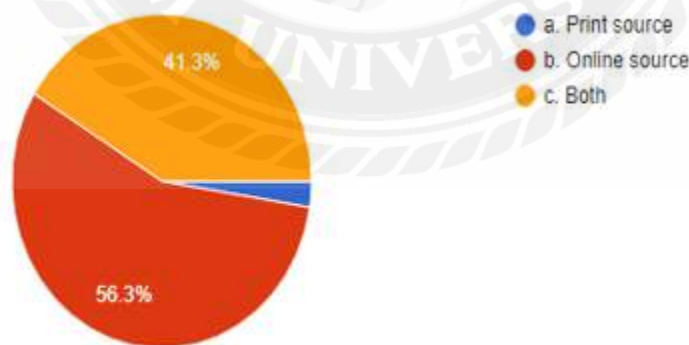


Figure 4: Pie chart representing prefer source to seek information by respondents

From the survey carried out, I found out the result that customers these days show more interest on digital marketing as it makes the lifestyle easier, better and convenient. For any company Digital marketing channels provide performance measurement and accountability that traditional

media cannot. So, it is very essential for the company to focus and stay update with the digital marketing ideas and strategies.

4.1 Contributions of student made during the internship

In the total of 3 and half months of internship I was assigned with some limited task to be done because as per the rules and regulations of the company they would not allow interns to carry out officials works. Some of the contributions that was made as an intern of the organization are as follows

- a. Welcomed and gave a brief orientation to the new interns to help them work easily. Doing this helped me in guiding the people and sharing my experience to them. This gave me confidence in speaking with new people around me.
- b. Analyzed the online portal event proposal placed in (Proposal for event.com) to the company. When I used to analyze the proposal it gave me some idea about how to filter the proposal that will have a proper fit for the company to sponsor the event.
- c. Maintained an excel record of Approval for Expenditure (AFE) of every events and activities. Doing this it gave me more idea on working in an excel sheet and polished my Microsoft Office Knowledge.
- d. Conducted a month and half long survey on “Consumer Digital Media Behavior”. Doing this it helped me build strategic thinking and analyzing capability as I had to draw a final conclusion from the survey conducted. And from the result of the survey, company had a made some changes and decisions on what can they do better to expand their business on digital platform.
- e. Prepared the voice of share of competitor’s ad given on any media and make the comparison. This helped the media executive and the brand department to analyze how they should do their ad in any media to have maximum visibility of their brand
- f. Sometimes the files were misplaced which delayed the work sometimes and unnecessarily used to kill the time. I used to do all the filing after finishing all the entries of Approval for Expenditure (AFE).
- g. Arranged bills and vouchers etc. doing all the photocopies of the VAT bills for filing.

4.2 Details of related learning process and new knowledge received

I did not had any real work place experience in brand department of such a big company before this internship. It was a really new experience for me in this learning process. The brand team was really helpful and were always ready to help me in any of my difficulties for work. Firstly I was given a short introduction about what is a brand actually and whatever she explained me about the brand was actually the same thing that we had learned in our 6th semester in Brand management subject. But the working environment was different from what we actually thought in our classroom, my supervisor explained me in brief how the brand department gets operated. There were many designations within a brand department and every individual has a separate way to carry out their task but the similar feature was to prepare the Approval for expenditure (AFE) and make a record in an excel file. The major learning during the internship was to operate excel more fluently.

I got to learn many new things during my internship. I got to learn how the branding of a product is done and how should be the branding placed so that it can have a maximum visibility of the brand than the competitors. The branding tools like flyers, bunting, danglers, posters, streamer, shelf taker etc are the Point of Purchase materials which are send to the department stores and local shop and placed at the place where customers eyes reach so that the brand visibility is maximum and others tools like table matt, bar matt, glasses are sent to restaurants, bars, pubs and clubs where people comes with family and friends to drink and spend some quality time. All these stuffs should be placed where the people are seen the most Also, I got few ideas on how to make a proper and both side beneficial deal with any parties. I got this idea observing how the brand department members made deal with other parties. And I also got to know that there are many things that needs to be checked before signing off any contract so that there won't be any complication in future while working with the agreed parties. I also got be learn how to analyze any case such as ads thrown by the competitors because I had to check the ads of the competitors and make a write up analyzing that things were seen better in competitors ad and what better can our company do in our own ads. And I was explained about the outdoor or out of Home (OOH) branding and its impact and effectiveness in the brand recall and brand recognition. The brand department of JGI had a MIS officer as well so she gave us an idea about how she keeps record of giveaway that were given to all the staffs of JGI and also the record of Point of Purchase. And while launching the German beer warsteiner in Nepal I got to witness the planning that the company does before they send their product in the market. The competitor's priced is analyzed and we see the competitor's market share and their reach in the market. After all these the company analyze the competitors marketing steps and plans for something new and unique step to be taken to launch the product.

5. Conclusions

5.1 Self-assessment as Future Professional

The work experience of 3 and half month as a brand intern in Jawalakhel Group of Industries has helped me groom and build confidence in performing any task. Being a marketing major student, I always wanted to set my career in this field and this internship encouraged me more to focus on my major. It is because I was assigned to do the work that I had interest on and I could do the work with full concentration. This internship also gave me base about corporate culture and how should we work in an organization and build friendly work environment. When I was working in this organization, I was able to build some Public Relation as well because my most of the work was to talk to new people and doing that I could also increase my network which is surely help me in my future work.

Besides all these, I got to learn how Brand department works, how should we handle the deals because it is not possible to sign all the deals, we should reject some unnecessary deals as well. So, all these activities helped me polish my strategic thinking and evaluating capabilities. With all this experiences I gathered it will surely help me in my future work because different experience will help me tackle different problems and do my task in better way. I see myself as hardworking and creative marketer in about 3-4 years down the line.

5.2 Comparison of practical learning VS theory

It was a really very different experience of practical learning in my internship as compared to the theoretical learning. In our theory class, we basically learn about the definitions of certain topic and elaborate the definition but it is not the same in practical learning because we only considered the concept of certain topic for working in an office. In our theoretical learning when we are given a certain topic we will have to write about the topic pages and pages elaborating a point to get a good marks but it is not the same in practical learning because here if we know the concept we can take our work further and I found the work place activities different from what we had thought it would be during our theoretical classes.

If we can speak to people and keep forward our thought we can work better in practical field because when our thoughts are presented we can discuss on the thought and come up with something creative but in theoretical learning there is not much space for creativity. In theory learning we will have to learn about the facts that has been passed to us from many experiments and the facts are only given priority but in practical learning creativity matters the most because what is most unique and what is found out to be different from others are given more priority.

But there were some similarities as well because the examples that we talk about in theoretical learning happens to be similar in practical learning as well. In theoretical learning when we have to present some example we will consider the current scenario about the market and bring the example and it will be similar in practical learning as well. For example, competitor's analysis, SWOT analysis, etc.

6. References

- 8 Benefits of an Internship - Further Your Job Career | Fremont College.* (n.d.). Retrieved May 12, 2018, from <https://fremont.edu/8-benefits-of-an-internship/>: <https://fremont.edu/8-benefits-of-an-internship/>
- How Does Digital Marketing Work? | Common SEO Questions.* (n.d.). Retrieved May 27, 2018, from <http://commonseoquestions.com/2014/03/10/how-does-digital-marketing-work-2/>: <http://commonseoquestions.com/2014/03/10/how-does-digital-marketing-work-2/>
- JGI- Nepal.* (n.d.). Retrieved May 3, 2018, from <http://www.jginepal.com/>: <http://www.jginepal.com/>
- Lee, B. C. (27 May 2014). Critical decisions in new product launch. *Critical decisions in new product launch: pricing and advertising strategies on consumer adoption of green product innovation.* Retrieved May 30, 2018
- Macmillan, P. (n.d.). Journal of Brand Management - Springer. *Journal of Brand Management.* Retrieved May 27, 2018, from <https://link.springer.com/journal/41262>
- Sathya, P. (February 2017). A Study on Digital Marketing and its Impact - International Journal. *A Study on Digital Marketing and its Impact.* Retrieved May 27, 2018, from <https://www.ijsr.net/archive/v6i2/ART2017664.pdf>
- Top 10 Benefits of Digital Marketing - LYFE Marketing.* (n.d.). Retrieved May 27, 2018, from <https://www.lyfemarketing.com/blog/benefits-digital-marketing/>: <https://www.lyfemarketing.com/blog/benefits-digital-marketing/>
- Weingarden, M. (1936). Journal of Marketing - Latest Research. *Journal of Marketing's Incoming Editorial Team Handles New Submissions.* Retrieved May 28, 2018, from <https://www.ama.org/academics/Pages/Christine-Moorman-med-New-Editor-of-Journal-of-Marketing.aspx>
- What is brand? - Definition from WhatIs.com.* (n.d.). Retrieved May 27, 201

Bibliography



Name-Surname: Erica Shrestha

Student ID: 5708040079

Email: erica2018@kcm.edu.np

Department: IBBA

Faculty: Marketing

Address: Maitidevi, Kathmandu, Nepal

Special interests: Event organization, Public speaking.