



Cooperative Education Report

“Creating ideas and Marketing activities as an Intern in M & S”

Written by:

Bhushan K.C

Student ID: 5908040035

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Written by: Bhushan K.C

Department: Marketing

Academic Supervisor: Dr. Chanatip Suksai, Ph.D.

We have approved this cooperative report as a partial fulfillment of the cooperative education semester 2/2019.

Oral Presentation Committee



.....
(Dr. Chanatip Suksai, Ph.D.)

Academic Advisor

Sworup K.C

.....
(Mr. Sworup K.C)

Job supervisor



.....
(Dr. Chanatip Suksai)

Cooperative committee



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

And director of cooperative education

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By: Bhushan K.C

Advisor: Dr. Chanatip Suksai

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Abstract

Movers and Shakers is a corporate group of companies that includes a portfolio of Small-to-Medium Enterprises (SMEs) that co-exist under the MNS brand, forming an ecosystem of technology-enabled companies and entrepreneurs. Currently it has five brands under its product portfolio with the product width open to expansion. I, Bhushan K.C, carried out my coop tenure in VMAG, one of the brands under the umbrella of M&S. M&S an online television network that creates original content, catered to Nepali's growing rate of internet consumption and hunger for high quality, visual content.

It plans to do so by introducing more innovative ideas and products into the market by either using internal resources or collaborating with other like-minded companies. The company communicates with customer and prospects through „new media“ and hence, is up-to-date with the latest trends and happenings in the industry it is in. In this report, the audience will be exposed to the how my coop tenure was carried out in the company that provided me with an opportunity to learn as a marketing intern and engage in back-end responsibilities of the marketing department.

Keywords: *Brand, Marketing Management, Content.*

Acknowledgement

I wish to express my sincere deep gratitude to M&S VMAG for welcoming me with open arms from the very first day of my internship. I would like to thank Mr. Monayac karki (CEO) for his valuable and constructive guidance and suggestions during my period of internship. Despite, his busy schedule he never failed to take his time out for the interns just so that we could flourish with flying colors. His willingness to give his time so generously has been very much appreciated. Also, a sincere gratitude to Kathmandu College of Management and Siam University for never leaving a stone unturned for a students' development process.

Furthermore, I would like to acknowledge with much appreciation the crucial role of my Siam supervisor Dr. Chantip Suksai and KCM supervisor Dr. Maria Shrestha for their patience, guidance, enthusiastic encouragement and useful critiques that helped me a lot to gain knowledge and grow every day. I would also like to thank each and every employee of M&S who guided me from the very first day and always treated me as one of their own. Lastly I would like to thank all my friends who have directly or indirectly helped me through the internship and writing this report. Any omission in this brief acknowledgement does not mean lack of gratitude.

COVID-19 situation

Pandemic has actually effected heavily in the organization our many projects has been delayed but we have been working from home, our organization has also involved the interns in few operations. Our office has been organizing online or digital concerts involving various musician and hosting an one hour sessions, and also we have involved countries philosophers and teachers and also discussed about COVID-19 and what are its impact and how will it affect the country's economy in coming days.

Our next project is involving Rappers and doing a musical sessions which I will be moderating the show. Our next shows that we are planning to organize is the family showdown were a family has to make video showing their talent and the winner will get a cash prize of RS 20,000; I and my advisor are initiating this event. Currently, thrice a week I am working from home planning to organize various online sessions to entertain the people of the nation and also to give the positive message, from M&S VMAG, and M&S Events.

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Chapter 1: Introduction

1.1 Company profile

MOVERS&SHAKERS started out as M&S, a supplement of The Kathmandu Post, on October 2013, and THEY quickly added their video wing. Over two years, the print magazine evolved from publishing 8 to 12 and finally 52 pages every week; and their video platform went from hosting three video segments to six. At the end of two years, they decided to become an independent, standalone entity because they were ready to brand there selves in a media sector that did not have a weekly English magazine. They believe that their video magazine today adds much value to the Kantipur Media Group's offerings.

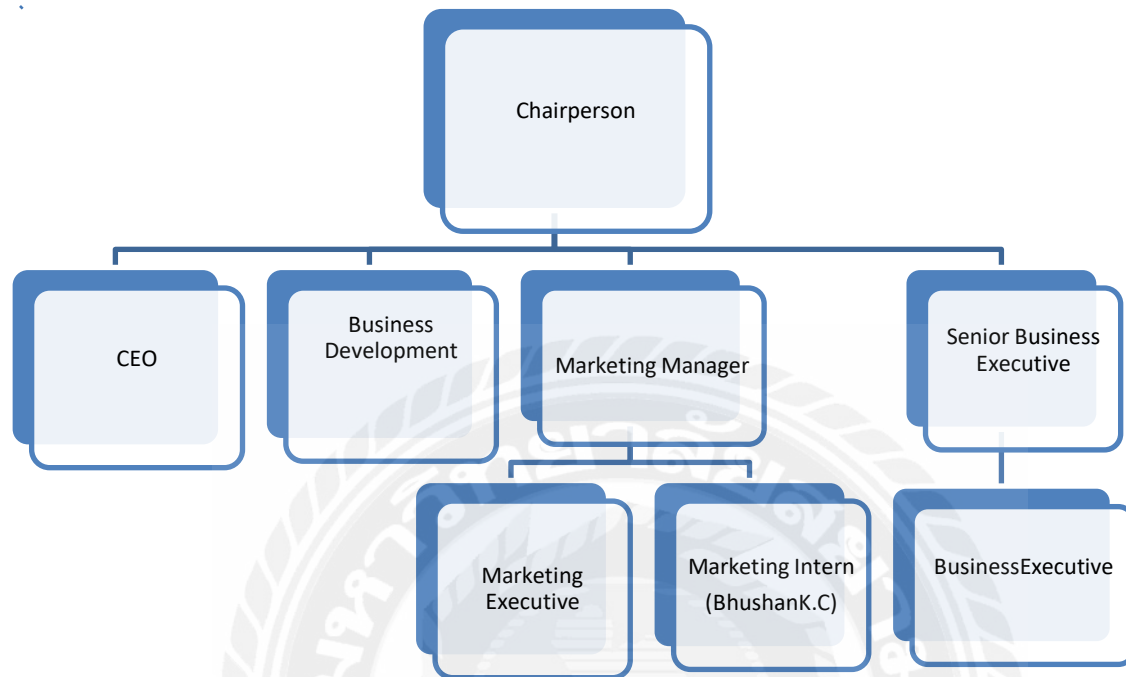
Movers & Shakers is an idea, a thought that adheres to the coming of this time, where they rise in prominence and control; carry forth all their likings and attributes, no matter how misunderstood, to a level that it is finally looked at as the solution, and the way ahead.

Nepali's movers and shakers comprise of individuals who dream limitless possibilities and do what is needed to make things happen. M&S was created for working with and representing those who aspire to become a mover and shaker that is, for individuals seeking to come into their own

1.2 Organizational structure

The organizational design and structure of M&S is simple and clear. The work has been carefully divided for the proper execution of the magazine. The design and structure has been divided and explained below. It's a well-accepted truth that a company's character is a reflection of the founder's vision and character. The founder and Chairperson, Sambhav Swar Sirohiya, had a very sure vision about what he wanted M&S to be: a video magazine and event company that produced cutting-edge features (in both the print and video formats) that told the stories that matter to Nepal's. But it's one thing to have a vision and another entirely to create the conditions that will allow your team to dream your company's vision into reality.

In any organization that finds any measure of success, there must be in the team some people who take it upon themselves to come up with nigh-impossible-to-achieve dreams on behalf of the organization. Our CEO, Monayac karki, who never tires of creating that next benchmark we should be looking to achieving.

Figure 1 Organizational Structure**My role as an Intern**

- 1) Pitching ideas
- 2) Organizing Meetings
- 3) Bringing sponsorships
- 4) Hosting an event
- 5) Writing content
- 6) Market Exploration
- 7) Interviewing with Personalities

1.3 Statement of the report

With great pleasure, I, Bhushan K.C, hereby declare that the presented internship report titled as “Creating ideas and Marketing as an Intern in M&S” working at this organization I used to pitch sponsorships deals, Host an event, organize an event and apply various marketing strategy and creating content as well. It was a great experience to work in this business environment both theoretically and practically. My supervisor Mr. Sworup K.C helped me a lot as he guided me in every step. I also confirm that, the report is only prepared for my academic requirement not for any other purpose.



1.4 Objective of the study

The major objectives were to learn new things and understanding about marketing and media and gain practical experience and understand more about the procedures. To, know about various procedures regarding marketing and event coordination and make the theoretical learning practical in real life. (Lake, 2019) This study shows the application of theoretical knowledge accumulated over the course of the BBA studies in business situations. Therefore the objective of this study is to establish how M&S, a business idea at its core, can be imprinted as a brand in the market segments it is targeting while creating a base to sustain it as a brand. Some more objectives are listed below:

- To spread the content produced to wide segments of customers
- To reach out new markets through videos
- To know about media industry of Nepal
- To know about event management and content marketing
- To know about proper coordination and teamwork

1.5 Roles and responsibilities of student

My internship experience at M&S that started from 13 January 2020 it was wonderful and a pretty good learning experience. I was majorly involved in Marketing and Media which helped me gain practical experience across sales and marketing for a successful media company.

- Generating new ideas/ creative functions

In my internship I had to generate and create new ideas through presentation every week I had to prepare new ideas for the magazine and event, about how we are going to pursue our new idea. I also made ideas for the event setup and branding which includes the designing the poster and issue the activity for the event, also I use to write the content and generate new formats for our digital magazine and how we can spread our content to customers.

- Marketing Function

I learnt many things about marketing strategies and marketing management. I had to pitch sponsors and meet clients and set up a meeting to finalize the deals and collaborate with them in coming future

- Event coordination function

I helped the company by coordinating few events and hosting few events and also initiating new events in the coming future focusing on the digital events.

Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student

2.1.1 Generating and pitching new ideas

My CEO wanted me to give a presentation to know how much I had understood about the company. Also, he wanted me to generate/pitch new ideas for the company, as the company was always ready to listen to new ideas. Hence, I presented a presentation on the basis of my understanding and also pitched new ideas. I had to give the presentations weekly about our future projects on how we need to grow and also analyzing the competitor's strategies. I made new contents and new formats for the magazine and how to spread it to customers and also I was involved in brainstorming process for executing plans for the events on how to finalize the venue, design for the stage, theme for the event and also finalize the itinerary. I also took in charge of setting the meeting in the organization and take feedbacks from the employees about the ideas and plans in the future. Hence, at the end of the week I had to present my activities and how we progressed this week to my supervisor and CEO.

- Handle corporate meetings: As my supervisor(s) and CEO used to involve me in several meetings inside and outside office, it helped me to manage and make my presence at different meeting with other corporate offices, agencies, individuals etc. that gave me many opportunities to present my ideas and view which eventually was advantageous to the organization.
- Effective promotion: I had the chance to handle social media pages of the organization where I was able to create good content and promote it on social media platform which resulted in good social media branding and promotion of the company. Hence, through my support I was able to contribute social media works that included poster promotions, ticket promotion, venue promotion and such.

2.1.2 Marketing Activities

I was fully involved in this department where I learned a lot of things about marketing strategies and managing and implementing them properly. I was involved for both the magazine and the events marketing aspects. Tasks and activities that were assigned to me by my supervisor are:

- Meeting the Clients: I met various clients personally for the gift sponsorship. Meeting clients made me know how the actual market works; I grew confident everyday as I kept meeting the clients. Negotiating and bargaining was the first thing and important thing I learnt in while meeting the clients.
- Called up gift sponsors: I made the maximum use of the internet. I searched for various stores, online stores, restaurants, guitar shops, mobile shops etc. and called them to ask whether they were interested to collaborate with M&S for gift sponsorship or not. I was pleased to see the positive response from them as I set meetings to meet and greet them. I brought the gift sponsors for our event Color Republic and the magazine VMAG.
- Market Exploration: (“Holi” Special): I was assigned explore the market with Marketing Executive for the purpose of advertisement on the event as our event Color Republic was approaching. This is Nepal’s biggest festive event.

2.1.3 Event coordination and organizing

I very much enjoyed this part of my internship I learned a lot and it taught me how to be independent. After generating and pitching ideas for the magazine I was then shifted to event coordination, where I had a chance to organize events and I was given full initiative to coordinate Nepal's one of the biggest event "Color republic" college activation where I myself pitched all the sponsor for the events and marketed the event and designed various formats and itinerary's for the event. (team, 2020)I successfully organized the event along with my team. In this event we had to go to colleges and we gave the students chance to perform the talent and the winner would get cash prize and we successfully visited 8 colleges, I use to held meetings and discuss about how are we going so far and what are we lagging behind. Overall, the event was a success and I along with organizing and coordinating the event hosted it as well.

- Head of the event: I organized the college activation which I hosted and organized at the same time. (oneresource, 2018)In which I along with my team went to college and hosted talent round among the student and the winner would get 10,000 worth cash prize this event was very successfully initiated by me and my team which also gave me chance to be the head of the next event as well. In, this event we went to 8 colleges and organized the event.
- Hosting an event: I hosted events for M&S "Color Republic" and also became Head Emcee for the event where I hosted the event in more than 6 colleges where I had to give description about the event to the audience and also call up the participants and engage the crowd.

Chapter 3: Identification of problem Encountered during the internship

3.1 Indicate how you successfully solved the problem

3.1.1 Communication and feedback

There are sometimes communication gap in the organization where sometimes the communications are not properly transmitted from one individual to another or one department to other. My personal experience once at the time when I was organizing the event we had to take our offices van to go to the venue with the boards, flexes and necessary things required one day before the event I informed the HR department about needing the van for the event and they approved it as well and next they at the time of the event the van was not accessible due to different reasons and I was not pre informed which caused certain delay. And in case of feedback once your work is done the feedback given to you by the head is sometimes not on time. I gave a feedback about this to the HR and they were aware about it.

3.1.2 Lack of Coordination

I understand the professional way to coordinate with people in the office environment. Cross department coordination or other external coordination, I gained the knowledge of coordinating with different means. I learned to send proper emails, make phone calls, and send text messages in alternate to the phone calls and such other communication and coordinating procedures. By learning and performing various communication and coordination techniques I was able to float various information inside and outside the organization which resulted in the progress of different organizational works. There are times when there is a bit of coordination gap between the departments the magazine, event and creative department sometimes there is no proper flow of activities and I have seen few operations being failed. I told my supervisor about it and pre informing the departments about the information and the operations that is going to be held and which the departments are going to perform together.

3.1.3 Motivation

I have seen some of the employees are not well motivated I have seen frequent changes in the organization and few pay cuts due to lack of awareness and miscommunications. The employees are not credited for their work sometimes and I suggested my supervisor about giving them bonuses and positive motivation and incentive factor.



Chapter 4: Contribution and Learning process

4.1 Contribution of student made during the internship

It was a wonderful experience and made me even surer that I would like to pursue a career in a media company. I was nervous but I thought it would be like many of the internships I had heard about: eight hour days, doing some Excel, sometimes not having anything to do. This is not what I got at all. In just two months, this internship has taught me so much, and worked me so hard that I sometimes feel like I am running on pure willpower, and I have loved every minute of it.

M&S office is a cozy place, where all the employees work below the same roof, with no barriers. (parrish, 2019)The office is like a studio with no door and anyone, anytime can see what someone is up to. The office is like a coffee house where everyone has a cup of coffee in their hands and is chatting as well as strictly completing their work to meet the deadline. In a media company, despite of being under work pressure with lots of responsibilities, rules and regulation, a social environment develops in a workplace which attaches the employees beyond the hierarchy level making the environment more friendly and affectionate. The degree of socialization of the environment of any organizations determines the effectiveness and efficiency of the organization. So is the case of M&S, the friendly environment, organizational culture and efficient management team are the main reasons behind the success of the company despite of the heavy workloads, challenges and threats.

- **Personality Development:** I can surely see a change in myself and my personality. I met dozens of clients in the process of my internship program. This boosted my confidence every day. I felt confident carrying myself and the words of action I choose. I don't feel shy presenting myself in the mass anymore as I have dealt with top notch clients and cracked the deal for the benefit of the company I was working it. This internship has given me a platform to showcase my talent and discover myself. Also, all the members of M&S helped me to groom for what I am today.

- Confidence: This internship has helped me prepare for my future journey, think about my strengths, think about what's important to me and where I want to go, start managing my mind and achieve the goal. The confidence in me, now, is higher than before, thanks to the 2 months internship. In a short span of time I learnt multitudes of useful things.
- Set Small Goals, and Achieve Them: One should start with the very small goals and get in the habit of setting them, achieving them, and celebrating that achievement. We shouldn't make goals particularly challenging at this stage, just get into the habit of achieving them and celebrating them. And, little by little, start pulling up the successes! Hence, patience is the key to success.
- Keep Managing Your Mind: We must stay on top of that positive thinking, keep celebrating and enjoying success, and keep those mental images strong. On the other side, learn to handle failure. Accept that mistakes happen when you're trying something new. In fact, if you get into the habit of treating mistakes as learning experiences, you can (almost) start to see them in a positive light. After all, there's a lot to be said for the saying "if it doesn't kill you, it makes you stronger!"
- Initiation: This is one of the major qualities that should be possessed by everyone. In an organization as well initiation is needed. One shouldn't wait for other to come and teach you. As a person he/she should be initiative enough to learn things. During my internship the very first day I had no clue from where to start or what to do. I waited for my supervisor to come and assist me. But later one of the staff members approached and encouraged me to take my own first step, advised me to go further, look at the organization, communicate with people, and most importantly never hesitates to ask something you don't know. This is one of the things I learnt there in M&S.

4.2) Details of the related learning process and new knowledge student has received

Every day, was a new learning experience for me. I had to perform no repetitive tasks that made me more energetic everyday instead of monotonous. In two months the key skills and attitude learned by me are explained below:

- **Corporate Culture:** I learned about the corporate culture of an organization and the way the organization acts as a unit. I observed and understood the corporate working environment which is very essential for the carrier development of a business student. The corporate culture shows how the people in an organization work as a unit, how they take their jobs and so on. The activities and working environment acted as a motivator in me and enhanced my motor skills for quick learning and quick reaction.
- **Use of technology:** Computer related knowledge like Microsoft Excel and Microsoft Word was the useful skill learned as I had to maintain archive, make presentations and proposals for the clients etc. It also increased my ability to relate the theoretical knowledge gained from my academics with the practical knowledge or assigned work in the organization.
- **Accelerating to Success:** I realized this is the time to start stretching oneself. Making the goals a bit bigger and the challenges a bit tougher. Increase the size of my commitment wherever I step in and extend the skills I've to prove into new, but closely related arenas.

Chapter 5: Conclusion

5.1 Self-assessment as future professional

After completing internship in, conclusions can be made on various grounds. Movers and Shakers is an established video Magazine which plays a great role in introducing many innovative products and marketing concepts in the domestic sector represents the milestone in Nepalese Digital Marketing sector as it was started with modern Marketing with customer satisfaction measured as a crucial objective while doing different activities . The company has focused in improvement of technology in this competitive environment. It has good name and reputation in the market because of its quality service. A sound marketing system must be spread throughout the country.

In this internship tenure I learned that, working experience with the world of Marketing and branding could apply theoretical knowledge and as well as knowledge in practical field of real life education. And here are some of my key observations which are as follows:

- Cooperation and coordination between employees: As mentioned above the office is more like a studio with no barriers and no doors. Anyone anytime can see what someone is up to. The office is like a coffee house where everyone has a cup of coffee in their hands and is chatting as well as strictly completing their work to meet the deadline. The office has nothing but the positive vibes around its four corners“ have seen no disputes and conflicts among the employees, as they professionally maintain their relationship and know their roles to play in an organization. Everyone respects each other and no work is considered to be small or big in the company. Everyone is scattered around the office, some relaxing on the swing, some feeling cool breeze at the office terrace, some working out on the office gym etc.
- Behavior and attitude: The employees of M&S are more like friends. They have high experience leading them to no disputes and conflicts among each other. Their behavior and attitude are same for the fellow mates as well as the staffs. They treat everyone with equal integrity irrespective of caste, creed, culture, economic and historical background

etc. The CEO is seen sipping coffee with the intern or marketing objective, proofing everyone equal in everyone's eyes.



Annex



Figure 2: Workplace



Figure 3: My activity

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