



Cooperative Education Report

Learning the Ropes: My Co-op Experience at Ads Market Pvt. Ltd.

Written by

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This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic semester 2/2022

Siam University.

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Credits : 5
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Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester/Academic year: 2/2022

Abstract

The study aimed to achieve three objectives: (1) To implement the theoretical knowledge learned; (2) To gain a better understanding of the digital advertising industry; and (3) To analyze the effectiveness of these marketing activities. The report discussed the duties and responsibilities assigned during the internship and the problem-solving skills required to overcome any challenges that arose.

The practical cooperative education program provided valuable insight into the activities and procedures of different digital marketing functions. The report highlighted the importance of management skills and responsibility while working for the organization. The report showcased the different marketing tactics Ads Market Pvt. Ltd. used and provided a comprehensive understanding of digital marketing activities.

Keywords: digital marketing, marketing agency, marketing strategy

Acknowledgment

I would like to take this opportunity to express my sincere gratitude to Ads Market Pvt. Ltd., Kathmandu College of Management, and Siam University for providing me with the chance to undertake this cooperative education program. The experience has been invaluable regarding professional development, and I am extremely grateful for the support and guidance provided by both institutions.

I would like to express my heartfelt appreciation to my supervisors. Their constant feedback and guidance have been crucial in ensuring the success of this cooperative report. I have learned a lot from them, and their support has been instrumental in my growth as a professional.

Finally, I would like to thank the staff members of Ads Market Pvt. Ltd., who have supported me throughout my internship. Their cooperation and assistance have been invaluable, and I am grateful for the opportunity to work with such a dedicated and knowledgeable team. Additionally, I would like to acknowledge the unwavering support of my family and friends, who have been a constant source of encouragement throughout my academic and professional journey.

Thank you sincerely,

Pratham Risal,

Student Id: 6208040060

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List of Acronyms

SMM: Social Media Marketing

SEO: Search Engine Optimization

SERPs: Search Engine Results Pages

PPC: Pay Per Click

FMCG: Fast Moving Consumer Goods

CMS: Content Management System

ROI: Return on Investment

Chapter 1: Introduction

1. Company Profile

Ads Market Pvt. Ltd. is a marketing agency established in 2010 with the belief in creativity and hard work, a keen understanding of businesses, a special language and a specific need for promotion, and popularity for diverse businesses to help reach their target audiences effectively and efficiently.

Ads Market mainly specializes in creating customized digital advertising solutions that deliver measurable results for their clients. They have worked with over three hundred companies in Nepal and other countries. Their services include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and more. They work with various clients from various industries, including FMCG, e-commerce, healthcare, education, real estate, etc. Ranging from small businesses to large corporations, offering personalized services that cater to their unique needs and goals. In addition to their digital advertising services, they offer consulting and training services to help businesses develop and execute effective marketing strategies. Ads Market Pvt. Ltd. is a dynamic and innovative company dedicated to helping businesses succeed in the ever-evolving digital landscape.

1.1 Vision:

To be an agency that helps companies understand digital marketing and realize the digital opportunity gaps within their industry.

1.2 Mission:

- To get the maximum number of business houses to use digital marketing services.
- To provide excellent advertising services, public relations, and design services.

- To provide marketing software and application development.
- Run effective digital marketing campaigns focusing on clients' requirements. (Ads Market, 2023)



Figure 1: Company Logo

1.3 Strategies of the Company

Ads Market Pvt. Ltd.'s organizational strategy is focused on delivering high-quality marketing services to clients across various industries. The company has a clear mission statement and a set of core values that guide its operations. Its strategy is centered around developing strong relationships with clients, delivering measurable results, and staying ahead of the curve regarding technology and industry trends.

a. Partnership approach:

Ads Market Pvt. Ltd. adopts a partnership approach with its clients, working closely to understand their business goals and develop customized solutions to meet their unique needs. This collaborative approach helps to build trust and foster long-term relationships with clients.

b. Innovation and Technology:

Ads Market Pvt. Ltd. prioritizes staying ahead through technology investments. They actively seek innovative ideas to improve their products and

services. For example, upon its launch, they swiftly embraced chatGPT, an AI chatbot tool. Additionally, recognizing the popularity of TikTok among businesses, they added TikTok content creation to their service offerings.

c. Inclusivity:

The company's organizational strategy fosters an inclusive work environment where all employees feel welcomed, respected, and valued. It strives to ensure that all employees have equal opportunities to grow and succeed in their careers, regardless of their gender, race, ethnicity, sexual orientation, religion, or any other personal characteristic.

d. Open Communication:

Ads Market Pvt. Ltd values open communication among its employees as it believes that it helps in building trust, resolving conflicts, and fostering collaboration. The company encourages its employees to express their opinions, ideas, and concerns openly, without fear of retaliation or discrimination. It also provides various channels for communication, such as meetings, feedback sessions, surveys, and social events.

Overall, Ads Market Pvt. Ltd.'s strategy to maintain a positive company culture that values diversity, inclusivity, and open communication aims to create a supportive and engaging work environment that attracts and retains top talent, fosters innovation and creativity, and ultimately leads to the success of the company.

1.4 Services Provided by Ads Market Pvt. Ltd

Ads Market Pvt. Ltd is an innovative digital marketing agency that provides its clients a wide range of services, including SEO optimization, social media marketing, PPC advertising, email marketing, and content marketing. With a team of experienced professionals, Ads Market Pvt. Ltd. helps businesses increase their online visibility and reach their target audience through effective marketing strategies. Additionally, the company offers customized solutions to meet each client's specific needs, ensuring that they get the best possible results, whether you're a small business owner or a large corporation.

As a digital marketing agency, Ads Market provides end-to-end digital marketing solutions to businesses to help them reach their target customers, focusing on branding recognition and revenue growth of their clients. Their services are categorized into three parts:

a) Growing Audience:

It is a crucial aspect of any business and Ads Market Pvt. Ltd offers several services to help businesses achieve this goal. One of how they help different clients to grow their audience is by leveraging the power of online advertising.

- Social Media Advertising:

Social media advertising is the practice of creating and distributing sponsored content on social media platforms to reach a specific audience. (Smith, L., 2021) Ads Market Pvt. Ltd helps businesses to create engaging social media content and run effective ad campaigns on social media platforms.

"Full funnel social media advertising that leaves your customer wanting more."

facebook.ads!

1. Page follower ads
2. Post promotion
3. Swipe Up ads
4. Link ads

Instagram.ads!

1. Follower ads
2. Post Promotion
3. Story ads
4. Link ads

- Google ads:

This service includes creating ads, selecting a target audience, setting budgets, and setting keywords to place ads on Google search results or its partner websites. Google Ads is a powerful tool for businesses to reach their target audience, increase their online visibility, and drive traffic to their website. With the help of this service, businesses can leverage the power of Google Ads to reach their marketing goals and grow their business.

"Google is where people search for what to do, where to go, and what to buy."

Keyword.ads!

YouTube.ads!

app downloads

Display.ads!

Shopping.ads!

web traffic

- SEO:

It optimizes a website to rank higher in search engine results pages (SERPs) for relevant keywords. This involves on-page optimization, such as optimizing title tags, meta descriptions, and content, and off-page optimization, such as building backlinks.

"Your competitors will get seen, but you'll be unmissable with effective SEO services."

On Page SEO

Off Page SEO

Technical SEO

- Influencer Marketing:

Ads Market Pvt. Ltd provides an amazing influencer marketing service that connects businesses with social media influencers to promote their products or services. By leveraging the influencers' reach and credibility, they help their clients reach new audiences and build trust with potential customers.

"Influencer marketing to leverage the trust & credibility of the Internet's inner circle."

Story Post	Picture Post
Content Share	Video Campaign
Photoshoot	Sponsorships

- Brand Strategy & Creatives:

Brand strategy and creatives are one of the key services offered by Ads Market Pvt. Ltd. It involves the development of a comprehensive plan that defines how a brand will be positioned in the market, how it will differentiate itself from competitors, and how it will communicate with its target audience. A well-crafted brand strategy can help a company build a strong brand identity, increase customer loyalty, and ultimately drive sales.

"Branding & creative design services to enhance your brand & marketing strategy."

Brand Strategy	Logo Design
Brand Assets	Print Materials
Campaign designs	

b) Engage with Customers:

Engaging with customers is an essential part of any successful business, it helps businesses build stronger relationships with their target audience. Through its customer

engagement services, Ads Market aims to help businesses establish a loyal customer base that generates long-term revenue and growth.

- Digital Ad Campaigns:

Digital Ad Campaign is a service Ads Market Pvt. Ltd. provides to help businesses promote their products or services through online advertising. The goal is to create effective campaigns that reach the target audience and generate conversions for the business.

“Multi-channel social media marketing expertise helps you to engage more with your customers.”

Campaign Plan
Campaign
Management

Conversion ads

- Content Management:

This service aims to help businesses create and manage content across various digital platforms. They help with content strategy and planning, content distribution, and performance analysis. The goal is to help businesses achieve their marketing goals by creating content that drives traffic, engagement, and conversions.

“Social media strategy and designs that makes your audience want to follow & engage with your brand.”

Retainers

Social Media Presence

Page Management

- Photography & Videography:

This service is provided to clients in capturing high-quality photos and videos for various purposes such as events, product launches, corporate branding, and more.

“Create a multi-faceted customer experience that magnetizes your brand.”

Model/s shoot

Commercials

Product Shoot

Explainers

GO.LIVE!

- TikTok As Service:

The company provides this service, mainly focusing on the TikTok platform. They help businesses create, manage and optimize their TikTok presence to build brand awareness, drive traffic and increase engagement with their target audience. With the skyrocketing popularity of TikTok, it has become an essential platform for businesses to reach out to younger audiences. Ads Market's TikTok as a service helps businesses by providing a comprehensive package of services, including content creation, posting, community management, influencer outreach, and advertising.

“Disrupt the way your brand finds and connects with audiences through social media to help drive performance more effectively.”

Contents

Campaigns

GO.LIVE!

Influencers

- Web Development:

Web development service offers a range of solutions to help businesses build a robust and responsive online presence. They deliver high-quality websites that are both functional and visually appealing. They offer various services, including website design and development, landing pages, e-commerce development, CMS development, and website maintenance and support.

"Website design & development services that drive leads & sales."

Webpage	Landing Page
Ecommerce	Hosting Services
Domain Registration	

c) Generating Demand:

Generating Demand is a service offered by Ads Market Pvt. Ltd. that aims to generate interest and demand for a product or service in the market. This service involves various digital marketing techniques, lead generation advertising, email marketing, SMS marketing, and targeted PPC advertising.

- Lead Generation ads:

Lead generation ads are a type of online advertising designed to generate interest in a product or service and capture the contact information of potential customers. These ads typically use a lead form or landing page to collect user information, such as name, email address, or phone number.

"Get actionable strategies that generates clicks, and convert to good quality leads."

- META Lead ad	- META messenger ad
- WhatsApp ad	- Landing Page Conversion ad
- CATALOGUE ad	

- Email Marketing:

It involves sending promotional messages to a targeted list of email subscribers. Ads Market Pvt. Ltd helps businesses to create effective email marketing campaigns that convert subscribers into customers.

"Email marketing strategies & automations to increase sales from your list."

- Email Strategy & Management

- Email Designing

- SMS Marketing:

SMS marketing is a service that Ads Market Pvt. Ltd provides to businesses looking to promote their products and services via text messages. It involves sending promotional messages to a targeted list of customers who have opted in to receive such messages.

"A cost effective strategy to keep your customers coming back."

- SMS Mgt

- SMS writing

- Targeted PPC Advertising:

Targeted PPC Advertising involves creating ads that are specifically targeted towards a particular audience based on factors such as their location, age, interests, and behavior. By using this service, businesses can ensure that their ads are being shown to the most relevant audience, thereby increasing the chances of conversion and generating a higher ROI.

“Eliminate wasteful ad spend and maximize your company's ROI with full funnel PPC services.”

– Google Retargeting – META ads

2. Organizational Structure

Ads Market Pvt. Ltd. is a global advertising and marketing company with a hierarchical organizational structure comprising various departments and teams. The company is highly unconventional, with a flat organizational structure operating with a completely decentralized management model, where every employee is a decision-maker and encouraged to take risks and innovate. The company is led by co-founders, who oversee the operations of the various departments. The departments include the brand, creative, operation, finance, human resource, and admin departments.

2.1 Organizational Structure Diagram:

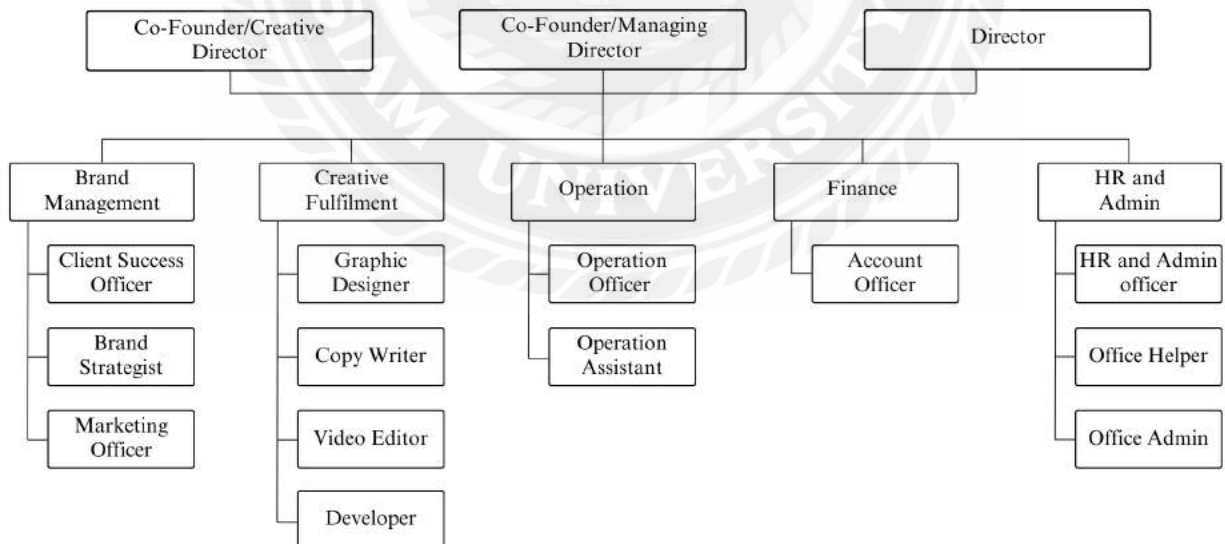


Figure 2: Hierarchical Organizational Chart

2.2 My Job Position

Internship Role: Marketing officer (Intern)

Internship Worksite Location: Yak & Yeti Road, Durbar Marg, Kathmandu

Length of Internship: 14 weeks

Internship Start Date: 3rd March 2023

Internship End Date: 3rd July 2023

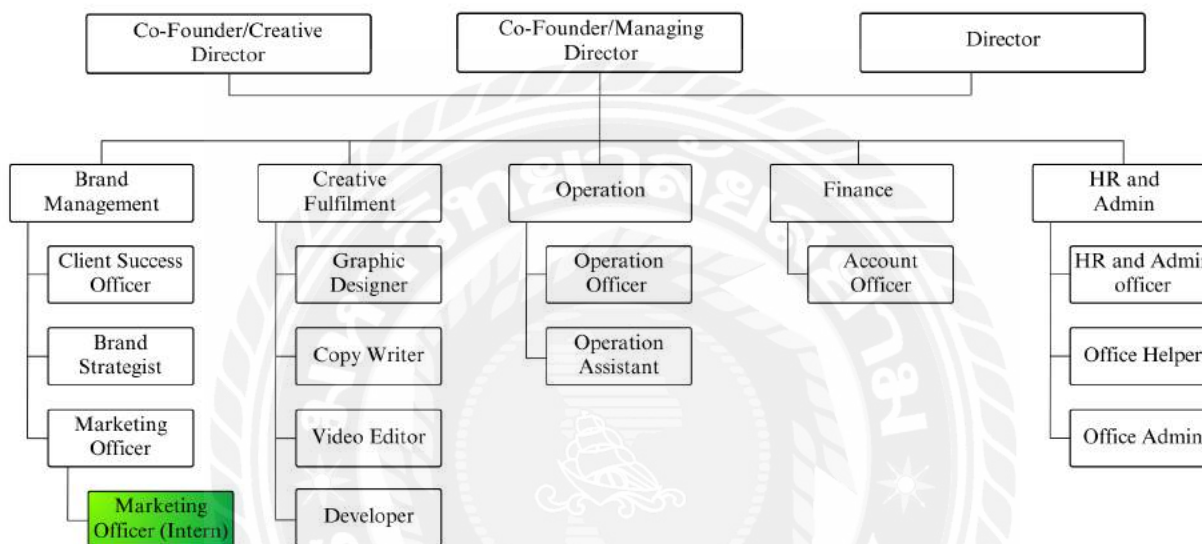


Figure 3: My position in the Hierarchical Organizational Structure

2.3 Job Position in the Company's Organizational Structure

During my internship period at Ads Market Pvt. Ltd., I was placed in the Marketing department. As a marketing officer intern, my main task was to assist the marketing officer with various daily tasks. That included conducting market research, developing digital marketing strategies for clients, and executing marketing campaigns except for that, I also assisted in preparing proposals. In addition to this, I was also allowed to work with other departments in the company, such as operations, production, and social media. This allowed me to gain a wider range of experience and better understand how different departments within the company operate.

The company is operated through a flat organizational structure, and all the departments are overseen by the company's co-founders. It made it easier to communicate and collaborate with different departments, allowing for better decision-making processes for every organization member.

Regarding my job position within the company's structure, I was positioned as an intern in the Marketing department, which the Marketing Officer oversaw. The Marketing department worked closely with other departments, such as the client service department, brand department, and creative department, to ensure that all aspects of a client's project were well-coordinated and executed efficiently.

2.4 Intentions to Join this Company

Working at Ads Market for the 14 weeks internship program was a valuable option for me. The company's goals and values aligned with mine, and I was able to grab the opportunity to work and contribute to various innovative digital marketing campaigns and projects. They helped me learn about the latest digital marketing trends and techniques and allowed me to work closely with experienced professionals who guided me and shared their knowledge and insights. I got to establish relationships with many industry professionals, which helped me learn and grow professionally. I provided practical experience and knowledge that I can apply throughout my career. Company culture and practices were attractive because they aligned with my values and work style.

3. Strategic Analysis of the Company (SWOT Analysis)

Strengths	Weakness
<ol style="list-style-type: none"> 1. A diverse range of digital marketing services. 2. Strong relationships with clients and building long-term partnerships. 3. Good reputation in the Nepalese digital marketing industry. 4. Strong and unified team. 	<ol style="list-style-type: none"> 1. The relatively small team compared to larger digital marketing agencies. 2. Lack of proper communication between management and employees. 3. Staffing issues and high turnover rate.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Growing demand for digital marketing services in Nepal due to increasing internet and social media usage. 2. Potential to develop new digital marketing services and solutions to meet evolving customer needs. 	<ol style="list-style-type: none"> 1. Increasing competition from other digital marketing agencies in Nepal and the region. 2. Rapidly changing digital marketing landscape and technologies, which may require significant investment in keeping up-to-date.

4. Objectives of the Co-Operative Study

The primary objective for cooperative education was provided for us so we could know how real work conditions and markets operate at a corporate level. It also demonstrated how a student was able to implement the concepts we had learned during our theoretical lecture into practice, providing us with hands-on experience of employing various strategies for business growth.

My study objectives were:

- To understand the practices performed by businesses that I learned through lectures under BBA - Sales and Marketing.

- To know how the digital marketing space/industry works through a digital marketing agency.
- To analyze these marketing activities' effectiveness in generating leads, increasing sales, and building brand awareness.



Chapter 2: Co-op Study Activities

1. Job Description

As a marketing officer intern, I was responsible for supporting different office activities during the internship period, such as helping to brainstorm and develop digital marketing campaigns, proposing offerings to the client with different ideas, and staying up-to-date with the digital marketing trends in the digital marketing space.

I worked with the team to create and execute digital marketing campaigns across various channels with various clients. In addition to these responsibilities, I also participated in market research and analysis—this involved gathering and analyzing data related to market trends, consumer behavior, and industry developments. I assisted in creating reports and presentations based on the research findings to help inform marketing strategies for our clients.

Furthermore, I assisted in the preparation of proposals for potential clients. This involved researching the client and their industry, identifying their marketing needs, and developing a proposal showcasing our capabilities and how we could meet their needs.

Throughout my internship, I also had the opportunity to work with other departments in the company. This allowed me to gain a broader understanding of how the company operates and how each department contributes to the organization's overall success.

2. Job Responsibilities and Work Duties

As a marketing officer intern at Ads Market Pvt. Ltd., I had a wide range of responsibilities and duties that I was expected to fulfill during my internship period. Some of my main job responsibilities included:

a. Conducting market research:

This involved researching market trends and consumer behavior to understand our client's target audience better and develop effective marketing strategies.

b. Developing digital marketing strategies:

I assisted in developing digital marketing strategies that included social media marketing, email marketing, content marketing, and search engine optimization.

c. Pitching offerings to clients:

I worked with the marketing team to pitch our offerings to clients and provided them with creative ideas to achieve their marketing objectives.

d. Post on social media:

I posted content on various social media platforms to promote our client's products or services and engage with their target audience.

3. Activities in Coordinating with Coworkers

As a marketing officer intern, I worked closely with various departments within the company. Coordinating with my coworkers was crucial to my role and required effective communication and collaboration skills.

To ensure effective coordination, I attended regular team meetings to discuss ongoing projects and exchange ideas. This included participating in various meetings, such as weekly meetings, internal team meetings, and client meetings. During these meetings, I could share my thoughts and learn from my colleagues' experiences. This helped me to develop a better understanding of the company's goals and objectives.

The weekly meeting, held every Friday, was an important opportunity for the entire team to get together and review the progress made during the week. It was a chance for everyone to share their experiences, discuss their challenges, and offer suggestions to improve future performance. We also discussed upcoming projects and deadlines during this meeting, and the team worked collaboratively.

Internal team meetings were held for each client at least thrice weekly. These meetings allowed the team members working on a specific client's project to discuss the progress, brainstorm new ideas, and share feedback. We used these meetings to ensure everyone was on the same page and the project was moving forward as planned.

Client meetings were another crucial part. These meetings allowed us to communicate with our clients directly and understand their goals and expectations for the project. It was important to ensure that the clients were satisfied with our work and that we were meeting their expectations. During these meetings, we provided updates on progress, discussed any challenges, and exchanged feedback to improve the project.

4. Job Process Diagram

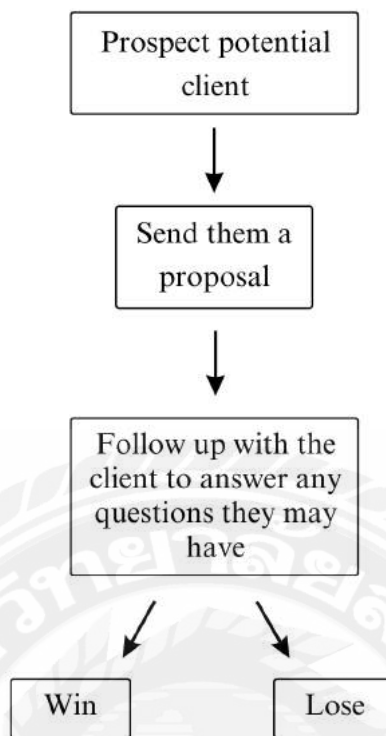


Figure 4: Job process diagram

5. Contribution as a Cooperative Student to the Company

As a cooperative student at Ads Market Pvt. Ltd., I contributed to the company in many ways. During my internship, I was given various responsibilities where I could bring a fresh perspective to the team. As a student, I had knowledge and experience in the latest digital marketing trends and techniques. I shared my insights and ideas with the team, which helped them think outside the box and develop innovative solutions.

Furthermore, I was able to work collaboratively with my coworkers and build strong relationships with them. I actively participated in multiple meetings, sharing my ideas and thoughts. By working together, we created effective marketing campaigns that met the needs and expectations of our clients.

Chapter 3: Learning Process

1. Problems Faced

During my internship at Ads Market Pvt. Ltd., I encountered various challenges and problems that I had to overcome to fulfill my role as a marketing officer intern. One of my biggest challenges was keeping up with the fast-paced work environment. There was a staffing shortage during my internship. This meant that the workload was high for every member, including me. As an intern, I had to take on additional responsibilities and work to ensure everything was complete before deadlines. This was challenging, but it taught me the importance of time management and prioritizing tasks.

I faced the challenge of learning new skills and tools. As a marketing officer intern, I had to use various digital marketing tools and software like Cliq - a tool that was used to communicate between different departments and Optimus - Companies own software to manage tasks that I was not familiar with before. This required me to learn new skills quickly and effectively. However, with the help of my team members, I was able to overcome this challenge and improve my skills.

Overall, the challenges I faced during my internship taught me valuable lessons in time management, communication, and learning new skills. These lessons will be valuable to me as I continue to grow in my career.

2. Problem-Solving

During my internship at Ads Market Pvt. Ltd., I learned how to solve problems effectively. When faced with a problem, I had to break it down into smaller parts to identify the root cause. This helped me to understand the problem better and come up with a suitable solution. For

example, One of the biggest challenges we faced was when we did a festive New Year campaign for a client, which did not go as planned. We had to identify the issues that caused the campaign to underperform and devise a suitable solution. This involved analyzing the campaign data, identifying the cause, and adjusting the campaign strategy. Although the client was not entirely satisfied with the outcome, we concluded the campaign successfully.

Another problem that I faced was managing time effectively. Due to the short staffing issue in the company, there was a high workload, and I had to juggle multiple tasks at the same time. This required me to prioritize tasks based on their importance and urgency. I had to work with my team members to ensure we met the clients' expectations while managing our workload effectively. By working collaboratively and communicating effectively, we were able to overcome the challenge of managing time effectively.

Overall, problem-solving is an essential skill that I learned during my internship. By breaking down problems, coming up with solutions, and working collaboratively with my team members, I was able to overcome the challenges that I faced during my internship. These problem-solving skills will be invaluable as I continue to grow in my career.

3. Recommendation to the Company

As an intern, I would like to make some recommendations to the company based on my experience. Firstly, I recommend that the company hire more skilled staff members to reduce the workload on existing employees. During my internship, I noticed that the workload was high for every team member due to the staff shortage. This can lead to burnout and affect the quality of work. Hiring more staff can help manage the workload and improve the company's efficiency.

Secondly, I recommend that the company provide more employee training and development opportunities. The digital marketing industry is constantly evolving, and it's crucial for employees to stay up-to-date with the latest trends and technologies. Training and development opportunities can help employees improve their skills and knowledge, which can benefit the company in the long run.

Thirdly, I recommend that the company conduct regular team-building activities to improve communication and collaboration among team members. During my internship, I observed that the company had a friendly work culture, but there was still room for improvement in communication and collaboration. Regular team-building activities can help improve these aspects and create a more cohesive and productive work environment.

Lastly, I recommend that the company seek client feedback to improve their services. Client feedback is a valuable source of information that can help the company identify areas for improvement and provide better services to clients. Regularly seeking client feedback and implementing necessary changes can help build stronger relationships with clients and enhance the company's reputation.

Overall, these recommendations can help improve the company's efficiency, productivity, and work culture.

4. Learnings

During my internship at Ads Market Pvt. Ltd., I gained a lot of valuable learnings that will stay with me throughout my career. I learned the importance of time management, especially in a fast-paced work environment. With the workload being high, it was crucial to prioritize tasks and

manage my time efficiently to ensure that everything was completed on time. I also learned the importance of effective communication within the team and with clients. Clear communication helped avoid misunderstandings and ensure everyone was on the same page.

One of the most significant learnings I gained during my internship was the importance of staying up-to-date with the latest digital marketing trends and technologies. The digital marketing industry is constantly evolving, and keeping up with the latest trends and technologies is essential to stay ahead of the competition. I learned how to conduct thorough research and analysis to identify the latest trends and how to apply them effectively in digital marketing campaigns.

Another essential learning was problem-solving skills. During my internship, I encountered various challenges and had to develop effective solutions to overcome them. This taught me how to break down complex problems into smaller parts, identify the root cause, and develop a suitable solution. I also learned how to work effectively in a team, communicate ideas, and collaborate to achieve a common goal.

Finally, I gained valuable insights into the workings of a marketing agency, from project management to client communication. I learned to handle multiple projects simultaneously, manage deadlines, and work under pressure. This experience was invaluable and gave me a deep understanding of the industry, which will help me in my future endeavors.

Overall, my Ads Market Pvt. Ltd. internship provided valuable learnings and insights into the digital marketing industry. I am grateful for this experience and look forward to applying these learnings in my future career.

5. Application of Coursework Knowledge to Real Working Situation

During my internship at Ads Market Pvt. Ltd., I applied my coursework knowledge to real working situations. The knowledge and skills that I gained in my marketing and business courses were invaluable in helping me understand the concepts and strategies used in digital marketing.

Subject Name	Course Code
Principles of Marketing and Digital Marketing	133-202
Design Thinking Studio	130-403
Strategic Management for Competitiveness	130-405
Integrated Marketing Communication and Social Media	133-311

- Principles of Marketing and Digital Marketing:

This course gave me a solid understanding of marketing fundamentals, including market segmentation, targeting, and positioning. This knowledge directly applied to my work, where I was responsible for developing client marketing strategies. I created effective marketing campaigns that resonated with the target audience by applying these concepts.

- Design Thinking Studio:

Design Thinking Studio taught me how to use a human-centered approach to solve problems. I was tasked with developing new marketing ideas for clients during my internship. I used the design thinking approach to develop creative solutions that were both innovative and effective. This approach involved empathizing with the client's needs, defining the problem, ideating potential solutions, prototyping, and testing.

- **Strategic Management for Competitiveness:**

This course helped me to understand the importance of strategic planning in business. I could apply this knowledge by contributing to the client's strategic planning process. This involved analyzing the company's strengths and weaknesses, identifying growth opportunities, and developing a digital marketing plan to achieve its goals.

- **Integrated Marketing Communication and Social Media:**

The Integrated Marketing Communication and Social Media course provided me with the necessary knowledge and skills to communicate effectively with customers and target audiences through social media platforms. I learned to create compelling content, engage with audiences, and measure the success of social media campaigns. I also learned about different types of social media advertising, such as display ads, sponsored posts, and influencer marketing, and the importance of social media analytics and measurement tools.

6. Special Skills and New Knowledge Learnt

During my internship experience, I gained several special skills and new knowledge that I believe will be valuable to my future career. Some of these skills and knowledge include:

- **Digital marketing skills:**

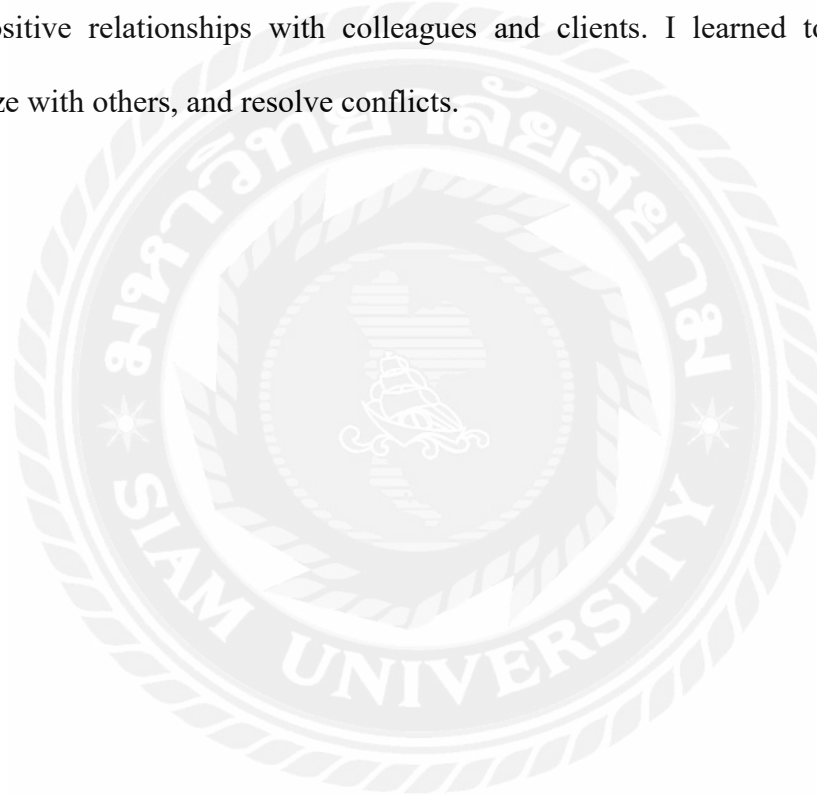
Through my coursework and internship experience, I gained knowledge and skills in digital marketing, including social media marketing, search engine optimization, email marketing, and content marketing. I learned how to develop effective digital marketing strategies that could reach the target audience, engage them, and generate leads and conversions.

- Time management and prioritization:

Through my internship experience, I learned how to manage my time effectively and prioritize tasks to meet deadlines. I learned how to plan and organize my work, and how to balance competing priorities effectively.

- Interpersonal skills:

My coursework taught me how to communicate effectively, work in teams, and build positive relationships with colleagues and clients. I learned to listen actively, empathize with others, and resolve conflicts.



Chapter 4: Conclusion

1. Summary

In this report, I have shared my experience and learnings during my internship at Ads Market Pvt. Ltd. During the internship, I was assigned to work on various projects related to digital marketing, which provided me with an opportunity to apply the theoretical knowledge and skills gained from my coursework.

Throughout my Co-Op studies at Ads Market Pvt Ltd, I had the opportunity to gain practical experience in the field of marketing and digital media. From working on various projects and campaigns to collaborating with team members, I could apply the theoretical knowledge I learned in college to real-world situations.

One of the highlights of my internship was the chance to work on a new product launch for a client. This involved conducting market research, developing marketing strategies, and creating content for social media platforms. Through this project, I gained valuable experience in product management, market analysis, and campaign execution.

In addition to the technical skills I gained, I also developed essential soft skills such as communication, collaboration, and adaptability. Working in a team environment allowed me to improve my interpersonal skills and learn to work with different personalities and communication styles.

Overall, my Co-Op studies at Ads Market Pvt Ltd provided a valuable learning experience and allowed me to apply my academic knowledge to real-world situations. It helped me to identify my strengths and weaknesses and gave me a better understanding of the marketing industry.

2. Evaluation of the Work Experience

While I was an intern at Ads Market Pvt., I had the chance to learn and grow both personally and professionally. I would say that my work experience has been positive and fulfilling. My communication skills improved significantly during my internship. I learned to communicate effectively with my colleagues, clients, and supervisors. I also learned to tailor my communication style to different audiences and situations. Not only that, but I am now more confident in articulating my thoughts clearly and professionally.

I enjoyed working in a team environment and learned how to collaborate effectively with my colleagues, where I could contribute my ideas and skills to the group projects while also listening to and incorporating others' input. I found that working in a team allowed me to learn from others and grow my skills more quickly, as the team also tried to involve me in different kinds of meetings and tasks.

During my internship, I gained new technical skills, such as using software like Optimus and various digital marketing tools. I found that learning these technical skills made me more marketable in the job market and allowed me to analyze better and interpret data and develop effective marketing strategies.

Overall, my work experience at Ads Market Pvt. Ltd. was a valuable learning opportunity that allowed me to grow personally and professionally. I feel that the skills and knowledge I gained during my internship will be useful in my future career endeavors.

3. Limitation of Cooperative Studies

While my Co-Op studies at Ads Market Pvt. Ltd. provided me with valuable experience and learnings, the program had some limitations. The workload sometimes felt overwhelming, and balancing work responsibilities with academic commitments was challenging. While I appreciated the opportunity to work on real-world projects, I often felt that I lacked the necessary guidance and support to succeed in the role. I would have appreciated more structured training and mentorship to help me navigate the various challenges of the job.

Despite these limitations, I made the most out of my Co-Op studies at Ads Market Pvt. Ltd. and gained valuable knowledge and experience in the digital marketing industry. I believe that addressing these limitations could help improve the program and provide even better learning opportunities for future interns.

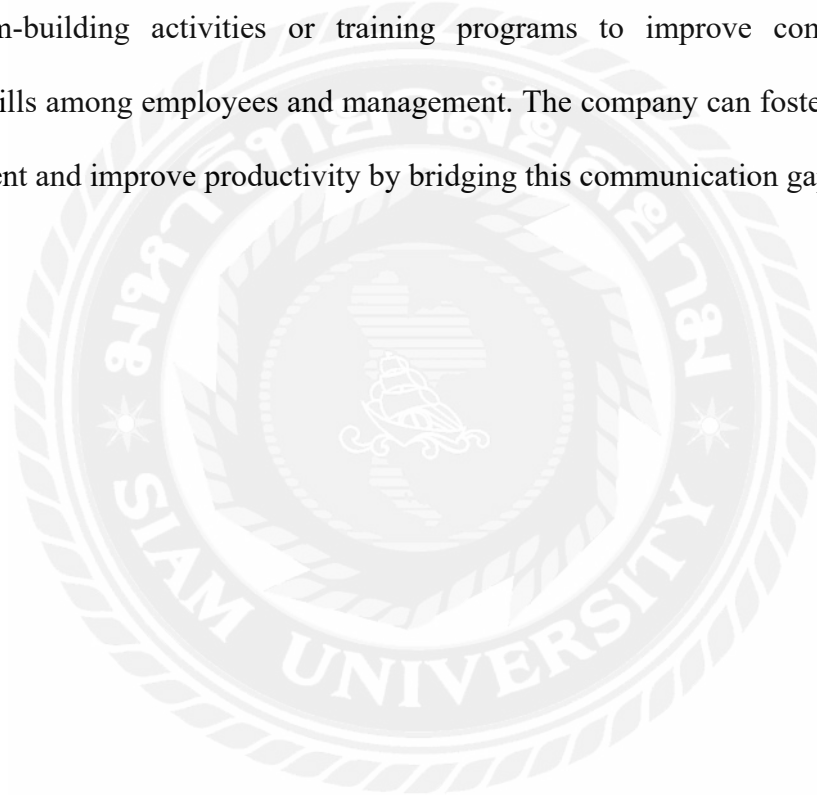
4. Recommendation for the Company in terms of Cooperative Studies

Based on my experience during my Cooperative Studies at Ads Market Pvt Ltd, I have a few recommendations for the company to improve the program for future interns.

I suggest that the company should provide more structured training for interns. Although I had a great experience working with my team members, I felt there was a lack of formal training at the beginning of my internship. This made it difficult for me to understand my role's expectations and requirements fully. Providing interns with structured training sessions at the beginning of the

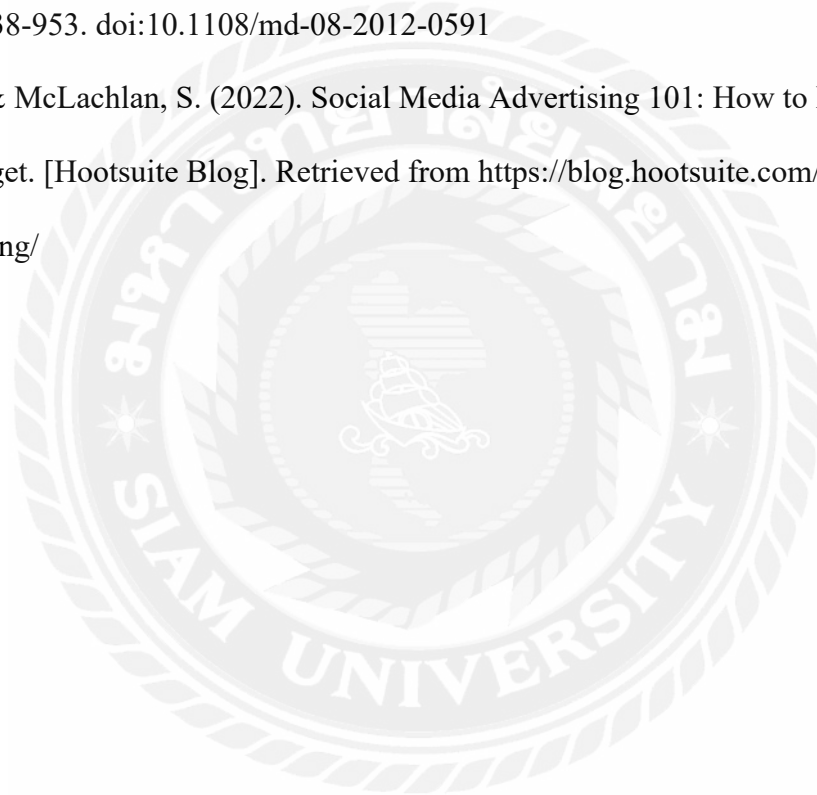
internship will ensure that they better understand their responsibilities and can perform their tasks efficiently.

Also, during my Cooperative Studies, I noticed that there was a communication gap between the management and employees. To address this issue, I recommend that the company implement regular communication channels, such as suggestion boxes, to encourage employees to share their thoughts and ideas with management. Additionally, the company could consider organizing team-building activities or training programs to improve communication and collaboration skills among employees and management. The company can foster a more positive work environment and improve productivity by bridging this communication gap.



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ANNEXURE



Picture 1: Group photo with all the colleagues



Picture 2: Giving prize to the winner of a successful campaign



Picture 3: New year dinner with all the members of the company



Picture 4: My work desk



Picture 5: Product shoot for client



Picture 6: Friday Meeting with all departments