



## **COOPERATIVE EDUCATION REPORT**

### **Study On**

Role of digital marketing to create brand promotion at Project A

**WRITTEN BY**

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**This Report Submitted in Partial Fulfillment of the  
Requirements for  
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**Title:** Role of digital marketing to create brand promotion at Project A

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### **Abstract**

This Cooperative study report titled as, “Role of digital marketing to create brand promotion at Project A” focuses on analyzing the role of digital marketing and creating and brand promotions by catering the clients needs and developing customized campaigns accordingly. This report on cooperative report provides all the information about the work and the details that were learned by the marketing intern in Project A.

The objectives of the study includes (1) To analyze the role of digital marketing in today’s context (2) To understand the client’s needs and cater them properly. (3) To apply acquired theoretical knowledge in workplace. As an intern, I was able to articulate my theoretical knowledge into professional settings and was able to get first-hand experience of how marketing agency in Nepal works. It also helped me to groom myself as a business professional and sharpen my soft skills and amplify my leadership skills.

The 16 weeks internship program in Project A was a good learning experience for me. It taught me the lesson that any work can be completed with ease if you have strong determination to work and a strong work ethics. All in all, this report is prepared based on the experience and observations at Project A

**Keywords:** Digital Marketing, Marketing Department, Project A, theoretical knowledge

## **Acknowledgments**

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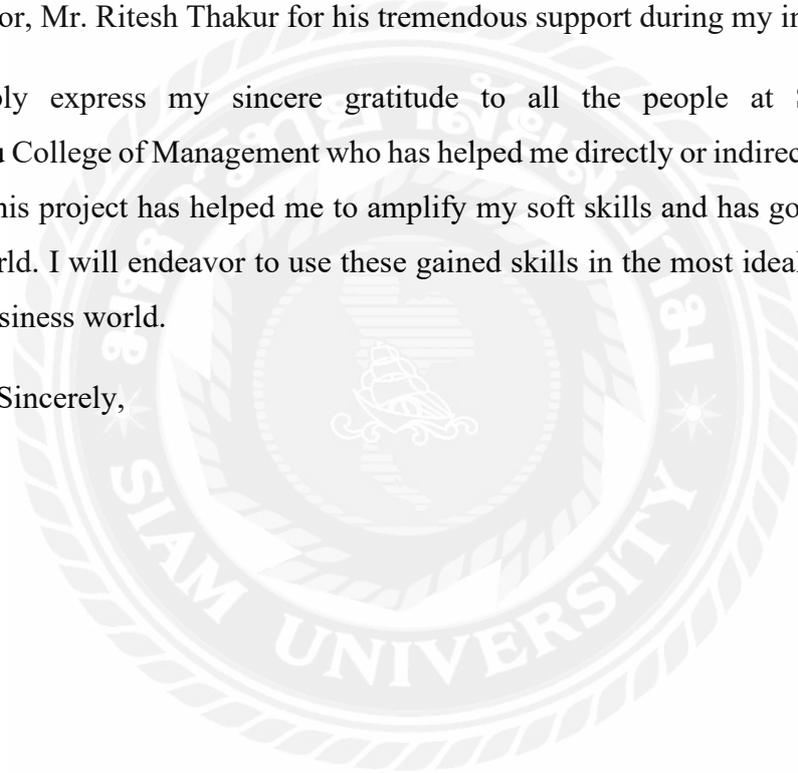
Furthermore, I would like to extend my appreciation to Mr. Ashutosh Mishra for supervising me and giving constant feedback throughout the internship period. I would like to express my sincere thanks to Dr. Chanatip Suksai and Asst. Prof. Dr. Maruj Limpawattana for their continuous assistance in the completion of the co-op program. I am grateful to my KCM academic advisor, Mr. Ritesh Thakur for his tremendous support during my internship period.

I humbly express my sincere gratitude to all the people at Siam University and Kathmandu College of Management who has helped me directly or indirectly in completing this project. This project has helped me to amplify my soft skills and has got the exposure of real market world. I will endeavor to use these gained skills in the most ideal and excel in the professional business world.

Thanking You Sincerely,

Alina Karki

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## **List of Abbreviations**

CFL: Corporate Futsal League

HOD: Head of Department

WOM: Word of Mouth

BV: Brand Value

Sr: Senior

UIC: United Insurance Company

PA Project A

KCM: Kathmandu College of Management

Co-op: Cooperative Education

TG: Target Group

IMC: Integrated Marketing Communication

PR: Public Relations

ISP: Internet Service Provider



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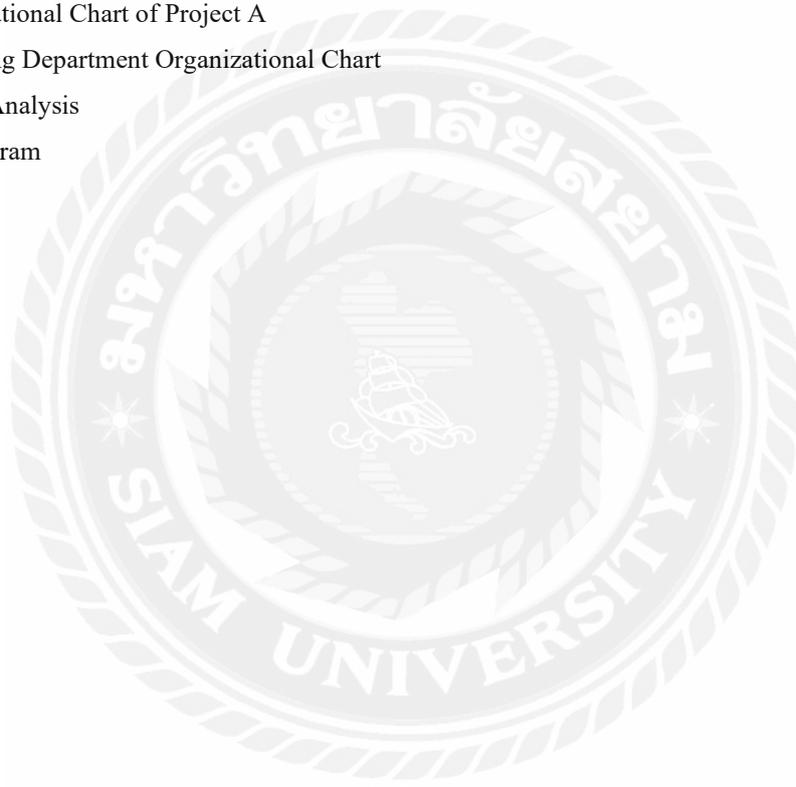
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## **Chapter 1**

### **INTRODUCTION**

In this chapter, the background of Project A is presented to provide the readers with information that will support their understanding.

As of the date, Project A is one of the top marketing agencies at Nepal that help businesses of all sizes develop and implement effective marketing strategies. The company profile, the organizational structure of the company, my motivation to choose Project A as my workplace for the internship and company strategies analysis are explained below.

#### **1.1 Company Profile**

Project A is a marketing consulting firm that help businesses of all sizes develop and implement effective marketing strategies. With more than 10 years of experiences, Project A has strong brand image in the market. The company has been collaborating with various brands and engaging with communities through authentic messages, borderless creativity, innovative marketing and branding strategies and experiences to create meaning to the brand. Project A aims to direct the marketing industry from a short term clinical information dissemination process to a longer term loyalty relationship between company and its customers by telling stories and using content to build brand.

At Project A, it is believed that every brand is unique and has its own story to tell that's why Project A takes time to understand each of the client's individual needs and goals, and develop marketing strategies that are designed to achieve the specific outcomes of the clients. The company also offers the services of marketing strategy development of clients where they understand their target audience, identify their unique selling points, and create a plan that outlines the specific steps they need to take to reach their marketing goals. These plans are designed to be implemented quickly and efficiently to achieve the best possible results.

Project A has strong brand portfolio as it has worked with top companies of Nepal such as CG, World link, Daraz, Nepal Telecom and many more.

### 1.1.1 Mission, Vision and Slogans of Project A

MISSION	VISION	SLOGAN
To change the marketing and advertising scenario of Nepal with fresh ideas and new designs.	To create happiness by telling brand stories and helping achieve their goals.	Your strategic partner

Table 1: Mission, Vision and Values of Project A

Source: (Project A, 2023)



Fig1: Brand logo

### 1.1.2 Strategy of Project A

Project A focuses on building long term relationship with its client and the client retention is relatively high . One of the strategy that Project A implement is that it applies different marketing strategy and tactics to its client according to the nature of the company. It uses one to one approach marketing strategy where the professional craftmans of Project studies the nature of the company and implement the necessary marketing strategies following with the branding, marketing, visualise , research and events to be done in the real market place. Project A believes that every company is unique and with the right strategy it can unlock the possibilities and transform it into the reality. With the correct marketing and branding

strategy, Project A has been able to part of many campaigns of top companies of Nepal and has made the top place in the Nepalese market place.

### **1.1.3 Products and Services of Project A**

Project A is a marketing consulting agency which is in:

- **Branding:**

With well experienced consultants, research and data driven ideas are carefully and strategically put together to create a holistic marketing approach.

In Project A, it focuses on building strong brand portfolio of its client through various marketing and promotional strategies and has given the competitive advantage than its competitors. Project A believes that branding is the long term investment and make sure that, they are able to tailor the client's needs and cater them smoothly.

- **Marketing:**

Project A believes that marketing is the bridge between effective communication and a brand. One of the core focus of Project A is marketing where it uses various marketing strategies and tactics to enhance the client's portfolio in the market. In Project A, there are experienced professionals who evaluate through extensive analysis and bring out the best solutions for the clients and the potential clients

- **Events:**

Project A brings out the best especially with its exceptional events hosting skills. With more than a decade in this market, Project A has been excelling in organising various events and reaching out to the mass audience. Project A has collaborated with top companies of Nepal such as Daraz, Eyeplex Mall, World link, Nepal Telecom, Wifi Express has given the best event experience to the audience. The team of efficient and creative craftsmen in Project A makes sure that every event is memorable, fun and simply majestic

- **Visuals:**

At Project A, there are teams of professionals that are adept into turning ideas into realities and telling stories that the clients can easily connect to. The company also focuses on idea generating through brainstorm hence, the team leans towards the business profile to see what can be done and be executed in reality.



Figure 2: Client Portfolio

### 1.1.4 Corporate Social Responsibility at Project A

The CSR activities done by Project A are:

- Handing Over 50 thousand to flood victims of Eastern Region of Nepal  
In 2018, Project A organised it's flagship event, Corporate Futsal League for 3 consecutive days. The event was the massive hit and was able to create the buzz in the town. At the closing day of the event, the company handed over 50 thousand rupees to the flood victims of eastern region of Nepal. Project A strictly believes in giving back to the society hence, they get actively involved in various social service works.



*Figure 3: Pictures of handing over the cheque to help flood victims*

*Source: (Project A, 2016)*

- Handed over 56 tents to “Lubu” in 2072 massive earthquake  
Project A handed over 56 tents to “Lubu” and dispatched a team of trained volunteers for the relief support during the earthquake time. The 7.8 rector scale earthquake had massively affected in Nepal and during the hard time, Project A came with the good initiative of handing over the tents and trained volunteers to the victim family.



*Figure 4: Pictures of Project A setting up the camp in Lubu*

## 1.2 Organizational Structure of Project A

### 1.2.1 Organizational Chart of Project A

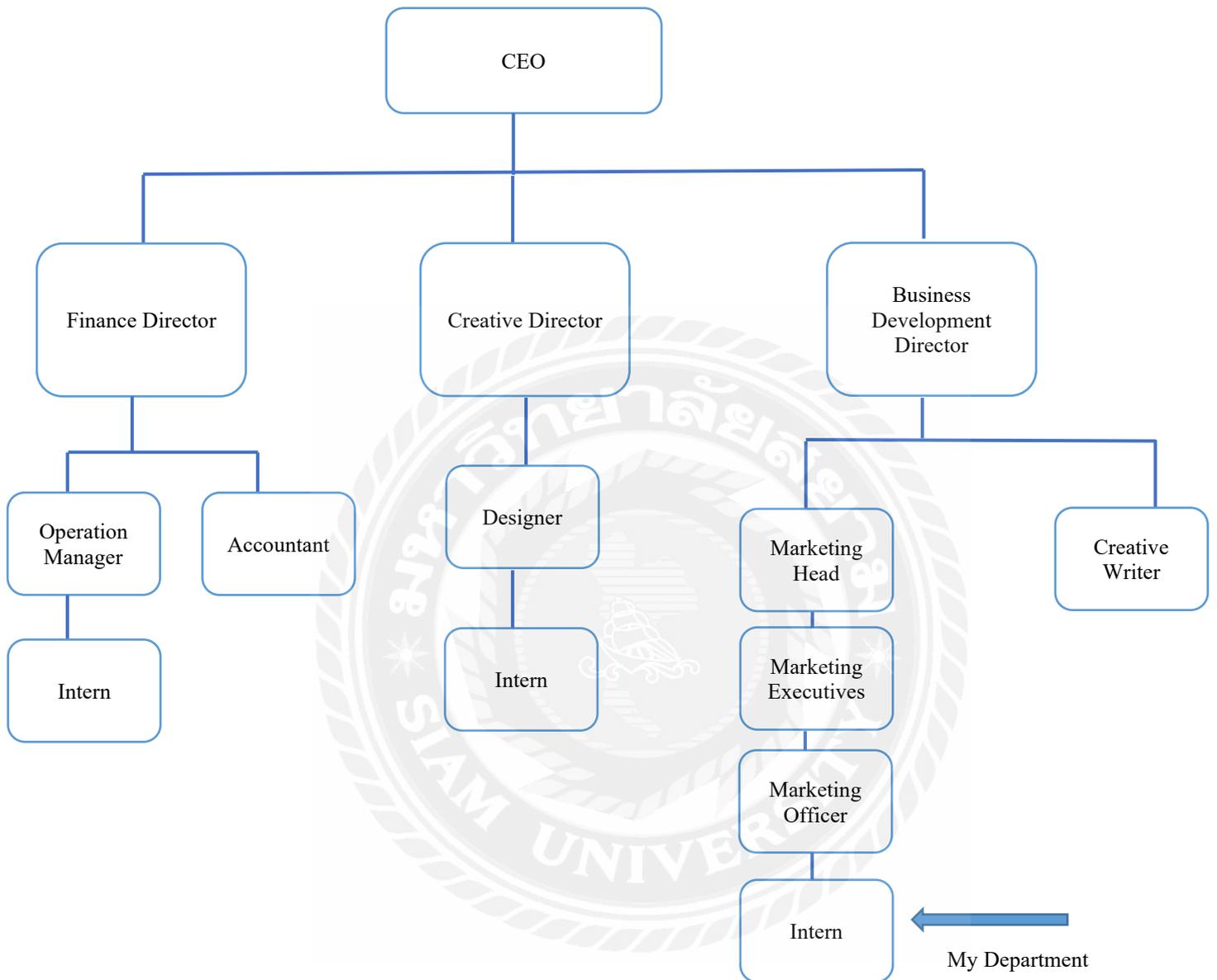


Figure 5: Organizational Chart of Project A

### 1.2.2 My Job at Project A

For the period of my co-op studies internship, I worked as an Intern under the Marketing Department of Project A. For the period of my co-op studies internship, I worked as marketing intern under marketing department of Project A. As an intern, I was involved in various works from handling social media contents of clients to brain storming new ideas for the potential clients such as Sprite, Wifi Express, Manigram Bishryam Batika Resort and many more. Marketing team was comprised of 4 people including me: Nishad Man Singh Basnet – HOD, Swikriti Basnet - marketing executive supervisor, Saurabh -marketing officer and I assisted all the members as per my job requirements.

I was assigned to make the content plan in both english and nepali for KCM, United Insurance, KPI Helmets, Varosa Services and Hams Hospital. Since all the clients were from different industries I used to perform analysis by gathering information of the clients and make the necessary content as per the need of the clients. I used to make monthly content plan for the clients which used to be reviewed by my supervisor and would finally send it to the client for their approval.

I was engaged in brain storming the ideas for the upcoming Sprite Campaign: Heat Happens. I was assigned to come up with new ideas for the sprite campaign and how we can promote it through ATL and BTL. I gave my insights for the activities that Sprite can do during the mall and school activation. I collectively circulated the survey of Sprite Nepal to my friends and family to understand their preference in soft drinks. I was actively involved in the flagship event of Project A, Corporate Futsal League. During the 3 weeks of event, I was assigned to follow up with the participants of the CFL through the emails and calls. I was also responsible for sending the invitation to the sponsors and other guests of the event. During the event, I was in charge of food department where I would make sure that every players got their food and no food were wasted. Our food sponsor for the event was KFC and Pizza Hut and I would note down the number of foods that were required for the event and would give it to my supervisor.

With the advancement of technology, I was assigned to understand how consumers are influenced by digital environments. Furthermore, A study done by (Sayabek, 2019) shows that consumer experienced are influenced by the digital environment they are in as part of their daily lives. The findings show that social media advertising, while not devoid of shortcomings,

is still a great way to increase brand loyalty, and in the digital environment, especially as it allows to interact directly with potential customers on a regular basis.

In addition, I was in charged of developing various marketing strategies, company slogans, tagline and captions for the social media handles of the client companies. I was also responsible to make new admission content plan of KCM for the year 2023 through presentation and google sheets.

### 1.2.3 My Job Position in the Project A's Organizational Chart

In Project A, the marketing head is Nishad Man Singh and under him, there is marketing executive supervisor, Ms. Swikriti Basnet and under her there is Marketing Officer, Mr.Sourabh Agrawal and under him there is marketing Intern (Me).

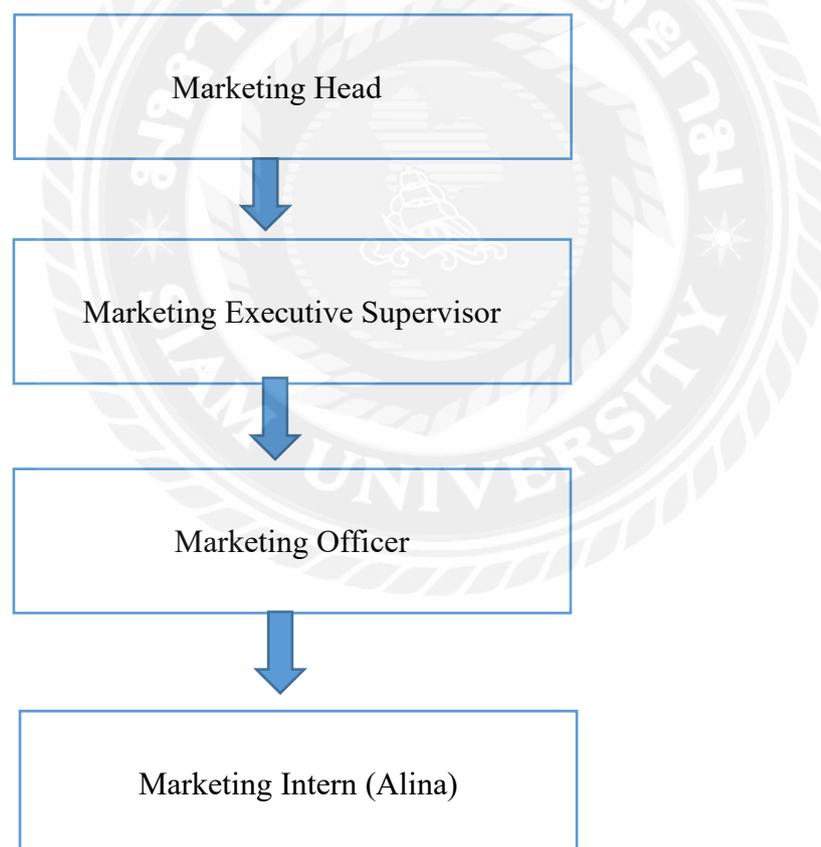


Figure 6: Marketing Department Organizational Chart

### **1.3 Motivation to Choose Project A as Workplace for the Internship**

Ever since I joined KCM, I have always been intrigued with marketing and various strategies that are used to market in the business world. With the adverse rise in the digital marketing, I always wanted to pursue my career related to it. Hence, one of the biggest motivations for me to join Project A is due to my immense interest in the marketing field.

Secondly, the another intention to join A is to fulfill the requirements of Cooperative Education as part of my BBA curriculum to equate the real world life experience with the skills that I achieved in these 16 weeks.

The strong brand portfolio that Project A has in the market was another motivation for me to join the company. Project A is full of creative youth who wants to turn possibilities into realities and I found the workplace really vibrant and was different than the normal offices that are practiced in the context of Nepal.

When I was seeking for the perfect opportunities to work somewhere for 16 weeks, I felt like Project A was the perfect fit for me. The dynamic work culture with plethora of ongoing opportunities was something that intrigued me to join Project A.

Since, the founder of Project is also KCM alumni and there are many other KCMites who has been associated and has worked with Project A was another motivation for me to join Project A. There has been positive word of mouth of Project A around the market and I felt like if I miss the opportunity of working here now I will regret it for the lifetime.

Project A has strong brand image in the market as the company has been collaborating with various brands and engaging with communities through authentic messages, borderless creativity, innovative marketing and branding strategies and experiences to create meaning to the brand. I could sense the strong connectivity with the interest of mine to the strong message that Project A delivers.

Lastly, Project A has a very strong brand image in the market and has worked in the market for more than a decade. Hence, I felt like working in Project A will open many doors of opportunities for me to excel in the real world and sharpen my inter personal skills and makes me more confident and prepared.

## 1.4 Strategic Analysis of Project A

SWOT Analysis will help to understand the company's external and internal influential factors. The internal factors would be indicated by the strength and weaknesses of the business while the external factors would be indicated by opportunities and threats. The **SWOT analysis** for Project A is performed below:

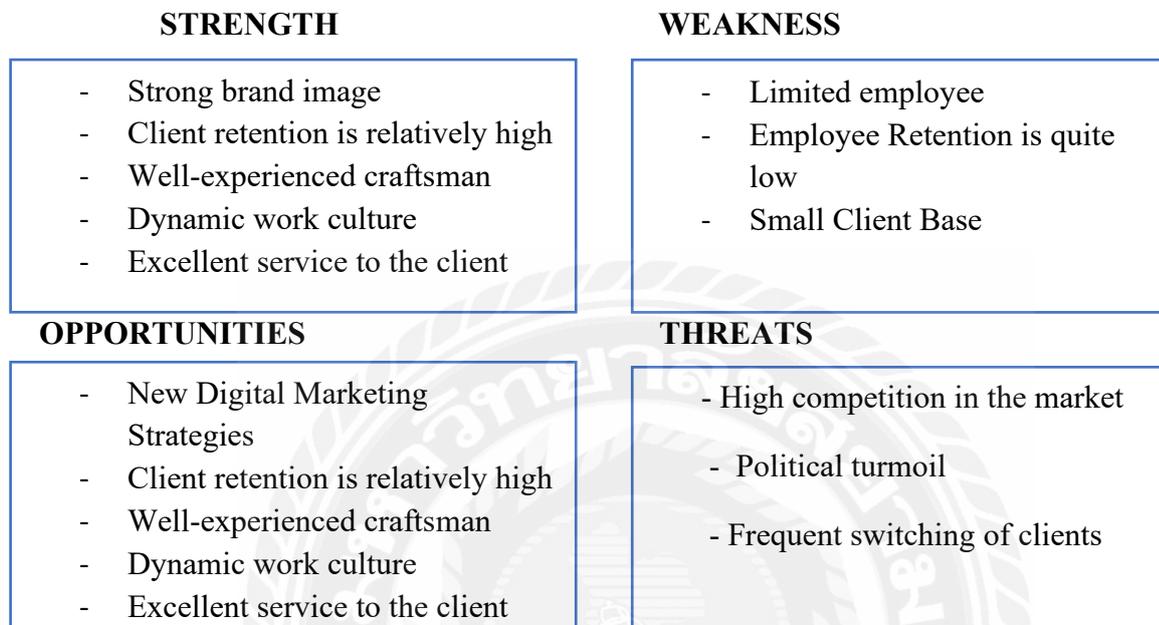


Figure 7: SWOT Analysis

### **Strengths**

- Project A has strong brand image in the market place and has been associated with many big corporate houses
- The client retention of Project A is very high and has maintain good personal relationship with new and older clients
- Project A has been in the market for more than 10 years hence, it has well experienced craftsman and professionals
- The working culture of Project A is very dynamic and vibrant
- Project A has very strong brand portfolio in the corporate world
- Project A provides the excellent service to its client and caters according to their needs
- Project A has dynamic work place culture compared to other agencies in Nepal

### **Weakness**

- Project A currently has a very limited employees hence it takes time for the work to be done before hand
- Even though project A has worked with many big clients, the number of clients are not growing and the number of clients are relatively small
- The employee retention rate in Project A is quite low

### **Opportunities**

- With the adverse rise in technology, there have been various digital marketing strategies that are used; hence Project A can use various digital marketing strategies.
- New government rules has been amended to make easier for the company hence, Project A can look into new government contracts
- Since, the employee retention rate is quite low, Project A can provide employment training to its employees and provide some incentives for motivation as well
- Project A can open their own podcast channel to induce its potential customers as well to its current clients.
- Project A can hire freelancers and pay them hourly instead of monthly basis
- Project A can expand into various other cities of Nepal to reach into the mass wider audience

### **Threats**

- In context of Nepal, there is political turmoil which makes difficult for marketing agency like Project A to work effectively and efficiently
- There is relatively high competition in the market and new marketing agencies are entering in the market
- Switching preference of clients from one marketing agency to another in short period of time
- Changing government regulations in context of Nepal
- Chances of AI capturing the market
- Client preferring the in house agencies rather than out house agencies

## **1.5 Objectives of the study**

The main objective of this study report is to showcase my key roles and responsibilities as an Intern in marketing department at Project A. Furthermore, the study aims to reflect my Learning as an intern during the period of my contribution of 16 weeks not just to the marketing department but as a whole to the company.

Furthermore, other objectives are as follows:

- To understand the role of marketing department in Project A
- To understand the working mechanism of digital marketing in Project A
- To understand how the content plan of clients are done in Project A
- To understand the working culture in Project A
- To understand how brands are promoted in Project A



## Chapter 2

### CO-OP STUDY ACTIVITIES

In this chapter, my job descriptions, job responsibilities, job process and contributions to the company are presented as follows:

#### **2.1 Job Description**

I worked under marketing department as an intern of Project A for 16 weeks. During my internship, I was actively involved in giving the new ideas and marketing strategies to my supervisor and made her work easier. Marketing team was comprised of 4 people including : Nishad Man Singh Basnet – HOD, Swikriti Basnet - marketing executive supervisor, Saurabh -marketing officer and me( intern). I assisted all the members as per my job requirements. I was assigned various works on a daily basis by my supervisor.

There were several brands in which I was directly involved to. Firstly, I was looking the content plan of KCM College, Hams Hospital, Varosa Services, KPI Helmets and United Insurance. I was assigned to make the content calendar every month for their social media platforms especially in Instagram and Facebook. I used to make the content plan in both English and Nepali.

When I joined there was a huge event going on which was a flagship annual event of the company, so I got a chance to participate, learn and give my input as well. The event was Corporate Futsal League (CFL), where many companies participated. In that event too, I had to volunteer during the games, registration of the guests and handled food department as well. After the finale there was a trophy giving away ceremony and that was a next big event where I participated again. I was in charge of the guest lists, preparation of the event and so. The event was very grand and successful.

I was also responsible to write content for client companies; research about what can be done, creating plans and new ideas. I also gave ideas and input for the TV commercials for the upcoming Sprite summer campaign (Heat happens). I researched on conducting various plans for activation events, how can it digitally promote the product better; create contents that can grab the attention of the audience focusing on the target audience which was Gen Z according to Sprite.

All in all, my main job was to look after the contents of the clients and generate various ideas for the campaigns and activations of the clients.

## **2.2 Job Responsibilities**

I worked as a marketing intern in Project A for 16 weeks. Marketing team was comprised of 4 people including : Nishad Man Singh Basnet – HOD, Swikriti Basnet - marketing executive supervisor, Saurabh -marketing officer and me( intern). I assisted all the members as per my job requirements. I was assigned various works on a daily basis by my supervisor.

My major job responsibility was to make content plans for the clients and to give new ideas for the potential clients as well. I was also responsible to do various market research and understand the consumer preferences. I also gave ideas for the newly launched Made in Nepal Rum, Karda. It was very essential to understand the TG of the brand and to work accordingly, hence I gave some ideas on digital activations and offline activations that Karda can conduct in the market.

I also made plans on what type of marketing strategy might be effective taking into consideration the current behavioral pattern of people. I also gave out ideas on what to post on social media, when and in what ways. A study done by (Manasmita Pandey, 2022)states that Social media marketing focuses on building brand awareness and increasing conversions. A social media marketing campaign can feature one or several social media platforms, depending on the target audience and their platform preferences.

I did various researches about companies, how they're carrying out their businesses, etc. I also made a questionnaire to research about the upcoming summer campaign of Sprite and circulated it. I also did various documentation related works.

I also performed market analysis and research on the latest trends, assisted with day to day administrative task, designed and implemented new ideas for social media campaign, tracked the social media accounts of different Project A clients for trending ideas and feedback, prepared detailed promotional presentations, helped coordinate and host events.

## **2.3 Activities in Coordinating with Co-Workers**

There is around 18 active staff at Project A. The most important role for every co-worker was communication. These are some of the activities in coordinating with coworkers.

- Crowd Sourcing
- Delivering meaningful review to the creative department
- Giving opinions in company meeting

- Building brand image
- Spreading positive WOM and BV in the market
- Communicating with all the staffs
- Idea Generating
- Communicating with client service department
- Assisted Supervisor in translating the video of World link in English
- Gave ideas to HOD regarding the sprite- heat happens campaigns

## 2.4 My Job Process Diagram



*Figure 8: Job Process*

## 2.5 Contribution as Co-Op Student

- Translated the Nepali content to English of HAMS Hospital
- Assisted in organizing and managing an event of CFL
- Program Scheduling for different events and campaigns.
- Developed slogans and digital advertisement content for Sprite
- Arrangement of online meetings with clients.
- Developed entrepreneurial event for CFL
- Made content plan for KCM, HAMS, Varosa Services , UIC
- Content Writing for social media marketing: Sprite

- Cold Calling for various companies for participation in CFL
- Data base typing of various BBA college of Nepal for World link campaigns
- Data tracking of foods distributed in CFL
- Making guest list of Corporate Dinner which was held in Hyatt place
- Made admission plan for KCM through excel sheets and presentation
- Prepared a draft for the opening of Wonders Nepal
- Generated some ideas and activities that can be done in Skywalk tower, Kathmandu
- Deep research on potential clients such as Ncell, Manigram Bishram Batika Resort
- Made PowerPoint presentations for DARAZ SUMMIT 2023
- Developed research questionnaire to understand consumer preference on alcoholic beverages
- Market Research to understand the consumer preference on Alcoholic Beverages
- Generated content plan for first ever Skywalk in Nepal
- Shortlisted the images for the advertisement of Sprite new campaigns
- Edited the monthly report of KPI helmets from Project A
- Idea generated for the new year campaigns for Varosa Services
- Highlighted the events that was conducted by Ncell in the fiscal year 2022
- Compared the packages brought by the ISP of Nepal
- Translated the press release of Aikyam from English to Nepali
- Worked as the front desk for the selection of U-17 football tournament
- Follow up with the influencers for the collaboration of the new brands
- Cold calling the people to let them know about selection of U-17 football
- Gathered the competitor analysis for the alcoholic drink, KARDA
- Generated tiktok content plan for the office, Project A
- Content writing for the Wonders Nepal

## Chapter 3

### LEARNING PROCESS

This chapter will present the problem statement and how to solve problems. The issues discussed in this chapter have been gathered from my work experience at Project A

#### 3.1 Problem Statement

##### 1. Problems/ Issues of the company

###### 1. Employment Retentions is relatively low:

- One of the main problems in Project A is that the employment retention is quite low. There has been frequent change in the employee and the average time period of the employee to stay is not more than a year. There is very less permanent staff in the company also the number of total staff is just 18 which is relatively low.

###### 2. Limited clients:

- Since Project A is new in the market, it has very limited number of clients (Varosa Services, HAMS hospital, World link, KPI helmets, Folliderm skin clinic etc) even though it has potential to attract more potential clients.

###### 3. Slow processes:

- The internal process to pass the generated ideas took a long time to finalize, because it had to go through many unnecessary protocols.

###### 4. Communication barriers:

- Communicating and coordinating has been one of the main concerns, the messages and the ideas generated in the brain storming session were delivered late.

#### 3.2 Problem Solving

To begin with, I was only the marketing intern in Project A for 16 weeks hence; it was quite difficult for me to cope up in the new surroundings. All my coworkers were relatively sr than me hence; I found it quite difficult to talk. But slowly I got used to it and was able to talk with my coworkers with so much of ease and comfort.

Secondly, sometimes it was tough to handle all the clients at once. Hence, later I learnt to handle client and was able to excel multitasking. Here are some of the examples of how I solved the problems

**Example 1: Coping up in new environment**

Since, I am introvert by nature. It was quite difficult for me to adjust in new environment and I was the only intern in the whole company. Thanks to my supervisor Ms. Swikriti Basnet, she was able to guide me and now I am able to adjust in any environment I want with so much of ease and comfort.

**Example 2: Difficulties in finding players and sponsors for CFL**

CFL is the flagship event of Project A. The Annual Corporate Futsal League is a trademark Project A event. Commencing from 2013, this year is the 7th iteration of the tournament. The main objective of this event is to bring together people from different industries to compete against each other to be crowned as the champion. Along with this, the event is a great opportunity for all of the sponsors and teams to grow their businesses as well as personal relationships with others.

CFL is a month-long event where each Saturday matches will be played to avoid timing issues and to ensure that no work is hampered. The league follows a Group Stage cum Knock-out format where 24 corporate houses are divided into 6 groups of 4 teams each. The last Saturday of the league hosts a corporate dinner for all the teams and sponsors which will also be attended by other esteemed guests where everyone can grow their network and interact with all.

The main challenge here for me was to bring the sponsors for the event and find players for the tournament. We approached to many companies but many of them didn't show any sort of interest to play or to sponsor. We did a lot of research and brainstorming after that to come up with more feasible and practical ideas to attract the players. We needed 23 teams to play but we were able to manage only 19 teams hence we postponed the event by 1 week. Moreover, I also got a lot of help and guidance from my supervisors which made my job a lot easier. With the help I and my team we were able to find total 23 teams and 15 sponsors from many top companies of Nepal.

### 3.3 Recommendations to the Department

The few improvements that I think will make work more efficient and organized in the marketing department of Project A are as follows:

- Project A should focus on recruiting employees as there is limited employee. For example, in PA, there is no content writer and all the part of content writer is done by marketing team .Hence, PA can expand its organizational hierarchy chart
- Even though PA has good image in the market but there are only limited client base. Hence, PA can focus on attracting new big clients
- Currently, the marketing department focuses only on marketing, branding, vision and research. It can focus on other marketing topics and expand its services
- In PA, there are fewer employees in marketing department with many years of experience so; PA can hire the marketing (Sayabek, 2019)employee who has good number of experience in the relevant field.
- Generally, PA has a client base that only stays for several months and they switch into another agency hence, PA should focus on attracting those clients who tends to join for a long run.
- Despite of working in Project A for 16 weeks, I was still unfamiliar with some of the faces of creative department hence, Project A can focus on building good communication among the employees
- The marketing department of Project A should focus on assigning the work to all the employees and interns timely so the work can be done more efficiently
- Work hours should be flexible, 9:30 -5:30 is a long period of time for the employees and even for the interns
- I would recommend the department as well as the company that it would be better if we pay the interns on hourly basis rather than on the monthly basis

### **3.4 Learnings during Co-Op Studies at Project A**

Working at Project A's marketing department has been the best on-the-job insightful experience. I acquired a great deal of information from carrying out the activities and tasks I was given, but I also learnt from watching my departmental superiors and other employees of the company. In terms of facilities, Project A is a remarkable organization. It is a marketing consultancy company that aids companies of all sizes in creating and putting into action successful marketing plans. Project A has a solid brand reputation in the market and has more than ten years of expertise. It is one of the most promising marketing consultants on the Nepali market, and by addressing their weaknesses and enhancing client satisfaction.

Things I have learnt during my internship periods are as given below:

- Learned the importance of having good leadership and communication skills in the real world market.
- With the advent of technology, understood the importance of technology in digital marketing world to increase the efficiency and gain competitive advantage
- Acknowledged that customers are an organization's biggest asset and that it is important to maintain good contact with them.
- Learned the importance of having patience while handling with clients and understood how vital it is to listen to the clients
- Learned the importance of team work and how ideas can be generated more properly to solve the problems in group discussion.
- Adapted to new environment and learned the importance of time management to excel in the corporate world

Furthermore, it was highly instructive to see my supervisors at work and learn from them. Working for 16 weeks in Project A helped me to move past from comfort zone and adapt quickly into a new situations, learn new valuable soft skills, and work under pressure with grace.

### **3.5 Application of Knowledge from Coursework to the Real Working Situation**

While working at Project A, there was many times where I find there has been the application of knowledge from coursework to the real working situation. Here are list of the courses that has been useful for my internship experience.

<b>Course Name</b>	<b>Knowledge Applied in Co-Op Study</b>
Consumer Behavior	<ul style="list-style-type: none"> <li>• Understanding the consumer preferences while selecting the brands</li> <li>• Relating the various marketing approach to understand the consumer behavior of the clients</li> <li>• Able to create various campaigns for the clients according to their different preferences.</li> </ul>
Marketing Management	<ul style="list-style-type: none"> <li>• Able to create brand awareness among the potential TG</li> <li>• Understanding the importance of brand essence among the clients</li> </ul>
Integrated Marketing Channel Management	<ul style="list-style-type: none"> <li>• Understanding the organizational chart and the channel of the organization</li> <li>• Implemented various IMC tools while brand promotion of the clients</li> </ul>
International Business	<ul style="list-style-type: none"> <li>• Understanding the scope and essence of global marketing</li> <li>• Learnt the mechanism of how franchise and patents of global brands work</li> </ul>
Business Law	<ul style="list-style-type: none"> <li>• Understanding legal format and documents</li> </ul>

*Table 2: Application of Knowledge from Coursework to the Real Working Situation*

### 3.6 Special Skills and New Knowledge Gained from the Co-Op Studies

Being a part of Project A has been a surreal moment for me. The past 16 weeks has been a fruitful learning period and has helped me to amplify my interpersonal skills. I was able to expand my knowledge and explore my possibilities while working under Marketing Department at Project A. Some of them are discussed below:

- I was able create various marketing strategies for the clients as per their needs. Since I was working in marketing department I was assigned to make marketing strategies for KPI helmets and Folliderm to create brand promotion and awareness among its potential clients
- Working in a marketing agency, I learned how vital it is to have creative mind and to think outside the box. I was assigned to make catchy slogans and tagline for the clients hence it was pivotal for me to be creative and be different than the client's competitors. I used to brainstorm the ideas and would take time to make the tagline and slogans witty and creative.
- During my 16 weeks in Project A, I was able to understand how important it is to be client centric as it will help to increase the client retention rate. Project A fosters healthy relationship with its client by sticking with what the client is looking for and catering their needs and wants. I understood how important it is to fulfill client needs and make them happy with your work
- Working in a new environment with unknown faces was quite challenging for me. But slowly I was able to adjust in new space and got an opportunity to strengthen my communication and team work skills. Now I feel confident in my work place and can share my opinions and ideas with my co workers
- As an intern, I got exposure to work in various campaigns with different companies such as KCM, World link, Folliderm, KPI, Sprite, Daraz. Since all the companies had different motives and were targeted to different TGs, I was able to experience in different sectors and I am forever grateful for it.
- I was able to improve my Microsoft package skills such as MS- Excel, MS-Docs, MS-Word and also learned how to make good presentation from Canva and Google Slides

## Chapter 4

### CONCLUSION

In this chapter, a summary of the study report as well as self-work experience evaluation, limitations of the Co-Op studies and recommendations will be presented.

#### 4.1 Highlights of Co-Op Studies at Project A

This report focuses on my summary of my learning experience as an intern in Project A for 16 weeks. The report also highlights my responsibilities and duties as a marketing intern in Project A. This report has aided me to use my theoretical skills into the corporate life and excel through it. Working as a marketing intern in Project A was the most joyful learning experience and I thoroughly enjoyed working there for 16 weeks. My major role was to handle content plans of the clients, provide relevant marketing strategies to the client, research on possible clients, brainstorm new ideas for the campaigns, make presentation for the potential brands and overall handle the social media pages.

The internship program has helped me to acquire new skills and has shaped me into a confident person. It has allowed me to move past my comfort zone and to try new things by allowing me to broaden my knowledge and abilities. It has helped me to amplify my leadership and communication skills and has prepared me for the corporate world.

All in all, my overall experience in Project A has been really insightful and fruitful. It has helped me to expand my networking and build good PR. I will implement all the learning and soft skills in the future endeavor.

#### 4.2 Self-Assessment

One of the most rewarding things of this Co-op study has been networking as I was able to network with people from various business houses. The experience at Project A has been wonderful and insightful as it has made me prepared for the business world and has amplified my communication skills. I got an opportunity to work in various big business houses of Nepal such as World Link, Ncell, Sprite and DARAZ. The internship program has served as a launching pad for my career. I got more clear insights of what I want to do in my career and I am forever grateful for Project A for trusting my work and treating me as an employee rather than just an intern of the company. I have always been intrigued by the word “marketing” and have shown greater interest towards the field of marketing. My experience in Project A has been really fruitful as it has made me more clearly about my career choices. I really enjoyed

the task I was assigned. From making content plans for the clients to delivering marketing strategies to create brand promotion of the clients, I completed the entire task with ease and comfort. The strong brand portfolio that Project A has in the market was another motivation for me to join the company. Project A is full of creative youth who wants to turn possibilities into realities and I found the workplace really vibrant and was different than the normal offices that are practiced in the context of Nepal.

When I was seeking for the perfect opportunities to work somewhere for 16 weeks, I felt like Project A was the perfect fit for me. The dynamic work culture with plethora of ongoing opportunities was something that intrigued me to join Project A.

Project A has a solid brand reputation in the market and has more than ten years of expertise. It is one of the most promising marketing consultants on the Nepali market, and by addressing their weaknesses and enhancing client satisfaction. Working in Project A for 16 weeks has taught me the importance of accurate and timely communications demonstrates professionalism, respect, and dedication to customers and peers and how important it is to listen and understand the demands of the clients. It has also taught me the importance of finding out project expectations and spending enough time on a project to do excellent and through work exceeding requirements and to excel through it

Before joining Project A, I was unsure of which career path I will choose in but after coming here I am sure that I want to explore more on Branding and Digital Marketing. All in all, the Co-Op Studies has made contribution to my career and to excel in real market world. Furthermore, this internship period has helped me to shape into a confident person as well as helped me in making future career choices. I am forever grateful towards Project A for this wonderful experience and being me wings to fly for my future endeavors.

### **4.3 Limitations of Co-Op Studies**

While I got to work in one of the top marketing agency of Nepal and experience their working culture, there were certain limitations to my study.

Firstly, as an intern I got an opportunity to work in marketing department only. It would have been much better if I got a chance to work and learn from creative department too. Secondly, it would have been much better if I could explore more into digital marketing side. In my 16 weeks of internship, I was mostly assigned the task of research or content plan. It would have been more effective if I could tap in more into digital marketing sides. As an intern I was not included in all the meetings hence I used to have difficulty in the communication with other employees. All in all, Project A was the fantastic workplace to work and thrive but there were certainly some limitations that need to be addressed.

### **4.4 Recommendations for the Company**

- Project A should focus on increasing employee retention by providing various sort of incentives , bonus, promotion to motivate them to work effectively and efficiently
- Work hours should be flexible, 9:30 -5:30 is a long period of time for the employees and even for the interns
- Project should focus on hiring the expertise and someone who has good level of experience in their field in order to provide the best services to its clients
- Although Project A has worked with some good brands in the market, but still people are unaware about Project A hence, it should focus on creating strong brand name in the market
- Despite of working in Project A for 16 weeks, I was still unfamiliar with some of the faces of creative department hence, Project A can focus on building good communication among the employees.

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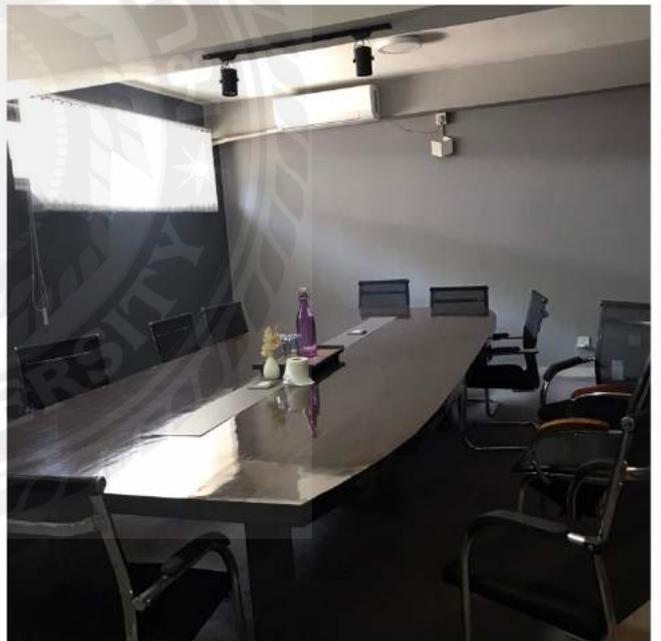
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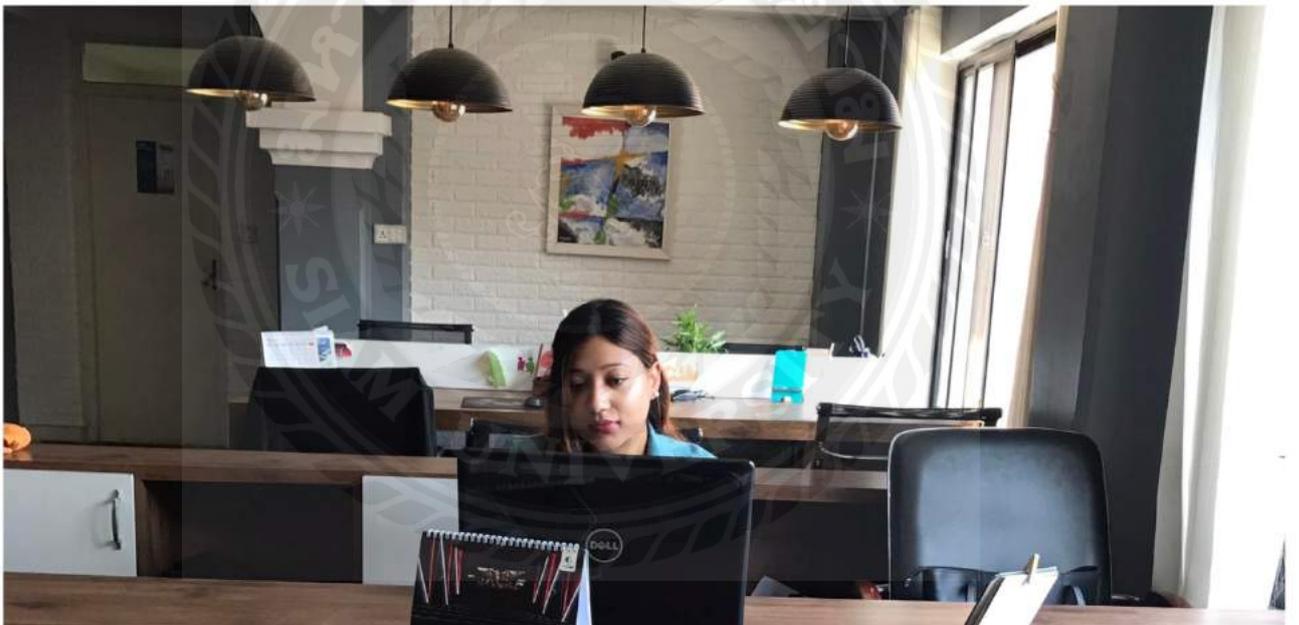


## Pictures



Project A office

Picture



My Workplace



Posing with CFL trophy with co worker



Semi Final Match of CFL



Winning team of CFL



Cocktail Dinner Party with the team