



Cooperative Education Report

Client service at Ads Market Pvt. Ltd

Written and submitted by

Mr. Harshit Agarwal

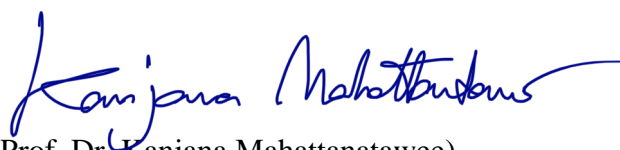
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**This report is submitted in partial fulfillment of the requirements for Cooperative
Education, Faculty of Business Administration, Academic semester 2/2022
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We have approved this cooperative education report as partial fulfillment of the cooperative education program semester 2019-2022.

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Major : Marketing
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Abstract

In my cooperative education at Ads Market Pvt Ltd, I worked as a Client Service Officer (CSO) where my primary responsibilities included regular communication with clients, understanding their requirements, and creating content calendars. I learned how to coordinate with cross-functional teams and ensure the successful execution of creative projects. Throughout my journey, I gained valuable skills in communication, time management, and problem-solving.

During my time at Ads Market, I faced challenges such as improper management communication, lack of training for new employees, and limited resources. To overcome these challenges, I took the initiative to communicate directly with HR and management, sourced additional resources when needed, and implemented a daily task management system. These actions helped improve efficiency and effectiveness in client servicing.

Through my cooperative experience, I acquired practical knowledge of digital marketing strategies, such as SEO analysis, social media advertising, and content management. I also developed skills in client relationship management, handling multiple clients simultaneously, and prioritizing tasks.

Overall, my cooperative education at Ads Market Pvt Ltd provided me with real-world exposure to the digital marketing industry and allowed me to apply the principles and techniques learned during my academic studies. I gained valuable insights, enhanced my skills, and grew both personally and professionally. Despite the challenges encountered, I actively sought solutions and continuously strived to deliver the best results for clients. This experience has paved the way for future career growth and a deeper understanding of the marketing industry.

Keywords: digital marketing, marketing agency, marketing strategy.

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A sincere gratitude to our Academic Advisor Asst. Prof. Dr. Kanjana Mahattanatawee who consistently kept on watching our performance and motivated us and also understood us at times. Not only academically but she also understood the situation of mine personally and motivated me to do it effectively and efficiently. Also my Job Supervisor Mr. Prashraya Tuladhar has been consistently supportive in terms of teaching and growing me as a person and also a corporate human being and under his guidance it became a lot easier for me to understand business.

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Nevertheless, the support that I got from **Ads Market Nepal Pvt Ltd** has been immense as it was my first ever experience of doing a job in such an esteemed organization wherein I was taught all the possible tactics of business.

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Thank You,

Yours sincerely

Harshit Agarwal,

Student Id: 6208040003

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List of Acronyms

SMM: Social Media Marketing

SEO: Search Engine Optimization

PPC: Pay Per Click

ROI: Return on Investment

Chapter 1: Introduction

1. Company Profile (Ads Market Pvt. Ltd., 2023)

Ads Market Pvt Ltd is a digital marketing agency based in Kathmandu, Nepal. The company specializes in providing a wide range of digital marketing services, including social media marketing, search engine optimization (SEO), search engine marketing (SEM), content marketing, email marketing, and website development.

The agency has a team of experienced and skilled professionals who work closely with clients to develop customized digital marketing strategies that are tailored to their specific needs and goals. Ads Market Pvt Ltd takes pride in delivering high-quality services that help businesses to improve their online visibility, increase traffic, and ultimately drive more leads and sales.

In addition to its digital marketing services, Ads Market Pvt Ltd also offers branding and design services, as well as video production and photography services. The agency has worked with clients from a variety of industries, including hospitality, education, healthcare, and e-commerce.

Overall, Ads Market Pvt Ltd is a reputable digital marketing agency in Kathmandu that offers a comprehensive range of services to help businesses achieve their digital marketing objectives.

1.1 Vision:

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

1.2 Mission:

- To get maximum number of business houses to use digital marketing service.
- To provide excellent advertising services, public relations, and designing services.
- To provide marketing software and application development.
- Run effective digital marketing campaigns focusing on client's requirements. (Ads Market, 2023)



Figure 1: Company Logo (Ads Market Pvt. Ltd., 2023)

1.3 Strategies of the company

In terms of their strategies, Ads Market Pvt Ltd focuses on developing long-term relationships with their clients by providing them with personalized attention and support. They believe in a collaborative approach and work closely with their clients to understand their business and their target audience. By doing so, they can create effective and targeted marketing campaigns that drive results.

Ads Market Pvt Ltd also believes in the importance of transparency and communication. They provide regular reports and updates to their clients, so they are always informed about the progress of their campaigns. This helps build trust and ensures that their clients are satisfied with the results.

In a nutshell, Ads Market Pvt Ltd's focus on creating customized strategies and providing personalized attention to clients has helped them build a strong reputation in the industry.

1. **Understanding Client's Requirements:** The agency first understands the client's business and requirements to develop a customized digital marketing strategy.
2. **Proposing Solutions:** After analyzing the client's requirements, Ads Market Pvt Ltd proposes digital marketing solutions to address the client's business objectives.
3. **Agreement:** Once the client approves the proposal, a service agreement is signed to formalize the engagement.

4. **Goal Setting:** The agency sets specific goals and KPIs (Key Performance Indicators) to measure the success of the digital marketing campaign.
5. **Implementation:** The agency implements the digital marketing strategy as per the agreed plan and starts tracking the progress.
6. **Regular Reporting:** Ads Market Pvt Ltd provides regular progress reports to the client on the performance of the digital marketing campaign.
7. **Optimization:** Based on the progress report, the agency optimizes the digital marketing strategy to improve the campaign's performance.
8. **Continuous Monitoring:** Ads Market Pvt Ltd continuously monitors the digital marketing campaign to ensure that it delivers the desired results.
9. **Collaboration:** The agency maintains open communication and collaboration with the client to ensure that the digital marketing campaign aligns with the client's objectives.
10. **Feedback:** The agency collects feedback from the client on the performance of the digital marketing campaign and implements necessary changes.

1.4 Services Provided by Ads Market Pvt. Ltd

As it is a digital agency, it tries to become more modern and use modern tools to communicate about the product/services. Unlike traditional approach, Ads Market Pvt Ltd provides following services to its clients:

1. **SEO Analysis:** Ads Market Pvt Ltd offers a comprehensive SEO analysis service that helps clients identify areas of improvement for their website's search engine rankings. The team performs an in-depth analysis of the website's current SEO status and provides recommendations for optimization, including keyword research, on-page optimization, and link building strategies.
2. **Social Media Advertising:** It also offers social media advertising services on popular platforms such as Facebook, Instagram, Twitter, and LinkedIn. The team creates and manages ad campaigns that are tailored to the client's specific target audience and goals. They also provide detailed reporting and analysis to measure the success of the campaigns.
3. **Influencer Marketing:** Not only limited to social media but it also offers influencer marketing services to help clients reach a wider audience through partnerships with social media influencers. The team identifies relevant influencers in the client's industry, negotiates partnerships, and manages the entire campaign to ensure maximum ROI.
4. **Digital Ad Campaigns:** Ads Market Pvt Ltd creates and manages digital ad campaigns for clients across various platforms such as Google, Facebook, Instagram, and YouTube. The team uses a data-driven approach to optimize the campaigns and deliver measurable results.
5. **Google Advertising:** Ads Market Pvt Ltd offers Google advertising services, including search, display, and video ads. The team creates and manages ad campaigns that are optimized for the client's target audience and goals. They also provide detailed reporting and analysis to measure the success of the campaigns.
6. **Brand Strategy:** Ads Market Pvt Ltd offers brand strategy services that help clients establish a strong brand identity and position in the market. The team works closely with

clients to understand their business goals, target audience, and competition to create a comprehensive brand strategy that aligns with their overall marketing objectives.

7. **Photo and Videography:** Ads Market Pvt Ltd offers professional photo and videography services to help clients create high-quality visual content for their marketing campaigns. The team uses the latest equipment and techniques to produce engaging visuals that resonate with the target audience.
8. **Content Management:** Ads Market Pvt Ltd offers content management services that help clients create and distribute high-quality content across various channels such as social media, blogs, and email newsletters. The team creates a content strategy that aligns with the client's business goals and target audience and manages the entire content creation and distribution process.
9. **Web Development:** Ads Market Pvt Ltd offers web development services that help clients create a high-performing website that is optimized for search engines and user experience. The team uses the latest web development tools and techniques to create websites that are responsive, fast, and secure.
10. **TikTok as a Service:** Ads Market Pvt Ltd offers TikTok as a Service, which includes creating and managing TikTok ad campaigns for clients. The team creates and manages ad campaigns that are optimized for the client's target audience and goals. They also provide detailed reporting and analysis to measure the success of the campaigns.

11. **Lead Generation Advertisement:** Ads Market Pvt Ltd offers lead generation advertisement services that help clients generate leads and increase conversions. The team creates and manages ad campaigns that are optimized for lead generation and provide detailed reporting and analysis to measure the success of the campaigns.
12. **PPC Ads:** Ads Market Pvt Ltd offers PPC (Pay-Per-Click) advertising services on various platforms such as Google, Bing, and Yahoo. The team creates and manages ad campaigns that are optimized for the client's target audience and goals. They also provide detailed reporting and analysis to measure the success of the campaigns.
13. **SMS Marketing:** Ads Market Pvt Ltd offers SMS marketing services that help clients reach their target audience through SMS messages. The team creates and manages SMS campaigns that are personalized and engaging and provide detailed reporting and analysis to measure the success of the campaigns.

2. Organizational Structure

Ads Market Pvt. Ltd. has a very flat kind of an organizational structure where the company is run by two main directors where one handles the creatives and another ensures the overall management. There are mainly 5 departments in which the company works in:

1. Brand Department
2. Creative Department
3. Operations Department
4. Human Resource Department
5. Finance Department

Each department is followed by a certain level of job positions whose job is to fulfill the department's requirement.

2.1 Organizational Structure Diagram:

This is the organizational structure that we follow at Ads.

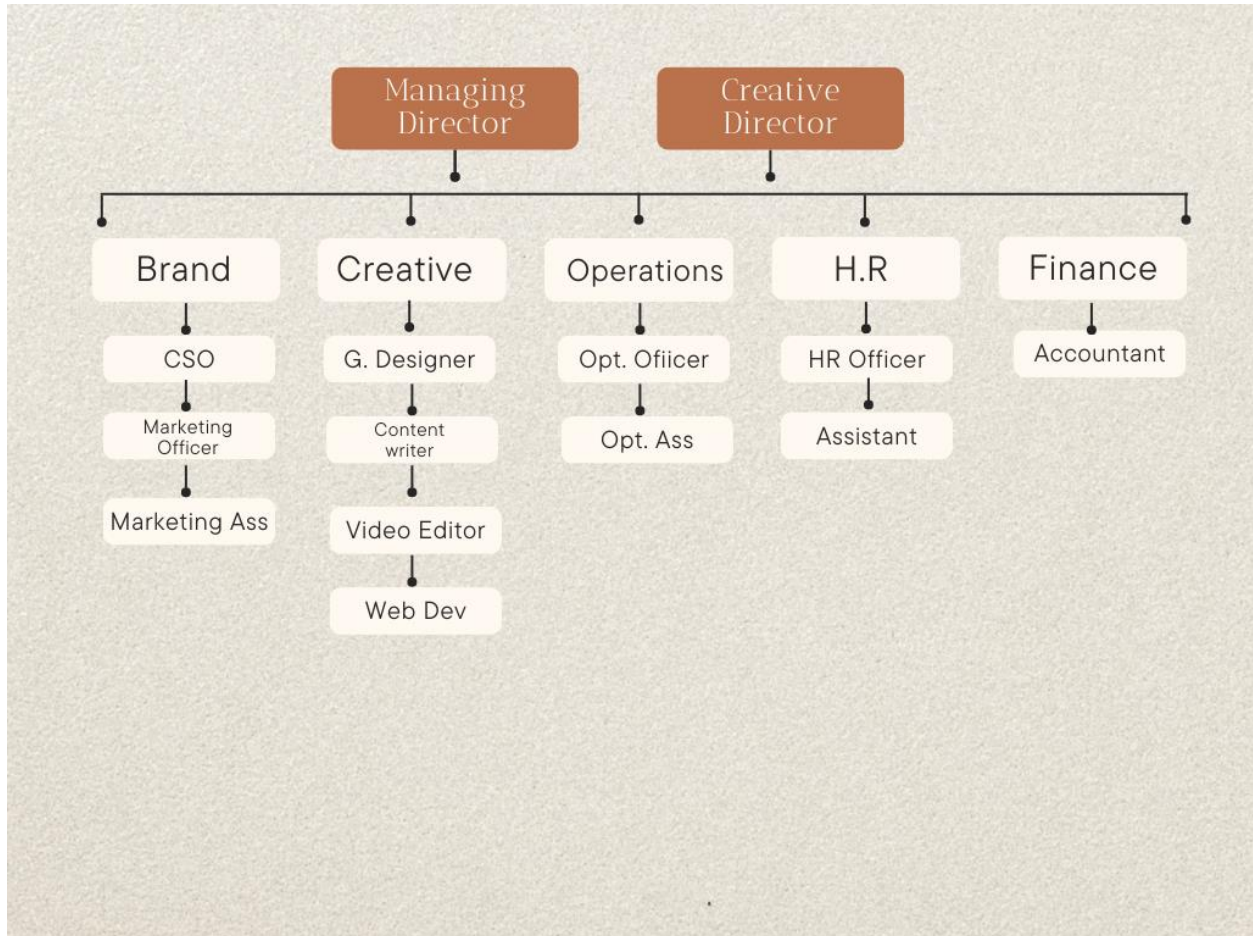


Figure 2: Hierarchical Organizational Chart

2.2 My Job Position

Internship Role: Client Service Officer

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

Length of Internship: 16 weeks

Internship Start Date: 10th January, 2023

Internship End Date: 30th May, 2023

I have been working as a Client Service officer or in other words client successor officer and I work under the Brand department as shown in the below diagram.

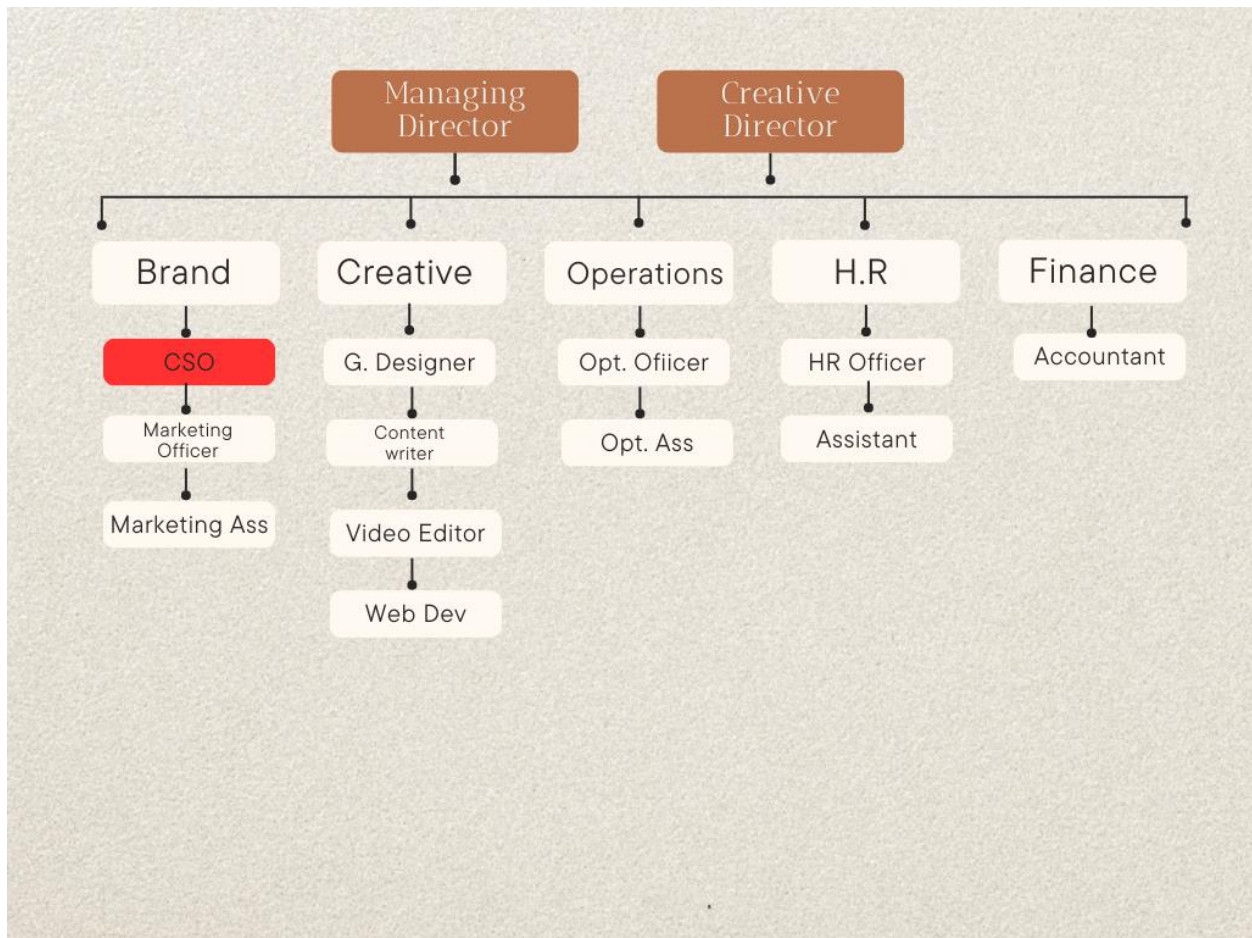


Figure 3: My position in the Hierarchical Organizational Structure

2.3 Job Position in the Company's Organizational Structure

I am hired as a Client Service Officer (CSO) at Ads Market Pvt Ltd and my primary job is to act as a mediator between the clients and the creative department. My primary responsibility is to understand the client's requirements and translate or decode them into a creative calendar that meets their needs. This involves working closely with the clients to gather their feedback and ensure that their expectations are met.

Once the content calendar is finalized, my role is to ensure that it is approved by the client before it is executed by the creative team. This requires excellent communication skills, as I constantly need to keep the client informed of the progress at every stage of the process.

I also need to manage the entire process of creating the content, including coordinating with the creative team, providing them with the necessary inputs, and ensuring that they deliver the content on time. I will be responsible for ensuring that the final creative meets the client's expectations and is approved by them.

The whole creative department works in one direction. The approved content calendar is put into the computer system and according to the dates to complete the creatives are assigned. The first job of mine is to assign the respective creative task to the content writer to write the content and then he reassigns me to re-check the content if there's any sort of mistake. Now then I assign to the designer whose role is to create a picture design or video design as per the content written and then he reassigns me to have a look and my ultimate role is to check both the content as well as the creative design and if no changes are to be made the same is sent to the client via WhatsApp for the approval and if approved it is scheduled to the Operations department to post.

In addition, I need to maintain regular communication with the client, providing them with updates on the progress of the project, addressing their concerns, and ensuring that they are satisfied with the final output. Therefore, my goal is to build a long-term relationship with the client and ensure that they continue to use Ads Market's services in the future.

2.4 Intentions to Join this Company

Though it was mandatory to do an internship for the last semester, it gave me an immense opportunity to learn how to execute all the learning in the real, practical and business world.

Following reasons made me choose this company:

1. **Opportunity for growth:** Ads Market Pvt Ltd is a growing company with a strong focus on employee development and is a well-known digital marketing agency in Kathmandu, Nepal, with a strong reputation in the market.. As a Client Service Officer, I would have the opportunity to grow within the company, take on additional responsibilities, and build my career in digital marketing.
2. **Interest in digital marketing:** I chose marketing as my major subject because I have a keen interest in the field of digital marketing and joining Ads Market Pvt Ltd could be a great way to explore and learn more about this field.
3. **Desire to work with clients:** As a Client Service Officer, my role was to interact with clients on a regular basis, understanding their needs, and providing solutions. I enjoy working with people and have good communication skills which could be a great opportunity to work in a client-facing role and not only this, but I always had a passion for creative work and getting involved in the house of creativity was the biggest factor to choose this company for me.

In a nutshell, this was the kind of a company I always had searched for as my growth prospect is in this kind of field and I see my bright future in this field itself.

3. Strategic Analysis of the Company (SWOT Analysis)

Strengths	Weakness
<ol style="list-style-type: none"> 1. Goodwill and track record in the Nepalese Market. 2. Strong and the big regular clients of Nepal constantly working with Ads. 3. Experienced and skilled professional team. 4. Strong brand value. 	<ol style="list-style-type: none"> 1. Not working internationally as the competitors do. 2. A big loophole in the management itself.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Can also grow its business in international terms. 2. Can adopt innovations and can enter into the TVC's market where they can create TV commercials. 	<ol style="list-style-type: none"> 1. Competition can be a threat. 2. Economic instability and unrest in the government.

4. Objectives of the Co-Operative Study

The objective of the cooperative study at Ads Market Pvt Ltd is to gain practical work experience in the field of digital marketing and advertising. As a student, this cooperative education opportunity will allow me to apply the theories and concepts learned in the classroom to real-world scenarios. My job as a Client Service Officer will enable me to work closely with clients and understand their requirements, which will provide me with an opportunity to hone my interpersonal skills and communication abilities. Moreover, I will have the chance to learn about the different digital marketing strategies and techniques implemented by the company, including SEO analysis, social media advertising, influencer marketing, and more.

Additionally, the cooperative study will allow me to gain insight into the organizational structure and culture of the company, which can provide me with valuable knowledge for future employment prospects. I will also have the opportunity to work with a team of experienced professionals and learn from their expertise in the field of digital marketing. Ultimately, the objective of the cooperative study is to develop a strong foundation for my career in the field of digital marketing and advertising and gain practical knowledge that will help me succeed in the industry.

Chapter 2: Co-op Study Activities

1. Job Description

As a Client Service Officer (CSO) at Ads Market Pvt Ltd, my primary responsibility is to serve as a point of contact between the company or the creative department and its clients. I would need to have an in-depth understanding of the clients' requirements, preferences, and budget to create a content calendar that aligns with their objectives.

Once the content calendar is created, I would be responsible for getting it approved by the clients, which requires strong communication and negotiation skills. I would also need to manage the creative department to ensure that the content is executed as per the approved calendar.

Additionally, I would also be responsible for managing the day-to-day communication with clients, addressing any concerns they may have, and providing regular updates on the progress of their campaigns. I have to highly and consistently coordinate with other departments, such as the creative team, to ensure that campaigns are executed on time and as per the clients' expectations.

We have a dedicated workflow management system called **dashboard** where assigning the task and monitoring the task has become a lot easier wherein I can clearly see the contents and as well the designs made by the designers. Therefore, this system makes it more convenient and transparent for me to execute the task and ensure the tasks are on time.

In this role, I would need to be highly organized, detail-oriented, and possess excellent communication and interpersonal skills. I would also need to have a good understanding of marketing and advertising principles and the ability to adapt to changing market trends and client requirements. Overall, as a CSO, I would play a crucial role in ensuring that the clients are satisfied with the services provided by Ads Market Pvt Ltd, which would contribute to the company's success and growth.

2. Job Responsibilities and Work Duties

As a Client Service Office (CSO) at Ads Market Pvt Ltd I have to play a crucial role as I need to lead the team and also keep on ensuring that the clients are happy the entire creative team is satisfied too.

Following are my work duties specifically:

1. Regularly communicating with clients and understanding their marketing requirements.
2. Creating a content calendar for clients and getting it approved by them.
3. Coordinating with the creative department to execute the content calendar by creating designs such as photos and videos.
4. Managing the entire process of content creation, including revisions and final approvals from clients.
5. Ensuring that all content is delivered to clients within the agreed-upon timelines.
6. Maintaining and managing relationships with clients and ensuring that their needs and expectations are met.
7. Identifying new business opportunities and potential clients to expand the company's customer base.
8. Keeping up-to-date with the latest trends and developments in the digital marketing industry.
9. Analyzing data and metrics to evaluate the effectiveness of marketing campaigns and making data-driven recommendations to clients.
10. Collaborating with other departments within the company to ensure that all client requirements are met and exceeded.

3. Activities in Coordinating with Coworkers

As a Client Service Officer at Ads Market Pvt Ltd, one of my main responsibilities is to coordinate with my coworkers and ensure that everyone is on the same page. To achieve this, we have a weekly Monday meeting between Operations and CSO(myself), where the Operations team takes updates on all the creative tasks and any problems that I might be facing. This helps us to identify any roadblocks and find ways to overcome them.

Since we have around 15-20 clients, I conduct three internal client meetings with the creative team members to discuss what we can do further for the respective client and prepare a monthly content calendar for each client. These meetings ensure that everyone is aware of the client's requirements, and we can come up with creative solutions to meet their needs.

Furthermore, every Friday morning, we have a whole team meeting where we take positive and negative feedback from each employee and update everyone on any client-related news. This meeting helps us to stay informed about what is happening in the company and provides a platform for open communication and feedback. Not only this, but we also have team building activities and fun activities and I try to bring snacks for them to ensure a good relationship with them and motivate them to work effectively and efficiently.

In summary, my role as a CSO involves coordinating with my coworkers to ensure that we are all aligned and working towards achieving our clients' goals. The weekly and monthly meetings provide an opportunity to discuss creative ideas, identify any issues, and find solutions collaboratively. Additionally, the whole team meeting helps us to stay connected, informed, and motivated.

4. Job Process Diagram

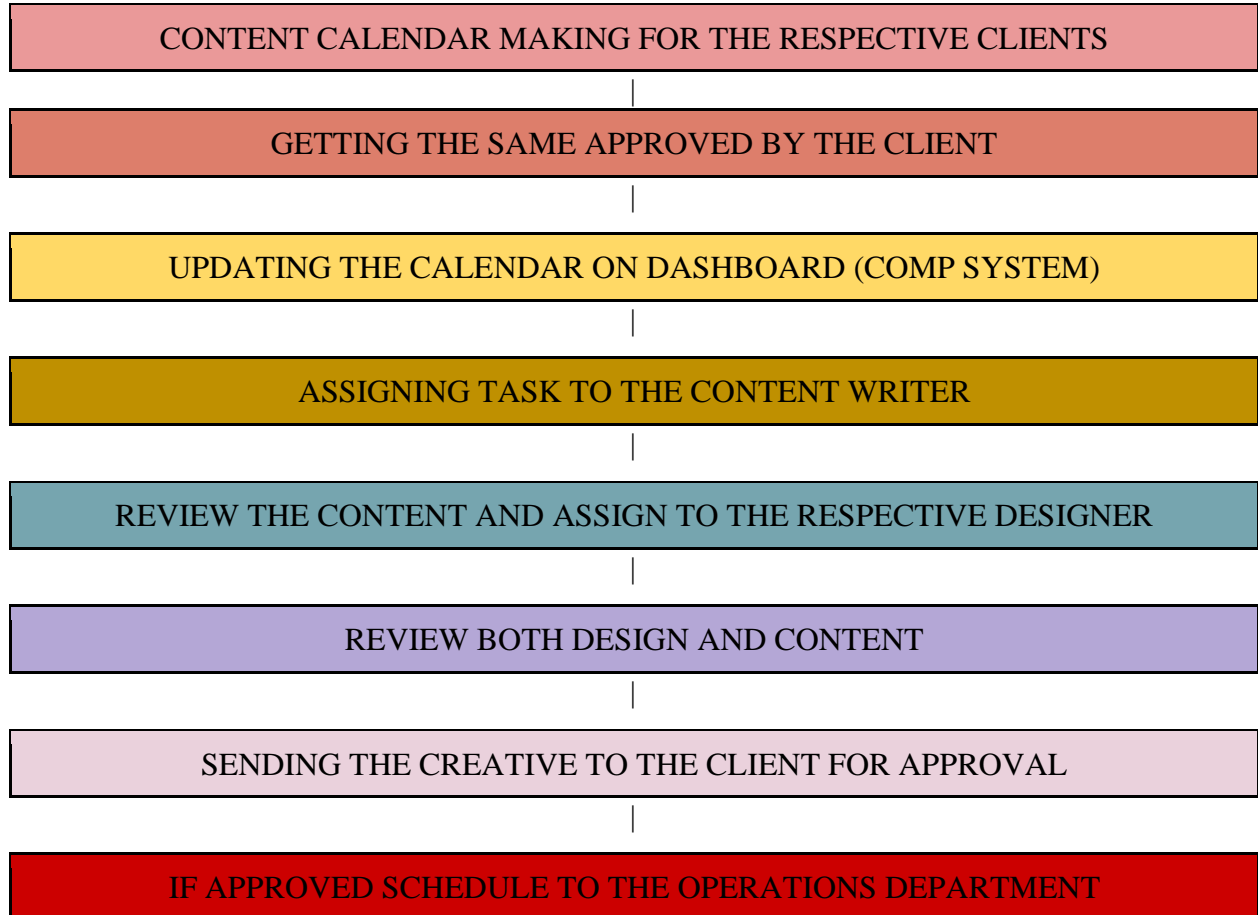


Figure 4: Diagram of my workflow working as a marketing officer intern

5. Contribution as a Cooperative Student to the Company

As a Client Service Officer (CSO), my work played a vital role in contributing to the overall success of the company. My responsibilities and duties, including coordinating with clients and creative teams, managing content calendars, and ensuring client satisfaction, helped the company to deliver high-quality services and maintain strong relationships with clients.

By conducting regular meetings and discussions, I ensured that the client's needs and requirements were clearly communicated and understood by the creative team members. This helped in creating effective content that resonated with the client's target audience, resulting in high client satisfaction and retention rates.

My work as a CSO allowed me to contribute to the growth and expansion of Ads Market Pvt Ltd. By identifying areas of improvement, such as streamlining processes and improving client communication, I was able to suggest and implement effective solutions that helped in enhancing the company's overall performance.

Chapter 3: Learning Process

1. Problems Faced

I faced several problems that affected my work efficiency and the overall productivity of the company. Some of the major problems I encountered are as follows:

1. **Improper Management:** The management at Ads Market Pvt Ltd lacked communication with the team, which resulted in mismanagement and inefficiency in the team's performance.
2. **Inadequate Training:** The new employees were not provided with proper training to use the computer systems, which created difficulties in the initial phase of their work.
3. **Lack of Resources:** Being a digital marketing company, Ads Market Pvt Ltd required a good quality camera, lights, and other resources, but the company lacked them. This affected the quality of the work delivered to clients.
4. **Overburdened CSO:** As the only CSO, I had to handle multiple clients at the same time. The management did not seem interested in hiring another CSO to distribute the workload, which made my job even more challenging.
5. **Work Overload:** Handling multiple clients at the same time made the workload too hectic, and it became difficult to manage everything smoothly.

2. Problem-Solving

During my tenure as a CSO at Ads Market Pvt Ltd, I encountered several challenges and issues, such as improper management, lack of proper training for new employees, inadequate resources like cameras and lights, and having to handle multiple clients simultaneously. However, I was able to learn valuable problem-solving skills to tackle these challenges.

To address the issue of improper management, I took the initiative to communicate directly with the HR and management to ensure that my concerns were being addressed. This allowed me to gain confidence in my ability to effectively communicate with higher-ups in the company.

To address the issue of inadequate resources, I took matters into my own hands and brought in cameras whenever they were needed. This proactive approach allowed me to get the job done without having to wait for someone else to provide the necessary resources.

As the only CSO, I had to handle all the clients, which sometimes made the workload too heavy. To handle this issue, I learned how to prioritize my work and effectively distribute the workload among the team members. I also created a daily "TO DO" book to help me remember what tasks needed to be completed each day.

Overall, these experiences taught me valuable problem-solving skills, such as effective communication, resourcefulness, and prioritization, that will serve me well in my future endeavors.

3. Recommendation to the Company

As a CSO, I had a short but valuable experience in the company. I have a few recommendations that could help the company in the long run.

Firstly, I recommend that the company should have a proper management system where there is constant communication among the team members. It is important to ensure that the employees are motivated and their concerns are heard. Effective communication among the team members can help in boosting the morale of the employees and increasing their efficiency.

Secondly, whenever the company hires a new employee, proper training should be provided to ensure the employee's efficient performance. This can help in reducing the time taken to adapt to the new environment and enable the employee to perform his/her duties more efficiently.

Thirdly, the management wants to deliver the best to the clients, but they should also be rich with resources so that the employees can use them and deliver the best. As a digital marketing company, it is important to have the latest resources to ensure the delivery of high-quality services to the clients.

Lastly, the HR department should also listen to the employees and communicate their feedback to the management. Employee feedback is critical for the success of the company. It helps in identifying the areas that need improvement and can help in building a positive work environment.

4. Learnings

During my cooperative educational experience at Ads Market Pvt Ltd, I learned a lot about digital marketing, client servicing, and teamwork. As a Client Service Officer, I was responsible for handling multiple clients and creating content calendars for them. This helped me to develop my communication and organizational skills. Additionally, coordinating with the creative team to ensure timely execution of the content calendar also taught me the importance of teamwork and time management.

I also faced various challenges during my tenure, such as improper management and lack of resources. However, I learned to overcome these challenges by directly communicating with the management and utilizing my own resources when necessary. Prioritizing my work and creating a daily task list helped me to manage my workload more efficiently.

Through this experience, I also gained an understanding of the importance of proper training for new employees and the need for open communication between HR and management. I am grateful for the opportunity to have worked at Ads Market Pvt Ltd and for the valuable lessons I learned during my time there.

5. Application of Coursework Knowledge to Real Working Situation

During my internship at Ads Market Pvt. Ltd., I was able to apply my coursework knowledge to real working situations. The following were the subjects that we learned.

(Baines, P., Fill, C. & Rosengren, S. 2017; Hitt, M.A., Ireland, R.D. & Hoskisson, R.E. 2017; Blakeman, R. 2018)

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:**

Marketing is not a cup of tea is what I experienced and became a challenge for me too. But I took it as an opportunity because I learned the disciplines in marketing and also learned that marketing is about delivering and communicating the right product to the right people, and this is what I executed at Ads Market Pvt Ltd.

- **Design Thinking Studio:**

It was more of a mental process and I was taught to be patient and think in a manner that's not generic but specific and make plans that can eventually solve the problem. Thus, I stood patient despite being the only CSO of the company and I made a blueprint to execute my task.

- **Strategic Management for Competitiveness:**

Management is everything and managing the tasks and managing the client's requirements is the toughest plan. I was taught to make plans before execution and the same thing I executed in the real world as well.

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

The course on Integrated Marketing Communication and Social Media provided me with the necessary knowledge and skills to effectively communicate 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

Everything was a new experience and a learning experience for me as it was the first time I actually stepped down into the real world of business. Therefore, whatever I did was a learning experience for me.

During my cooperative educational experience at Ads Market Pvt Ltd, I was introduced to the world of marketing and digital marketing. As a beginner, I was thrilled to learn about the techniques and strategies used to promote brands and products. During my time at the company, I was exposed to various software applications such as Photoshop and video editing tools, which were used by the creative team to design and produce marketing material. Through this exposure, I gained knowledge on how to create eye-catching designs and how to edit videos in a professional manner.

Another skill that I developed during my time at the company was communication and confidence. As a Client Service Officer, I had to communicate with various clients on a daily basis, which helped me develop strong communication skills. I also learned to be confident in my communication and how to effectively express my ideas and opinions. Moreover, I learned how to handle different mindsets of people, which is a crucial skill in any field of work. Overall, my time at Ads Market Pvt Ltd provided me with valuable practical experience that helped me build upon my theoretical knowledge. The skills that I developed will be useful in my future career and I am grateful for the opportunity to have been a part of such a great team.

Chapter 4: Conclusion

1. Summary

During my cooperative educational experience at Ads Market Pvt Ltd, I worked as a Client Service Officer and was responsible for handling clients and coordinating with the creative team. I learned about digital marketing and applied my knowledge in real-life work scenarios.

I faced various challenges such as improper management, lack of training for new employees, and inadequate resources. However, I tackled these problems by directly communicating with the HR and management, prioritizing my work, and creating a daily to-do list.

Through this experience, I developed skills in design, video production, communication, and dealing with different mindsets of people. I also gained a better understanding of how marketing works in the real world.

Overall, I contributed to Ads Market Pvt Ltd by successfully handling clients, coordinating with the creative team, and providing quality work. I recommend the company to improve their management, provide proper training to employees, and have better resources for more efficient work.

2. Evaluation of the Work Experience

During my cooperative education experience at Ads Market Pvt Ltd, I had a unique opportunity to work in a digital marketing company which was completely new for me. It was a great learning experience to work in a corporate environment where different departments work together towards achieving a common goal. I had a chance to interact with my colleagues and the management, which helped me to improve my communication skills and build professional relationships. Working with multiple clients at the same time helped me develop time management and organizational skills. Overall, the experience has motivated me to continue learning and growing as a corporate professional.

3. Limitation of Cooperative Studies

Cooperative studies are an excellent opportunity for students to gain hands-on experience in a real work environment. However, like any other program, there can be certain limitations to this experience. One of the most significant limitations is the duration of the program. Most cooperative programs only last for a few months, which may not provide enough time for students to fully immerse themselves in the work and develop a deep understanding of the industry. Additionally, the experience gained during the cooperative program may be limited to the specific tasks assigned to the student, and they may not have the opportunity to explore other areas of the company or industry.

Another limitation of cooperative studies is that the work experience gained may be specific to the particular company and industry, which may not necessarily translate to other industries or job roles. This can limit the student's job prospects after completing the program. Moreover, the cooperative program may not provide students with the opportunity to work on long-term projects, which can hinder their ability to develop their project management skills.

Despite these limitations, cooperative studies provide valuable work experience and are an excellent opportunity for students to apply the theoretical knowledge gained in their academic program in a real work environment.

4. Recommendation for the Company in terms of Cooperative Studies

In terms of cooperative studies, there are a few recommendations for the company. Firstly, the company should provide proper training to interns when they first join the organization. This will help them to become more familiar with the company's processes and workflows. Secondly, the company should allow interns to work on projects and tasks that interest them and align with their career goals, rather than limiting them to menial tasks. This will help interns to feel more motivated and engaged in their work. Thirdly, the company should offer the possibility of transferring interns to permanent roles if they are interested and perform well during their internship. This will help to retain talented employees and build a pipeline of skilled professionals. Finally, the company should give interns responsibilities and the opportunity to take ownership of projects, which will help them to learn and grow professionally.

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ANNEXURE

Figure 5: Staff from Creative, Brand, HR and Account Department



Figure 6: Team at Ads Market Pvt. Ltd.



Figure 7: Photoshoot for one of the client

Below two links are the video which showcases Life at Ads Market Pvt Ltd.

<https://drive.google.com/file/d/1qGWEVJ4xR7-t66rntsTfqrUQAL8-PxUf/view?usp=sharing>

https://drive.google.com/file/d/1GOMY6VCYH5qX43AE_ZybF1HZ9IfgwcGW/view?usp=shari

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