



Cooperative Education Report

A Study of Business to Business Marketing

Written by

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ABSTRACT

This cooperative report entitled internship at welcome advertising and marketing has the goal to investigate/study/examine the ad agency of Nepal. Objectives of the study include: (1) Gain insight on the practical applications of the knowledge gained during the lectures at KCM. (2) To experience Organizational culture in the field of Marketing and advertising. (3) Analyze the inner workings of an ad agency. With the company, the student was assigned to work as an intern in the department of Media, Marketing and Client service. Main responsibilities are to manage and cooperate with the team and assist in any way possible.

Keywords: Media Marketing and client service.

Acknowledgements

This internship report has been prepared to fulfill the requirements of bachelors in business administration (BBA) as specified by the faculty of Management, SIAM University. Internship is the requirement for the BBA program that requires a student to work in an organization that provides a platform to make use of the theoretical knowledge acquired from the lectures in to practical use. The internship program has provided a real world experience and gave me an opportunity to work at one of the best ad agencies currently operating in Nepal. I have gained a lot of practical knowledge within this 14 weeks of internship.

I am grateful to my supervisors and the institution that has helped me in various ways to complete this project. I thank and express my gratitude to Kathmandu College of Management and SIAM university to for designing a curriculum that helps them develop their skills in a real life situation through such internship programs. I thank my supervisor Mr. Bihbhuti and Mr. for their guidance throughout the research and internship program to have contributed their valuable time and effort in guiding me thorough the project and providing me the necessary ideas and materials to complete the project report.

Lastly, I express my gratitude toward Welcome advertising and marketing Pvt. Ltd. Mid-Baneshwor for accepting me as an intern and providing the platform to practice and gain knowledge regarding the field of marketing. Special thanks to the C.E.O Mr. Keshab Prashad Risal for accepting my request letter for internship at welcome ad. Special thanks to C.O.O Mr. Manoj raut for supervising me during the period of my internship also Thanks to Md Imran for supervising and assisting me with my work at welcome ad. He helped me hone my skills and provided me the necessary materials and knowledge to perform said tasks for the organization.

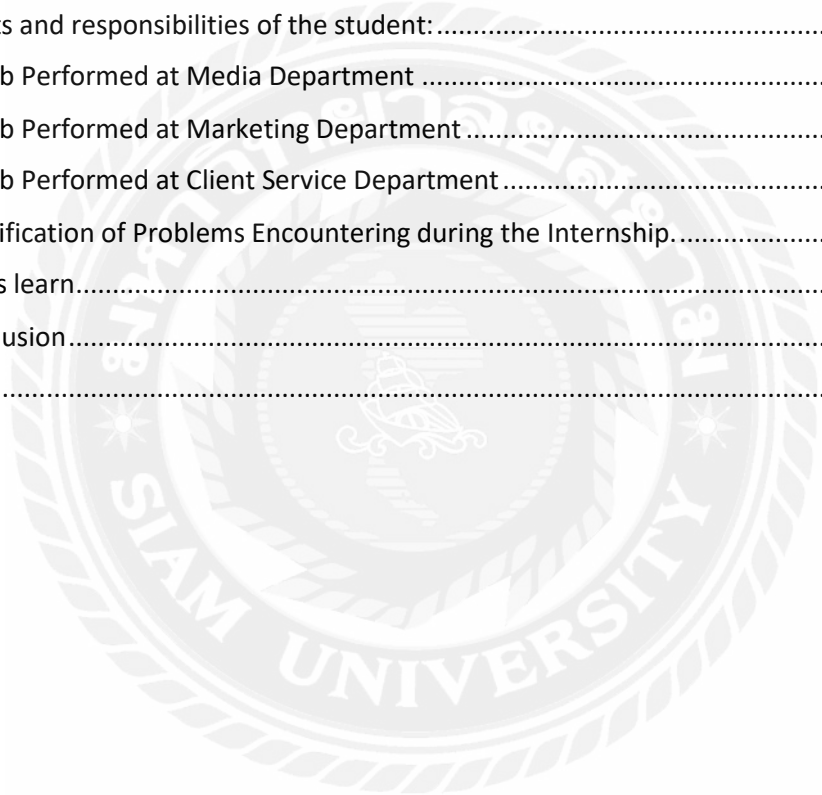
Thank you.

Ridesh Manandhar

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Chapter 1: Introduction

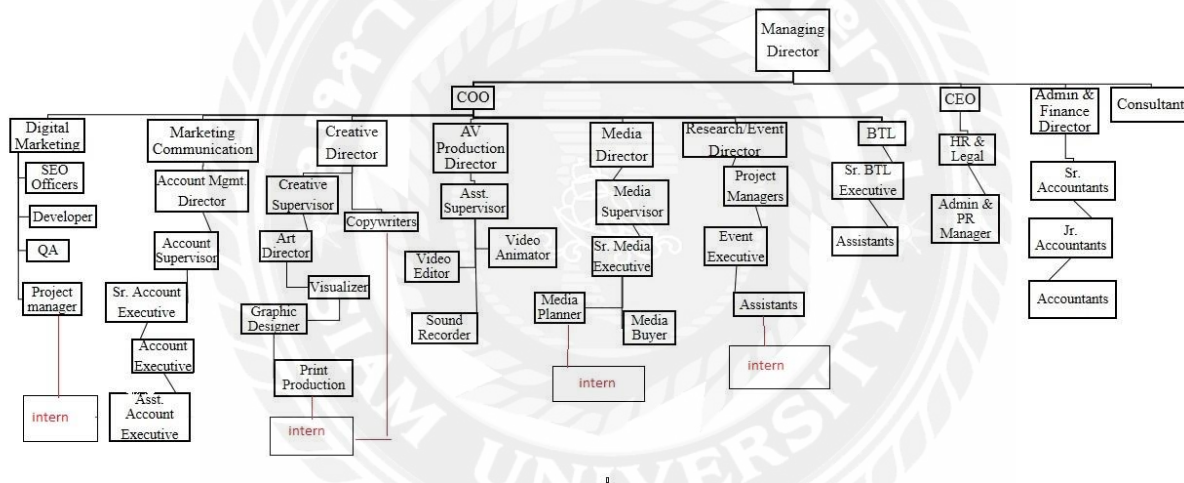
1.1 Company profile

Welcome Advertising & Marketing Pvt. Ltd. was established in 1989 and is a leading professional agency in the field of communication management. It is a full-fledged advertising agency, a 360-degree solution powerhouse, equipped with the state of art infrastructure, pool of skilled human resources offering holistic advertising solution. It offers various range of services to its clients; TVC, Radio Jingle, Media Buying, Direct Marketing, Research, Outdoor activities, Event management, Fabrication, Account planning, Creative, Digital marketing. (Welcome Advertising & Marketing, 2015).

Throughout the history, it has remained a strong and stable company. It assigns with wide array of well-established national & multinational clients and has helped them to establish as a reliable leader in the interactive service sector. It believes in the rock solid principles of honesty, customer service, and offering a variety of services to best fit the client's specific need. Accredited with various national and international accolades and awards, Welcome is ranked amongst top five agencies of the country. It has an enthusiastic bunch of young creative people who work towards adding life to the brand. The team creates amazing creative, develops viral campaigns & commercials. It's a trademark of Welcome Advertising & Marketing to be a 100% consumer centric as that ensures ultimate client satisfaction & continued business relationship.

1.2 Organizational Structure:

Organizational structure is a formal, guided process for integrating the people, information and technology of the bank. It is typically hierarchical arrangement of lines of authority, communications, rights and duties of an organization. The organizational structure determines how the roles, power and responsibilities are assigned, controlled and coordinated, and also the flow of information between different levels of management. The management hierarchy of this agency is based on different levels which allocate the freedom and the decision making authority to the staffs. The organizational structure of Welcome Ad is presented below.



Source:(welcome ad & marketing, 2019)

1.3 Statement of the Report:



1.4 Objectives of the Study:

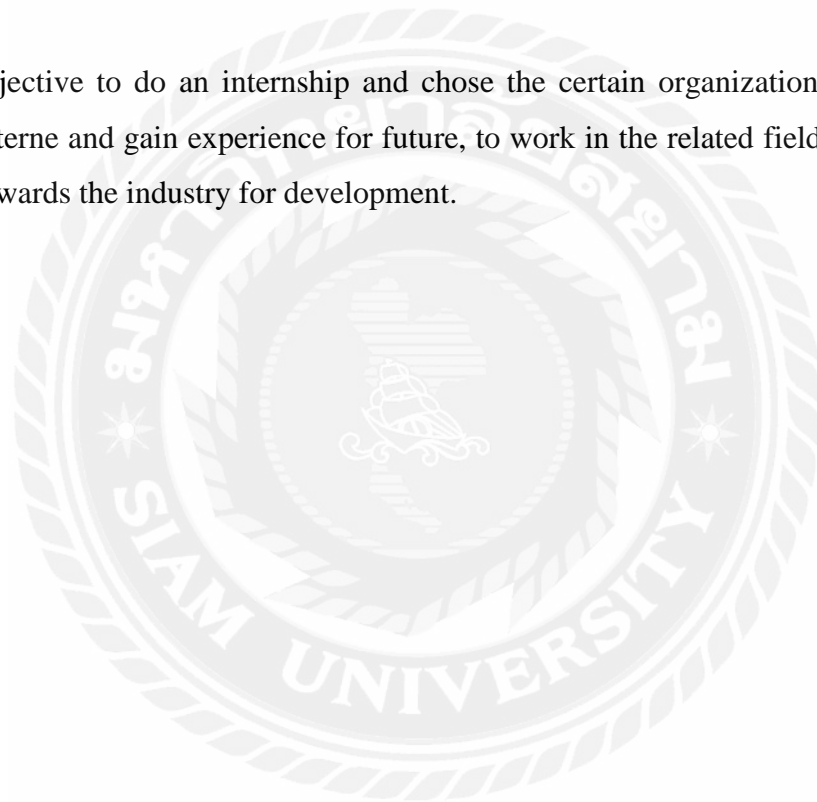
Internship plays the vital role to gain the practical knowledge and to develop corporate skills.

General objective:

- To provide practical insight on the theoretical aspects that we learn in class and know about the working system of an organization.
- To be familiar with the corporate culture of the organization.

Specific Objectives:

The specific objective to do an internship and chose the certain organization was the interest carried by an interne and gain experience for future, to work in the related field and contribute a small portion towards the industry for development.



Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student:

Every department needs to perform a different function and internee has good opportunity to learn and practice various activities. During the internship in Welcome Ad, the internee was assigned to Media, Marketing and CS department.

Activities/ Job Performed at Media Department

Media department release all the Ads on various media as per requirement of client. It schedules ads, planning & tracking multitudes of ad scheduled as well as creates media strategies. The major jobs performed during the internship program are as follows:

Media Research:

The research was on TV channels viewership, daily newspaper readership and digital media users. Media research is all about to identify the top media and know its rate for advertising and be able to negotiate in future. Internee knew about the effective media source to communicate effectively & be able to select a media as per clients' objective. It helped to know the various sizes of Ad on newspaper, magazines and types of Ad names and the time limit of TVC & Jingle which differs the rate of Ad.

Media Planning:

Media planning is the process of developing media strategies & campaigns liaison with creative department. Media plans are developed with a best media mix & time for the clients advertising to release on various sources of media. Internee got an access to the format of basic planning and scheduled a plan basically for a client for a couple of months.

Activities/ Job Performed at Marketing Department

Marketing department promotes your business and drives sales of its products or services. It provides the necessary research to identify your target customers and other audiences. Depending on the company's hierarchical organization, a marketing director, manager or vice president of marketing might be at the helm. The marketing department has overall responsibility for growing revenue, increasing market share and contributing to company growth and profitability. It mainly focusses on AIDA theory to identify & understand the market. Major roles performed as an intern in this department are:

Research

Market research is a key responsibility for the marketing department. Research helps the company identify market opportunities and gain a better understanding of customer needs. It also helps them understand competitors' strengths and weaknesses so they can take action to protect business with existing customers or win business from weaker competitors. The department can carry out its own research by studying industry reports, market data on websites, or by contacting customers and prospects to survey their needs and attitudes. Alternatively, they can brief a market research firm to carry out the research. The better your research, the less money you will waste -- for example, by buying ads that won't reach your customers or making a product that no one will buy. I as an intern was sent for market research of products that are new and innovative in the market by my seniors. During this period, I performed market research through developing a thorough plan, collecting relevant data and information about the products, analyzing the data and report findings and thus getting results.

Events

Event is designing or developing a themed activity, occasion, display or exhibit to promote a product, cause or an organization itself. It is one of the advertising roles that helps in building awareness or market a company's products and services. One of the simplest examples is trade show marketing. There are many kinds of events that are being created for the sole reason of publicity and proper advertising. Likewise, during my internship period, Welcome Ad had organized event called "TaTa Construction Expo" where the internee was involved. Internee was involved from first phase of idea generation for the event to planning and cost management.

Activities/ Job Performed at Client Service Department

A CS department interacts with a company's customers to provide them with information to address inquiries regarding products and services by recruiting and placing a CS representative. In addition, it deals with and help resolve any customer complaints. As an internee I had spent majority of my time in this department and gained a handful of knowledge about it.

Major roles performed in this department includes:

Proposal Writing

An advertising proposal sets out an advertising agency's recommendations for an advertising campaign. The proposal may be a response to a brief from an existing client or a pitch to win a campaign against other competing agencies. Clients use the proposal to assess whether the recommendations meet the necessities of the brief and to evaluate the credentials of the agency. Proposal is the document that details what you propose to do for a client - is an important marketing tool, but may not be as intimidating as imagination.

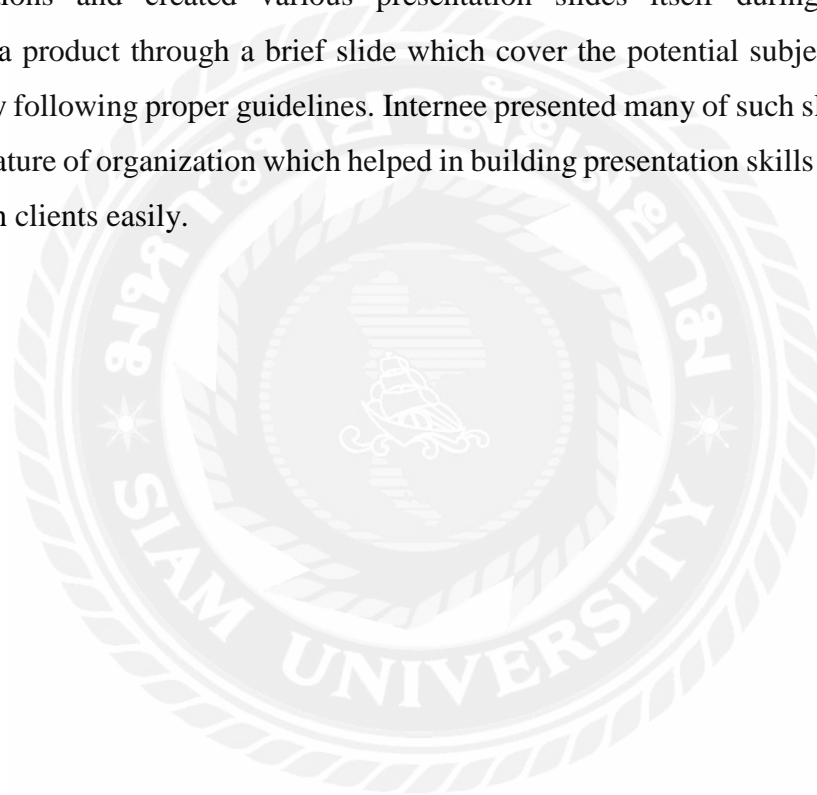
This is one of the crucial roles performed in this department. Internee somehow by learning basic guidelines and help from the employees created various proposals for the clients. Internee created proposal in following ways.

- Reviewing client's brief carefully and carrying out research to build understanding of the client's markets, product and challenges.
- Developing strategy created for the ad campaign and assess the strengths and weakness of proposal before committing it to paper.
- Involving ad agency's media, creative and marketing specialists in the development of the proposal.
- Setting agency's objectives in measurable terms and aim to deliver results that exceed the client's objectives.
- Outlining understanding of the target audience and its awareness of the client's product.
- Selecting proper media

- Providing the client with a budget for the campaign and a schedule of publication dates for the media that the agency recommends.

Presentation

Advertising has many purposes, including introducing products and services, increasing a company's brand awareness, and motivating sales. Advertising can't accomplish any of its purposes without effective presentation. Unattractive colors, irrelevancy to the audience, and unclear messages are all problems solved by stellar marketing presentation. Internee attended as many presentations and created various presentation slides itself during the internship. Presentation of a product through a brief slide which cover the potential subject matters can be very effective by following proper guidelines. Internee presented many of such slides to audiences from different nature of organization which helped in building presentation skills and it also helped in engaging with clients easily.



Handling Clients

It's the most vital part of business cycle. It includes understanding customer needs, fulfilling their requirements by regular interaction with clients and executing best service. Handling clients as easy as it sounds is one of the toughest jobs to perform in any kind of service organization as clients are regarded as the dominant aspect in market economy. Internee also participated in this part of handling clients during the internship period.



CHAPTER 3: Identification of Problems

Encountering during the Internship.

During my fourteen weeks of total internship period, which was assigned at the various departments some of the general problems were encountered which are as below:

- Complexity in understanding the format: As an internee had trouble to understand the format for planning, whether of media or other department planning process. The format was new and couldn't get used to it.
- Poor communication, collaboration and interaction between staff: first week on internship, internee had problem of communication with the staff as most of the staff were busy with their task and couldn't properly guide the internee.
- Sitting Arrangement: Internee was unable to find the place to sit for it and work on the task. There were not even computers provided to work on but it was the policy of the organization that an internee should bring their own laptop.

Despite some problems are to be handled by the departmental managers and head as an intern, resolved some basic problems faced. Almost all problems, which could be solved, were solved with the support and proper guidance by the company's staffs. Some of the problems that were solved by internee are:

- Using personal skills to adequately process the plan.
- Keeping records and indexing them in a purposeful way on its own.
- Adjusted the space at various departments to work.
- Adapted towards the organizational plan will minimal amount of guidance so as to not disturb the workflow of the organization.

Chapter 4: lessons learn

Working as an intern in Welcome Advertising & Marketing Pvt. Ltd. for two months, was able to know the working procedure of an advertising agency. Furthermore, the internship helped to gain necessary skills to tackle basic problems and building relationship with various related persons. The significance of internship for an internee not only is getting exposure to the professional world but also has been successful to change attitude, and behavior in the daily life spending. Learning the working culture, general organization environment, workplace behavior, and other important aspects is the real prize awarded by the internship program to internee. Being attached with different departments of Welcome Ad, Interne learned the following points:

- **Punctuality in all aspects**

It's the basic thing in any company whether it's arriving early in the morning or getting a task done on time, punctuality is essential. Internee learnt managing the time well to get things done. It shows that dedication to work, and the capability of responsibility and professionalism.

- **Understanding Organizational Structure**

Interne learnt the basic organizational and operational structure of how a company works.

- **Adopting new skills**

As of others choosing the "Banking & Finance" related fields for an internship, the advertising industry Internee chose is a lot more different management organization and from the internship performed, Internee gained a valuable amount of knowledge and skills about this sector.

- **Connecting with people**

It's important to have experienced industry leaders to look up to, but it's also essential to practice horizontal loyalty and develop relationships with people who are at the same career level, no matter which industry they're in. Internee learnt in understanding the necessity of maintaining relationship with different individuals of the consonant industry.

- **Cooperative Communication**

Cooperative communication, in the world of business, is generally defined as the skill and ability of employees to "get along" at the workplace; the techniques of sharing information in a non-threatening and polite manner are the basis of cooperative communication, and when properly implemented, cooperative communication enhances the workplace experience and typically inspires better performance. These two factors play a vital role in completing any task successfully. Interne learnt about tackling problem is only possible by cooperation and guidance from superiors.

- **Great Learning Opportunity**

An advertising agency is the perfect place to learn. Creative agencies have earned their reputations through genius ideas, consistency, and high ROI's for their clients. Learning the tricks of selling ideas, managing clients and developing strong concepts from established agency creative, can help to take your work to the next level.

- **Opportunities for Advancement**

Advertising is a meritocratic industry. Quick promotions are guaranteed to those who shine. As a smart creative in an advertising agency, opportunities are endless. Whether the goal is to become a senior creative director or become an agency executive, it has potential for great advancement.

- **Multitasking**

When someone is handling multiple accounts in an agency, things happen very fast. By breaking up your day in slabs one can multitask in a worrisome manner.

CHAPTER 5: Conclusion

During the whole period of internship and the preparation of this report, Internee learned a lot about the service sector (advertising) and its operation particularly in Welcome Ad. The internship has been fruitful in many ways for me. This report, in particular, has helped me to learn about the various kinds of management functions that an Ad agency operates.

As an internee, I learned aspects other than the organization management such as to socializing with people (internal and external) and to deal with the manager so as to make the working environment more friendly, productive and workable. This internship program also helped me learn about the professional behavior which are most important within and outside the organization.

Nothing in the world is build up as perfect. Certain flaws, weaknesses are possessed by everything, so does advertising industries in Nepal. In a similar sense, Welcome Ad, in its way of performing and dealing with the people, consists of some drawbacks. Despite of these drawbacks, Welcome Ad is excellent in term of their services. It is ranked among top five agencies today and has been performing advertising activities throughout the country.

And lastly, advertising industry is one of the important sectors in any economy. Its contribution to the GDP and employment is very significant and plays important role in the development of infrastructure that is essential for the development of all other sectors. It is estimated that this sector is creating employment opportunities to more than one million people in the country. Therefore, any enhancement made to this sector will have positive impact on the national economy.

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