



COOPERATIVE EDUCATION REPORT

“Client and Media Handling at MARS Advertising and Research”

**WRITTEN BY
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**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education Faculty of Business Administration Academic
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We have approved this cooperative report as partial fulfillment of the cooperative education program semester 2/2020

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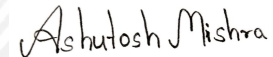
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Abstract

The Cooperative Report entitled “Client and Media Handling at MARS advertising and Research” incorporates details on the Media department and client handling for MARS Advertising and Research. MARS Advertising and Research is a full-fledged advertising company that does all sorts of Above the Line (ATL), Below the Line (BTL), and Through the Line (TTL) marketing activities. The objectives of this report include 1. To understand how an advertising agency in Nepal functions 2. To understand what role does the media department play in handling clients of MARS advertising and research. As a marketing agency, the main purpose of the company is to make the brand presence of its client felt in the market.

The student was assigned to work with the company for 14 weeks as an intern in the Media Department. Upon the completion of the 14-week long internship, it was found that the experience was facilitated by the means of practical learning and theories concerning Integrated Marketing Communication, Brand Management, and Advertising and Sales Promotion. Under this pattern, the learning includes the importance of brand management, the impact of marketing communications, advertising path and gateways, and customer relationship management. These are very important for future career development and path to a great profession. Public relations has played a crucial role in the 14-week long internship.

Acknowledgment

Getting an opportunity to learn in an international platform and implement the learning practically would have been impossible without the assistance and cooperation of a legion of individuals on the professional side. I want to convey my deepest gratitude and thank all the instructors, professors, and friends who helped me throughout my academic period. Their creative ideas and insights were very helpful for me in order to widen my knowledge and prepare this report. I am grateful for their personal encouragement and professional assistance.

I would like to convey my deepest gratitude to Siam University for inculcating learning beyond the classroom in the academic curriculum. I am also very grateful to my academic supervisors at Siam University; Mr. Kavin Katanyutaveetip and my academic supervisor at KCM; Mr. Ritesh Thakur for their constant supervision and advice which helped me reflect well on my internship experience.

This 14-week long internship not only helped me professionally but it helped me become better personally. Interacting with clients, learning new things every day became a daily task for me. I indeed learned a great deal about how a marketing agency functions and how much of a crucial role it plays for a brand. I want to acknowledge my immediate supervisor Prakrity Pudasaini and also the Managing Director Mr. Santosh Shrestha throughout my time at MARS Advertising and Research. This exposure has helped me to know about the practical implications of my classroom learning.

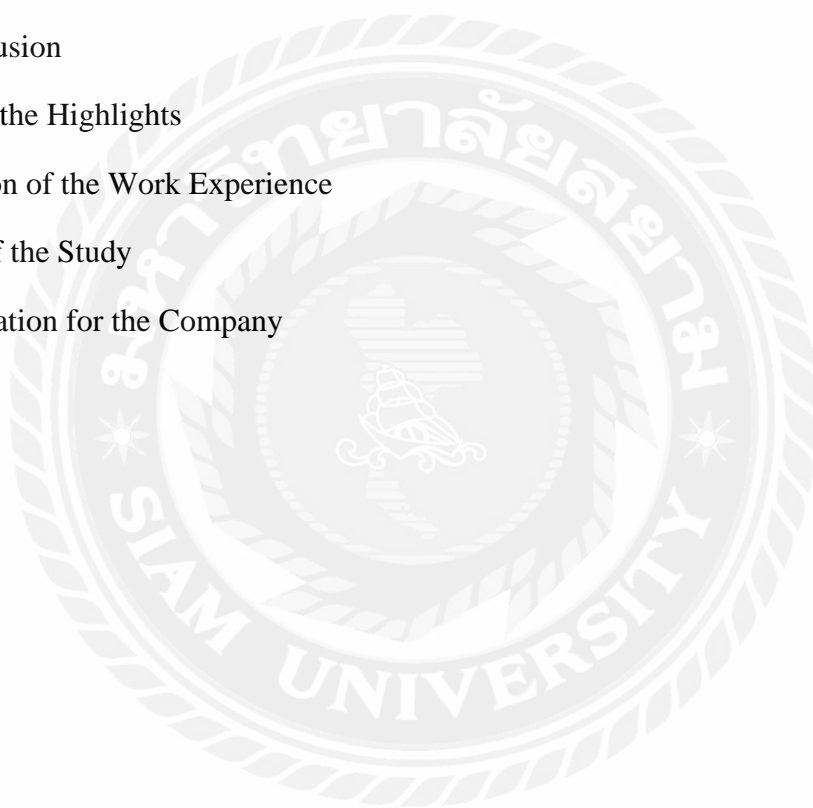
Lastly, I would like to express my sincere gratitude towards every individual who assisted me throughout my journey and helped me to complete my tasks timely.

Sincerely,
Suraj Goenka

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List of Abbreviations

ATL: Above the Line

BTL: Below the Line

TTL: Through the Line

Ad: Advertisement

WHO: World Health Organization

JBBL: Jyoti Bikas Bank Limited

COVID-19: Novel CoronaVirus 2019



Effect of the Global Pandemic

The novel CoronaVirus (COVID-19) is an infectious disease caused by a type of coronavirus. The virus originated from Wuhan, China. Due to its highly infectious nature and spread it was declared as a global pandemic in March 2020 by The World Health Organization (WHO) (World Health Organization, 2021).

The effect of the COVID-19 was not seen in Nepal before March. At the time of the first lockdown, the number of cases all over Nepal was low but slowly started to increase. The main reason for the increase in cases was thought to be the open border between India and Nepal. The rising of cases was felt firstly by the districts outside the capital but slowly now the capital Kathmandu is the most affected place due to the virus. Almost half the total cases are recorded in the capital.

COVID-19 obstructed my time of internship very much. I started my internship on August 19, 2020. Marketing deals with interacting with people and clients, it deals with visiting fields and doing some kind of research work. Working with a full-fledged marketing organization at first was tough as everything had to be done online. The week after starting my internship Nepal Government called up for an immediate lockdown due to which my internship was halted for about 3 weeks. Those three weeks I used to work from home and used to do some daily tasks provided to me by my supervisor. At first, it was tough as work from home culture was at its very beginning phase but later as time passed by, I adapted to it. Also, the virus has impacted the organization greatly as many tasks were halted due to that. Luckily most of the tasks for the company needed no physical contact and that is where the role of the media department increased in the organization. The Media Department started handling all the tasks that needed to be sent or received from clients or vice versa. Despite all the problems I am glad that I could complete my internship on time and with so much natural knowledge. COVID-19 has made it hard not just for me or the organization I have worked in but for all kinds of business houses. It has totally changed the way everyone used to work. Hopefully, everything will be back to normal very soon.

Chapter 1: Introduction

1. Company Profile

MARS Advertising and Research is a full-fledged Advertising Agency dedicated to creating, planning, and handling integrated marketing communication for its clients. It has established itself as one of the top marketing agencies in the country. It carries out all sorts of Above the Line (ATL), Below the Line (BTL), and Through the Line (TTL) marketing activities.

1.1 Mission:

To build relationships that extend beyond service to provide support and feedback about issues relevant to the client.

1.2 Vision:

To be the country's leading creative communication powerhouse by delivering world-class strategic brand management to our clients and enable them to build and maintain leadership in their business.

1.3 Strategies of the Company:

- Marketing Strategy and Branding
- Creatives – All types of communications materials
- FM Networking
- Digital Promotion
- Event Management
- PR Campaign
- Public Relation
- Promotional Marketing
- Activations
- Media
- Planning
- Scheduling
- Release
- Production: TVC, Radio Ad, Print Ad, Digital Ad, and other BTL Materials

- Small Scale Research
- Interaction with the Target segment
- Conduct Focus Groups

2. Organizational Structure

2.1 Diagram of the Organizational Structure

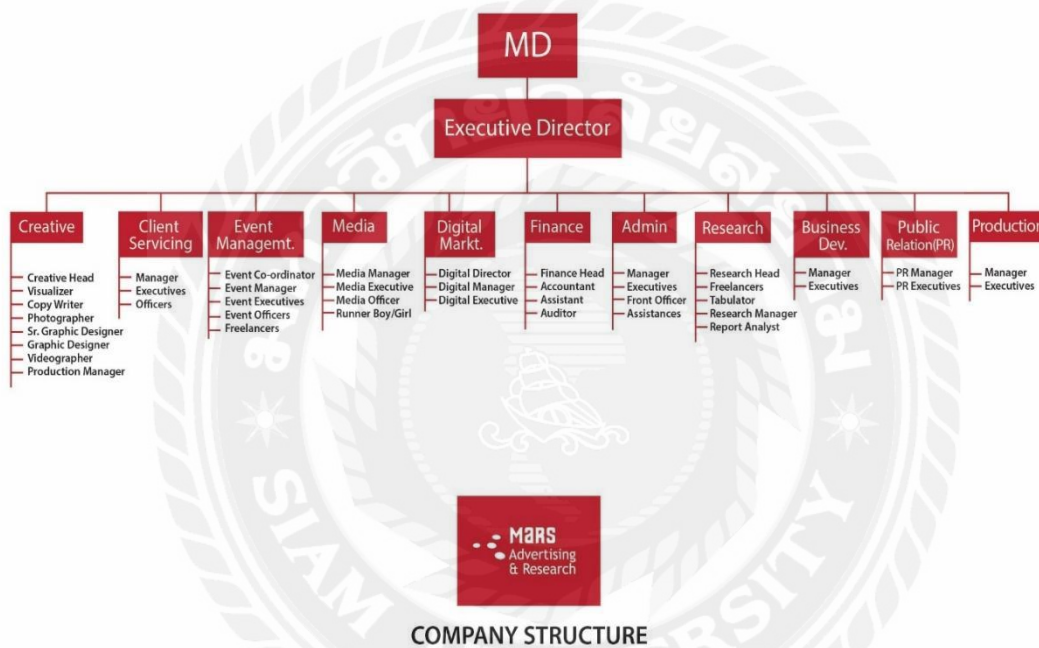


Figure 1: Organizational Structure

1. Mr. Santosh Shrestha (MD)
2. Mr. Prashant Pradhan (Creative Head)
3. Mr. Roshan Shrestha (Art Director)
4. Mr. Saurav Raj Verma (Digital Marketing Head)
5. Mr. Suman Regmi (Digital Account Manager)
6. Mr. Mani Raj Dahal (Research Head)
7. Dr. Rabin K. Acharya (Copywriter)
8. Ms. Prakriti Pudasaini (Account Manager)

2.2 My Job Position

I worked as an Intern in the organization where I worked in the Media Department. Being a beginner, I was first told to understand the work culture and how the company functioned. For a few weeks I looked at the old files and tasks that were being done by the company. As time passed by, I was assigned tasks like communicating with the clients, writing release orders, helping my seniors, and looking after all the databases of the company. With the help of the media department, I started handling a few clients. I started communicating what was told to me and worked as a bridge between the client and the organization. I did all the jobs by keeping organization rules and regulations on my mind. Working in a marketing agency helped me increase my knowledge in the field of marketing as theoretical knowledge has a very limited scope. Most importantly I got to learn how a marketing agency inside Nepal functions. My position as an intern in the media department helped the company by making a bridge between the clients and the organization.

2.3 My Job Position in the Company's Organizational Structure

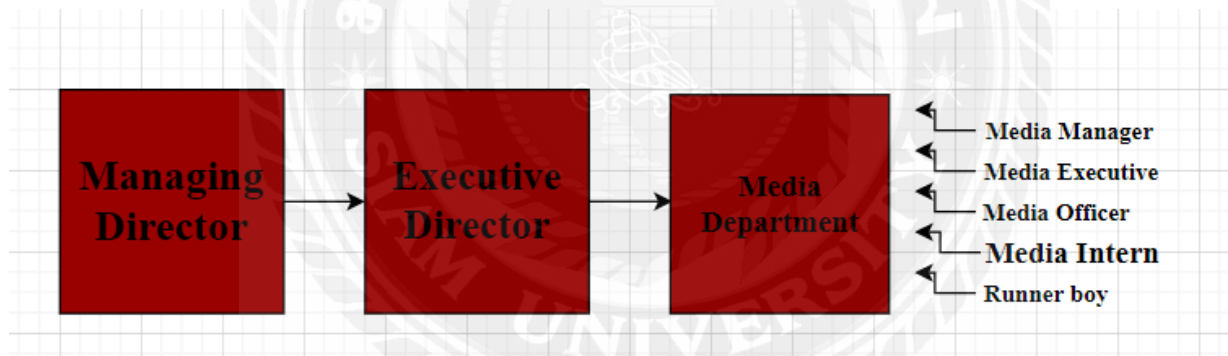


Figure 2: My Job Position in the Company's Organizational Structure

I worked as the media intern in The Media Department of MARS Advertising and Research. My job was to communicate with the clients regarding their demands and then communicating the same demands to The Manager of the Media Department so that the demand of the client can be fulfilled. Hence, I looked after the communication between clients and the organization during my internship period.

3. Intentions to Join the Company

The main intention to choose a marketing agency for my 14-week long internship was my interest in this field. I wanted to work for a marketing agency and wanted to experience firsthand how an advertising agency in Nepal functions. Other than that, I wanted to have a broader insight into the marketing sector of Nepal. I got to know a lot about the marketing business and how it functions during my internship period. This internship helped me learn about different prospects of marketing. Being able to work in a Nepal-based advertising agency I got to learn how advertising works in Nepal and how it is still developing. Advertising agencies in Nepal have a huge scope as Nepal Government is planning to implement clean feed which will enable different international brands to make local advertising rather than depending upon the already done advertisements of other countries.

4. Strategic Analysis of the Company

Strength <ol style="list-style-type: none">1. A full-fledged marketing agency that does all sorts of marketing jobs.2. The workplace is clean and has a good working environment.3. All the staff are friendly and very helpful.4. The company has a good database management system.	Weakness <ol style="list-style-type: none">1. The company location lacks ample parking space.2. The internet used to have connectivity issues sometimes.3. Lack of social media presence of the company.
Opportunities <ol style="list-style-type: none">1. Clean feed implementation could be a great opportunity for the company.2. The company should focus on other sectors as during my internship the main focus was	Threats <ol style="list-style-type: none">1. As many advertising agencies in Nepal provide similar kinds of products duplicity can be a threat.2. Clean feed implementation could lessen the entry to the barrier as the industry will grow due to it.

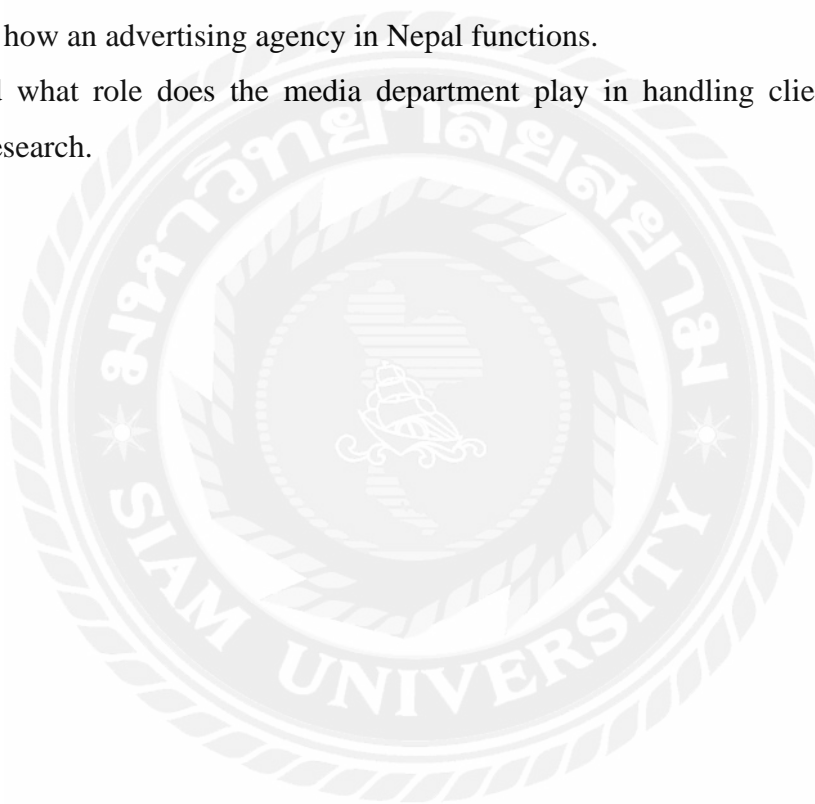
<p>given to banks and other financial institutions.</p> <p>3. Social media marketing can help boost the company's brand image.</p>	
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Table 1: SWOT Analysis of the Organization

5. Objectives of the Study

The main objectives of the study are as follows:

- a. To understand how an advertising agency in Nepal functions.
- b. To understand what role does the media department play in handling clients of MARS advertising and research.



Chapter: 2 CO-OP STUDY ACTIVITIES

1. Job Description

I joined MARS Advertising and Research as an intern in the media department. The media department was responsible for handling the communication between the clients and the company. My job in the company at the beginning was to understand the organization and culture and to understand the communication flow in the organization. As the time passed by I was given to research on Digital Creatives of different banks of Nepal and India. After that I started doing routine work like researching on the old files and folders, printing stuff and scanning documents and sending it to the designated department. After a few weeks I started my research on rate cards of different Nepali newspapers and started making estimations for publishing an ad on these newspapers. Later I was assigned to write Release Orders for the publishing of those newspaper ads. Overall, I did routine tasks in the company throughout my tenure. I worked in the Media Department generally as the bridge between the clients and the company and passed the information back and forth to the clients and the company.

2. Responsibility and Work Duties Contributions as an Intern

1. Research on digital creatives of different banks of Nepal and India (1st and 2nd week)

At the beginning of my internship, the Nepal government imposed a lockdown and due to the lockdown, I couldn't visit my office physically. Due to that for the first 2 weeks, I was assigned to research on bank creatives of different banks of both Nepal and India. I was assigned to check on what different banks of Nepal and India were doing at the time of the pandemic to maintain relationships with its clients through the digital platform as no physical contact could be made and the only mode to communicate was through digital platforms. I used to make one presentation each day on any one bank and send it to the company so that they could review about the digital creatives of the particular bank. This helped me learn about different patterns being used by the banks to communicate with their potential and existing clients. Working digitally required being clear on the message trying to be presented hence different banks were doing things differently in order to maintain their relationship with the clients. Particularly, Indian banks were seen to be more actively involved in working digitally which was being followed by the Nepali Banks as time passed by.

2. Exploring old presentations and files of the organization (3rd and 4th week)

After the lockdown had ended, I joined my office where I was assigned to explore old presentations and files of the organization. The organization had a computer system wherein all the works that were done on a daily basis were recorded according to the dates so that needed information can be extracted easily and reliably. This taught me the importance of data management and how each and every file is important and could come in handy. The reason for doing this was to know what the organization has been doing and how the works are getting done from the first. I got to witness many different old files and folders of the company where they had data of different clients of the past. This would act as a base for me to start my routine work in the organization. By analyzing the workday patterns and files I got to learn more about how the organization functions on a daily basis. This helped me to carry out the task given to me in a more precise manner as if I had any confusion, I could revisit the old files and complete the assigned tasks. This also made communication between different departments easier as all the files could be viewed by any department at the time of need.

3. Presentation on client briefing (5th and 6th week)

In the 4th week of my internship, I was assigned to prepare a rough marketing program for Jyoti Bikas Banks (JBBL). I was given a set of requirements that need to be addressed at the time of the presentation. This being my first-hand work in the organization I was very much dedicated and put on the best work I possibly could. The rough presentation was assigned to me for client briefing purposes. JBBL wanted a brand manager for its organization and had published a quotation of the works that needed to be done by an advertising agency. The same work was given to me. I needed to make a rough presentation on the topic. The main reason behind the task was to check my knowledge of the marketing sector. As the work required a full marketing campaign, I revisited my old courses like Integrated Marketing Communication and Brand Management so that relevant topics could be highlighted in the presentation. I was given a weeks' time to complete the presentation and had to present it in front of the Managing Director. After looking at the presentation Mr. Santosh Shrestha praised my presentation skills but was skeptical about my presentation as he thought it was kind of book focused and that is when I learned that the presentations we did in college and the presentations we do for clients are totally different. After one week I was assigned to redo the presentation which went very well in

comparison to the first one I had done. I learned about how presentations need to be done at the time of client briefing and how we can give more information in less amount of time.

4. Research on rate cards of different newspapers (7th and 8th week)

I was assigned to research and prepare a file for the rate card of different newspapers. The Nepali advertising market relies on newspaper marketing as it is one of the main channels to put forward messages and advertisements. Different newspaper companies have different rate cards based on their features like time, reach, and brand identity. Rate cards of newspapers change yearly and this is why it is very important for an advertising agency to be updated with it. While I was on my internship there were two major clients i.e., Rastriya Banijya Bank and Civil Bank. Both the clients needed frequent newspaper ads for notices and other small ends and that being the reason rate cards are very important for the company. Newspapers are a very popular source for providing notices which are why rate cards of the newspaper are very important for an advertising agency in Nepal.

5. Preparing estimations for newspaper notices (7th, 8th, 9th, and 10th week)

As I mentioned earlier, newspaper ads were one of the major sources of advertisement in Nepal. The two clients i.e., Rastriya Banijya Bank and Civil Bank usually would use newspapers for providing different kinds of notices to their clients. I worked on preparing estimations for the notice ads for both the clients. Estimations were done for different notice ads very frequently which required rate cards and price estimations. I was assigned to prepare estimations and send them to the clients so that clients could verify it and the ad could be placed in the required newspaper on the required part and size. Preparing estimation is a very crucial part as it requires ad size, newspaper page number, and the price for the same. As the most important festival of Nepal, Dashain was on the doors newspaper estimations for wishing Dashain was done by the organization wherein I was assigned to prepare the estimations. I used the old estimations as a source to make the new ones. Many estimations were the same as the old ones but some of them required modification due to the price changes.

6. Emailing clients about different media options and budget (7th, 8th, 9th, 10th, 11th, and 12th week)

The next task assigned to me was to communicate with the clients regarding different media options and budgets via email. As I have mentioned earlier due to the pandemic all the physical

meets were halted and had to be done via mail. Preparation of the presentation on different media options and budgets was done by the upper management team and I was given the task to send those to the required organization. I, being in the media department, worked as the bridge between the organization and the client where I was required to pass the needed information from the client to the agency and vice versa. I used to send about 5-6 emails per day to the clients and used to communicate the requirements of the clients to the agency so that clients' demands can be satisfied and the chain of communication can be carried forward.

7. Preparing release orders for different newspaper ads and notices (7th, 8th, 9th, 10th, 11th, 12th, and 13th week)

As the chain of workflow carried on after researching rate cards of different newspapers, I was assigned to prepare estimations for them. After that, the final phase was to prepare Release Orders for them so that the demand of the clients can be sent to the required newspaper of publishing task. Release Order consisted of the Date of publishing of Ad, size, page, and price per cc. The release order was sent to the designated newspaper with the total amount to be paid. All the requirements mentioned above were provided by the clients. MARS was only assigned to send the requirement to the newspaper agency for the publishing purpose as the agency was working as the marketing partner for the agency. I used to send about 2-3 Release Orders every day. It was a very crucial task as the date provided the clients had to be met with all other requirements. The company trusted me with this task and I always had help from my supervisor at the time of completion. My supervisor used to always recheck my release order so that everything was in the right place.

8. Witnessing video ad shoot for Nepal Bank Limited (14th week)

At the end of my internship, I got to witness the video ad shoot for Nepal Bank Limited. This was the first time I got to witness a first-hand video ad shoot. The video was shot in three different locations but I got to witness it only in one location. The video ad shoot took place at Resu Villa which is located in Nagarjun Nagarpalika. I got to witness how an ad shoot takes place and how it is carried forward. It requires a huge number of equipment and many different crew members. Every crew member has a defined task that needs to be carried out. The setup, the lights, the camera everything needs to be intact so that the video ad looks real and promising. I got to learn about how video ad shoot takes place and the requirements for it. As it is targeted to build

relations with the clients it is very important for a video ad to have a relatable message so that clients can relate to it and can link themselves with the organization. Hence, shooting a video ad requires a lot of minds and physical work as it needs a story and a clear message which impresses the potential and existing customers.

3. Activities in Coordinating with co-workers

1. Researching on the rate cards of different newspapers

As I was totally new about the rate cards of different newspapers my supervisor helped me to search for them. The company already had a folder for rate cards of different newspapers but the rate cards are updated every year. At first, I used Google search engine to find out about the rate cards but by coordinating with my supervisor I got to know that the rate cards can be found in the official website of the newspaper.

2. Making estimations for the clients

Making newspaper ad estimation was very new to me as I had never done that before. While preparing the estimations one must look after different important factors like the name of the newspaper, price per cc, size of the newspaper ad etc. My supervisor gave me a demo on how to make estimations and helped me to know about all the important factors. Hence, preparing estimations was one work where I coordinated with my supervisor.

3. Writing Release Orders and Emailing them to the designated newspaper

In order to publish the ad required by the clients in the designated newspaper a company should write a Release order and should send it to the designated newspapers email. In order to do that I had to know about what information should be included in the Release Order. The company's MD guided me in writing the Release order and gave me all the information about where to send the required Release Order. Hence, I had to coordinate with my co-workers while writing the Release order and sending it to the designated newspaper.

4. Job Process Diagram

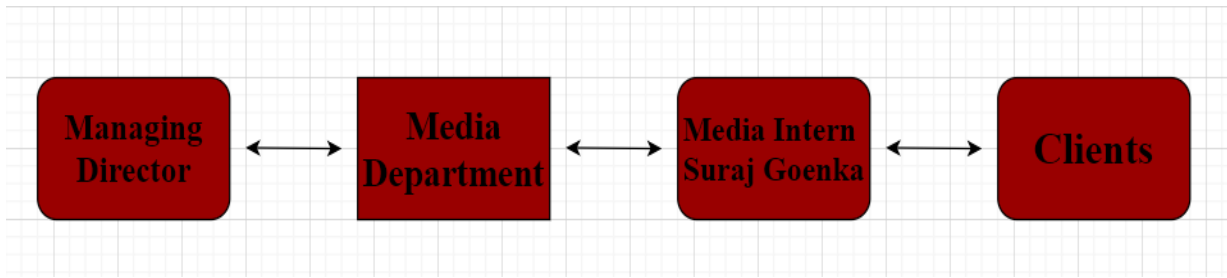


Figure 3: Job Process Diagram

Being a marketing agency the job process diagram for the company was very simple. The Managing Director handled and looked after all the work being done by all the departments. All the departments were responsible for reporting each and every task to The Managing Director. My job process diagram looked like the following figure. The Managing Director used to assign jobs to the head of the media department. Depending on the work the head then allocated the work to the concerned party. In my case if there was anything that needed to be communicated to the clients for example a sample was to be reviewed. The head of the department would provide me with the sample and the email address. My job was to email the sample to the client with all the necessary information. After sending the mail I would then wait for the reply and after the client had replied to my mail I would then communicate the information to the head of the department which would in turn reach The Managing Director. Necessary changes were made and the process again repeated similarly. Hence, almost every day the job process was done through the similar process.

5. Contributions as an Co-Op student in the company

Working in the media department I got to experience many different tasks and got to learn many different things. I had many different contributions as a Co-Op student during my tenure. I helped my supervisor by researching different digital creatives being done by different banks of Nepal and India during the lockdown period. This helped the company to know about what kinds of digital creatives were being done by different banks during the lockdown period to constantly communicate with the customers. Secondly, I created a folder for the rate cards of different nepali newspapers so that clients can be provided with the updated rates of publishing ads in a newspaper. I helped my seniors by communicating with the clients via email so that clients'

demands can be fulfilled. Lastly, during my internship I was always ready to help anyone who wanted me to help them. I was fully guided during my tenure and did every task that was assigned to me. Hence, small or big, I tried my best to contribute as much as I could for the company during my internship.

Chapter: 3 Learning Process

1. Problems/Issues of the Company

1. Covid-19 Pandemic

The main problem faced during my internship was the Covid-19 pandemic. Not only me but many other people faced a similar problem. It was at the beginning and due to which we had limited time to adapt to the culture like work from home, virtual meets, etc. This limited the on-field work which is one of the most important parts of a marketing agency. Me being an intern could not meet new people and made limited connections due to the virtual concept. Due to this, my job tasks were limited to the physical boundaries of the company which played a great role as a problem during my internship period.

2. The organizational culture

I had a bit of a problem when I first joined the organization as I was totally new to the culture there. The two-week lockdown also made it harder as it limited the time where I could have learned more about the organization. The flow of communication which was done using a computer system could be totally new which could require some time to understand. Due to the Covid crisis, we couldn't work in full capacity due to which all the members of the organization were not present on a daily basis. The organizational culture for an intern could be hard to understand at the first but if done right it slowly can become easy.

3. Huge number of files and folders in the Database

One of the problems I faced during my internship at MARS Advertising and Research was understanding the database management of the company. The company has a very good and efficient way of managing and saving all the day-to-day work but at first, I found it hard to understand it as it was complex and had many files and folders under it. I was assigned to check out all the old and new works of the company and while doing that I was confused as to where I

should start because of the big number of files and folders. Hence, the huge number of files and folders under the database could be one of the problems for the company.

4. Internet connectivity

Due to the pandemic, major work had to be shifted from physical contact to a digital platform. Nepal as of now doesn't have stable internet connectivity. Different ISPs are good in different areas which are also one of the major issues as most of the jobs at the time of pandemic had to be shifted digitally. The internet connectivity fluctuates in Nepal which delayed some of the works assigned to me. In general, the company can't be blamed for this problem as this problem is faced by all kinds of companies in Nepal.

5. Lack of field visits and physical contacts

Marketing mainly deals with field visits and meeting new people so that Public Relations can be established. But due to the covid pandemic, it was made impossible to go to field visits, and meeting people was also not suggested. I could not meet any of the clients physically which made making Public Relations really hard. The Global Pandemic indeed changed the way of work for various different organizations including my internship place. Again, the company can't totally be blamed for this problem.

2. Solution of the Encountered Problems

1. Increased use of Digital Platforms

The Pandemic problem increased the use of Digital Platforms. Every small to the large meeting was made online, all the surveys were done online and even paying bills were done online. The meetings and presentations with the clients were performed online. Previously payments to different outsources were paid hand-to-hand but due to the pandemic, the payment method was done via online payment platforms. As I have talked earlier, the media department played a crucial role in establishing the communication chain due to the pandemic. Hence, the covid problem was mostly solved by the use of digital platforms.

2. Understanding the organizational culture through The Cultural Web Theory

The Cultural Web Theory identifies 6 elements that help an individual see the bigger picture of the organization. The 6 elements are: Stories, Rituals and Routines, Symbols, Organizational structure, Control system and Power structure. To understand the organization culture, I asked

about the stories of my seniors inside the company so that I could get to know them better. I tried to understand the daily routines and rituals of the company so that I could adapt to the working environment of the company. I looked at the symbols and the organizational structure to know about the functioning of the company. Lastly, I got to know about the control system which helped me to know about who is in control of what activity in the company which gave in an insight on the power structure of the company. Hence, by using the Cultural Web theory I tried to breach the organizational culture gap and succeeded in doing so (MindTools, n.d.).

3. Confidence and strong communication

I confidently handled all the tasks that were provided to me which made it easier for me to adapt to the working environment and culture of the organization. Communicating with the clients required good writing skills as emails were the only form of communication. Also, my communication skill helped me to get more work done and helped me become more comfortable with my workplace.

3. Recommendations to the Company

Overall, I had a great time in the company and learned many different things during my tenure. Being a marketing major student, I had thought that I had understood the marketing sector well but after working in a marketing agency I got to know that I still have a long way to go. During my time in the company, I encountered very few problems out of which one which bothered me the most was my beginning time in the company. For that problem, I would recommend the company to start an Early Bird Training Program for the new Interns so that the recruits can understand the work culture in the company. This one problem could help solve many problems like knowing about the organization culture, people who work in the company, communication process, and other stuff. One week of the program could help eliminate most of the problems and can guide an intern towards a good tenure. This program could encourage interns to work efficiently and help eliminate any obstacle that arises in between. Other than that, all the problems can be solved by always communicating with the supervisor at the time of need. One more recommendation for the company could be to delete the files and folders that are not needed or are too old. This will help eliminate unwanted and unneeded data from the system which would make the system more smooth and important files and folders can be found easily. This

will help the company as it would cut out all the unnecessary data which is currently in the system.

4. Learning during the Co-Op Studies

1. Time management

Before starting my internship due to the lockdown my daily schedule had gotten very bad. I used to wake up late and had a pretty bad day. After joining my internship, I was able to make a new daily routine and work accordingly. I had to reach the office by 11 and got to leave at 5:30-6 which established a good routine and taught me time management. I learned proper time management and working under time constraints as all the tasks given to me had a time limit.

2. Functioning of an Advertising agency

Being a BBA student majoring in Marketing; working in an advertising agency is itself a learning process. We were already taught the importance of marketing but by working in an advertising firm my knowledge in this field has grown a lot. In the context of Nepal, I got to know how a firm search for an advertising agency and how both clients and the advertising firm brings out a blueprint and executes it to form a marketing campaign. My knowledge regarding marketing has surely broadened with this internship opportunity. By witnessing an ad shooting, learning about different creatives, newspaper ads, etc helped me to accomplish one of my objectives that is to know how an advertising agency in Nepal functions.

3. Database Management

During my internship, I learned about the importance of database management. Different formats, styles, formats were used for similar kinds during my internship in the company which highlighted the importance of saving every bit of data. Any kind of work can come in handy at any point in time and if the database management is not proper it could be impossible to find needed information. Hence, database management should be kept as the top priority in any sector as it plays a vital role in day to day functioning of any kind of business or firm.

5. Application of Coursework to the Real Working Situation

Since the beginning of every class, the college has tried to apply all the theoretical knowledge in a practical manner. Similarly, during my internship, I had used much of the theoretical knowledge in my job. One instance is when I was given the task of making a client briefing for

Jyoti Bikas Bank (JBBL) I had used the theoretical knowledge from my Brand Management and Integrated Marketing Communication to derive a marketing campaign for the bank. I used some of the course taught things to formulate a plan. Another part where I used my coursework knowledge was when I was assigned to look after different digital creatives of different banks of India and Nepal. I used my coursework to identify the digital creatives and the pattern of those creatives and why they were being implemented. This helped me in understanding the practical significance of formulating a digital plan and creating a digital creative. Similarly, formatting, time management, and job implementation were some of the things I applied from my coursework to the real working situation.

6. Special Skills learned from Internship

My internship period was full of ups and downs. I got to witness firsthand how an advertising agency in Nepal functions. The major highlights are as follows:

1. Working under Pressure

The most important part I learned during my internship was working under pressure. As it was my first time working for an advertising agency at first it was hard for me to understand and adapt to the organizational culture because the organization database management was new to me, the people were new to me, and also the way the company functions was totally new to me. I slowly understood everything and started doing my tasks. I got to learn how theoretical knowledge can be applied while briefing a client. Writing Release Orders and making estimations are something that is not assigned to interns. These tasks helped me to build confidence and work under pressure. From completing pending tasks to creating my own client brief I completed my internship with good remarks.

2. Handling clients through media

Due to the covid-19 Pandemic physical contact was made very hard and that being the reason handling clients was done through the media department. Sending and receiving of budgets, notices, payment was done online. I learned how clients are handled and the importance of the media department in client handling. As the pandemic emerged, we saw an increase in the use of digital platforms. Previously, client briefs were done face to face but after this, they are done virtually through different platforms like zoom. Hence, I learned that handling clients can also be carried virtually.

3. Use of Practical Knowledge

The most important learning I got from my internship is the use of Practical knowledge. I got to learn that student presentations are very different from client briefs. It is very important for an intern to apply the theoretical part in a practical way so as to extract great work. Presenting something that is written in a book is not better than presenting my own idea is what I learned.

Chapter: 4 Conclusion

1. Summary of the Highlights

Elizabeth “Beth” Comstock once said, “You can’t sell anything if you can’t tell anything” (Shewan, 2017). Marketing and Finance are two major parts of a business. Similarly, what I believe is marketing is the part where we tell stories about brands and build connections with our potential and current customers. Without communicating you cannot get feedback which is why marketing is growing in today’s world. My 14-week long internship with a marketing agency taught me the real meaning of marketing. Previously, I had only learned about marketing but after working with MARS Advertising and Research I got to know what marketing really stands for. Marketing just cannot be classified as advertising but in broader terms, it stands for value creation. Value creation in terms of giving benefit to gain benefit. The internship period was more than just a coursework fulfillment. It shaped me into a better worker and thinker. I am being able to witness evident differences in my working pattern before and after the internship period.

While joining MARS Advertising and Research I had two major objectives i.e. To understand how an advertising agency in Nepal functions and to understand what role does the media department play in handling clients of MARS advertising and research. I fulfilled both my objectives through this 14-week long internship. Firstly, I got to know how an advertising agency in Nepal functions. Nepal is a developing nation in terms of the economy and can be considered as a developing country in terms of marketing too. Digital Marketing is slowly taking over all the business as businesses are slowly taking their business to online platforms. I got to know that still, many business houses opt for newspaper advertisement as one of the major forms of channels for communication purposes. I got to understand how clients are briefed and how an

agency is selected through different methods. Similarly, the Nepal Government is planning to impose a “Clean Feed” system in Nepal which will increase the advertising industry in a huge way. All the brands international or national have to produce their own form of advertisement. No international ad can be viewed inside the country. This will increase the business for the advertising companies. This opportunity can be converted to big profits if planned properly. My second objective was to understand what role does the media department play in handling clients of MARS Advertising and Research. Working in the media department I got to learn many different things. I got to know how important the media department is in terms of communication. Due to the COVID-19 pandemic, many things which were previously done face-to-face had to be changed to virtual meets. This is where the media department played a crucial role. The media department acted as a bridge between the clients and the company. All the communication channels were managed by the media department. Being an intern, I couldn't be at the front but I surely got to witness how important the job of the media department was. Overall, I am very much satisfied with my work and the time I spent in the organization learning new skills every single day. The pandemic may somehow have limited my learning process but I am sure that it couldn't stop me from enhancing my knowledge in the marketing field.

MARS Advertising and Research had a group of extraordinary people from whom I learned many different things. Teamwork makes the dream work. Similarly, the whole team played a crucial role in making my learning process fun and informative at the same time. The company provided me a great platform to learn and prove to myself that I can adapt to any situation and can achieve my goals if I have a clear path and vision. Not only the company but the knowledge I gained in KCM and the courses I learned helped me excel in my work. Hence, I would like to thank each and every person who has been part of this journey and making me the person I am today.

2. My Evaluation of the Work Experience

Overall, my work experience with MARS Advertising and Research was very fruitful. Before the 14-week long internship due to the lockdown, many of our lives had changed. Personally, my daily routine had gone down. After starting the internship my personal life, all starts to fall back in place. Finding and joining a company in such a hard time was tough but I would like to express my deep thank you to MARS Advertising and Research for letting me work in the

company. The first few weeks of my internship were tough as everything was new to me. As time passed, I adapted to the situation and started doing my daily tasks. I learned many different things regarding marketing which helped me know about the practicality of the marketing field. The team and my supervisor constantly helped me with the tasks so that they could be achieved efficiently and on time. Knowledge is one thing but the experience I got from working there is the main differential factor. This internship not only increased my knowledge but helped me become a better person and a better learner. I have always been fond of making new connections and knowing new people. Working in an advertising agency helped me to know different people and build connections. Though the pandemic may have limited my work knowledge, the experience it has provided me can't be matched. Even during those tough times, I managed to learn so much and gain so much exposure.

Hence, my time with MARS Advertising and Research was full of knowledge and good experience. I am always thankful to the company for providing me the opportunity to broaden my knowledge and help me to achieve my objectives. I can see noticeable changes in me before and after the internship. More than the knowledge I am happy about the experience I got to achieve. I'll cherish the moments in the company for the rest of my life.

3. Limitation of the Study

My internship period was very smooth but I did face some difficulties during this period. The limitations of the report are as follows:

- It took me some time to understand the adapt to the organization's culture as I was totally new to the organization. Also, as the organization had already done various jobs, I was assigned to go through the old works it took me some time to understand all the works and jobs.
- 16 weeks of internship gave me some insights on how an advertising company works but the time was less to fully understand the running. Also, as my time as an intern came to an end, I had to pass on the client handling task.
- The COVID-19 pandemic limited my on-the-field knowledge as I couldn't visit clients and didn't get to interact with them personally. This hampered my ability to make Public Relations.
- Being an intern, I was not assigned much work as I was new to the company.

4. Recommendation for the Company

MARS Advertising and Research is a full-fledged marketing agency that performs all sorts of marketing jobs. The company has been in the business for many years and has earned the respect in the market. The company has smooth functioning and has a great team of workers. The company is doing a great job in creating marketing campaigns and other tasks related to brand management. Some of the recommendations from my side for the company are as follows:

a. Capitalize on the “Clean Feed” movement

Nepal Government is in plans of implementing clean feed inside the country after which each and every brand national or international has to locally produce advertisements. As of now many different brands show ads that are produced outside the country. After the implementation of “Clean Feed”, this won’t be possible. During my tenure, I saw the company focusing on brand management of Banks and Financial institutions. After the implementation of “Clean Feed” should move out of that and should look into multinational companies too. This will enable the company to create a good brand name and convert the name into profits. As Nepal marketing is still on the verge of growth this opportunity can be grasped and can do great wonders for the company. Hence, capitalizing on the “clean feed” movement is one of the recommendations from my side.

b. Increase the presence in Social Media Platforms

Being an advertisement company MARS Advertising and Research should look forward to increasing their brand presence on online platforms like Facebook and Instagram. As of now the company is not seen to be taking too much action on these kinds of online platforms and seems to be operating through Public Relations. If the company can establish a good plan for presence on online platforms, I think it can do wonders in the marketing business. Nepali consumers are slowly being educated about the online platforms and any research work regarding any brand starts through online research. Hence, if the company can be active on online platforms it could prove to be a big boost for increasing the company’s client base which can be converted in terms of profit too. Activeness on the online platform is one of the recommendations from my side.

Besides these recommendations, I think the company is already doing well in terms of its activities. Being an intern, I am really satisfied with the company’s way of working and the team

members who are working behind the scenes. I think the company can still grow and become one of the leading marketing agencies in the country. If I get the opportunity I would like to again work for the company in the coming future. I am really grateful for what I have learned from the company. This experience helped me to become a better person inside out.



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Annex



Figure 4: Logo of the Company

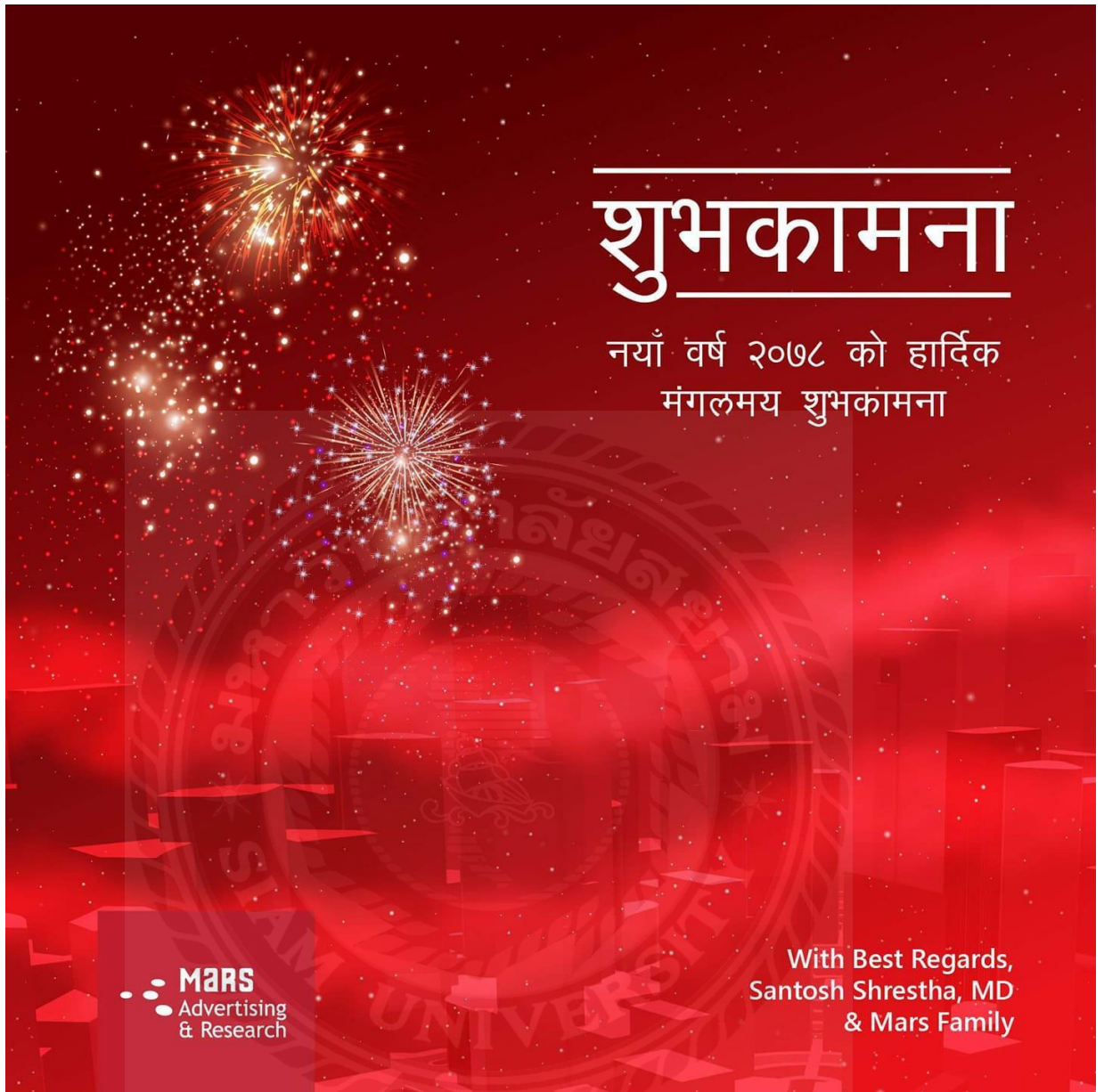


Figure 5: New Year's post of the Company