



**Cooperative Education Report:  
Strengthening Client Service and Developing Marketing Strategies at Prismark an  
Advertising and Marcomm Agency**

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**Siam University**

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### **Abstract**

The report entitled “Strengthening client service and developing marketing strategies at Prismark an advertising and marcomm agency”.

The main objective of writing this report is (1) to apply freshly learned theoretical knowledge. (2) To better understand marketing ways (3) To set guidelines and oversee branding-related tasks. One of my main duties as an intern was to look into efficient ways to communicate with and build relationships with both current and prospective clients in order to enhance the company's brand and keep clients.

In this study, all of the tasks and obligations given during cooperative education are completely explained. Problems were resolved using recommendations from the company's team of employees. Additionally, this program of cooperative education with practical practice helped me comprehend the procedures and activities of different functions connected to approaching different peoples and engage with them.

**Key words:** strengthening Client service, developing marketing strategy, efficient communication, problem resolution

## **Acknowledgment**

My co- operative education at the Prismark an advertising and marcomm agency was incredibly successful since it gave me the chance to learn a variety of skills and experience the actual marketing industry. As a result, I want to thank Kathmandu College of Management (KCM) for offering a term of cooperative education.

I would like to thank everyone who helped with this project. I am extremely grateful toward Ms. Rejina Maharjan for providing me with such opportunities to work at Prismark. In addition, I want to thank everyone at Prismark for their amazing help and suggestions during my internship report. My sincere thanks go to my KCM and SIAM University supervisors, who have provided me with continuous advice as I completed this cooperative education report.

Along with this, I would like to take the opportunity to express my thanks to Siam University and Kathmandu College of Management for making this study treasured by providing consultancy, encouragement, and a congenial atmosphere to complete it. Lastly, I humbly extent my acknowledgment towards all the efforts of the many individuals who helped me make this internship possible. My heartfelt thanks to all.

Thank you sincerely,

Shreya Gurung

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## List of Abbreviation

KCM	: Kathmandu College of Management
FMCG	: Fast- Moving Consumer Goods
Co-op	: Cooperative
Telco	: Telecom
PR.	: Public relation



## Chapter 1 Introduction

### 1.1 About the company

Prismark marketing is a full-fledged integrated marcomm communication service provider that strives to add value to its client by creatively blending its client's requirement with the expectation of the audience. With the experience of past 26 years, Prismark marketing has played a prominent role in the development of media industry in Nepal.

Prismark is providing complete one-stop solution in terms of Marketing Communication, Branding & Communication Strategies, Media Buying & Placement, Audio Visual Production, IEC Material Production, Creative Design & Concept Development, and Social & Marketing Research. It is the only agency in Nepal that provides the most diversified media services which includes specialization in creative development & production, airtime & print space placement and printing & publication.

Since past 26 years our mission has guided us to create, update and disseminate a knowledge management platform that facilitates self-learning and personal growth in our organization. It also reminds our team to foster creative development and adhere to the value of client satisfaction, teamwork and employee satisfaction. (Prismark an advertising and marcomm agency, n.d.)

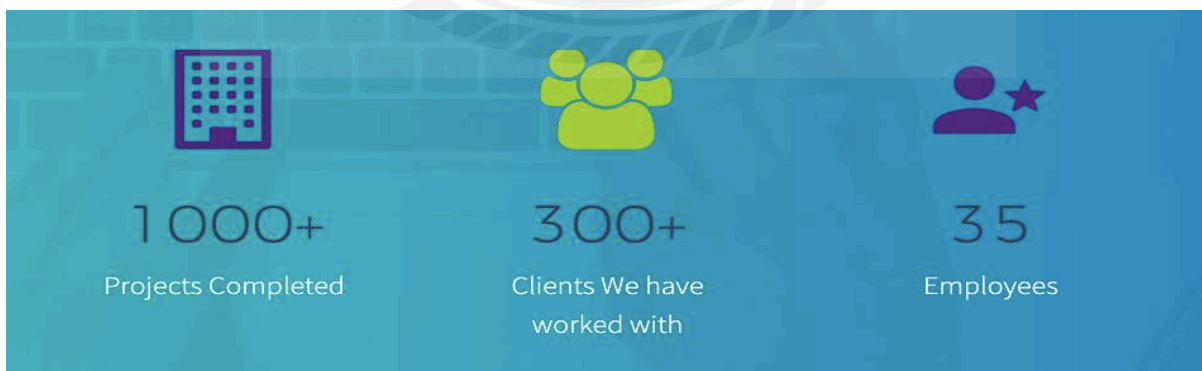


Figure 1 Prismark portfolio



### **1.1.1 Prismark mission and strengths**

“To operate on the principles of continuous Learning & Development in order to always remain as the most creative and competent advertising and marketing communications company in the field of Commercial as well as Development Communication and to achieve this by focusing on employee satisfaction and team work.”

### **1.1.2 Services Provided by Prismark advertising and marcomm agency:**

- Strategy formulation and implementation: In any form of business, it's very important to develop a strategy and implement it in order to gain success higher degree and as a partner agency Prismark help the clients to formulate Strategy & implement it on short term & long-term basis.
- Brand development and portfolio management: For both domestic and global customers, Prismark offers experience and skill in brand development and portfolio management
- Conceptualize & Creative design: Through highly experienced creative team Prismark develop communication campaigns by considering the purpose of the organization and the objective of the message
- Audio visual production: With high quality equipment and experienced human resources, Prismark connect with the most prominent expertise in the country to deliver high quality AV contents like TV AD, Documentary, Radio Spot / Jingle etc.
- Media buying, placement & management: The most prominent media organizations in Nepal are very much under the reach and influence of Prismark. One of the sister companies offers a media buying solution where a pool of media space can be offered based on our client's needs. Prismark offers media space on national and local media platforms, including TV, print, and radio.

- Market & social research: Prismark has strong ties to research organizations that carry out social and marketing studies.
- Web development and advertising: Prismark has developed relationships with well-known web designers and online advertising networks. Via this, Prismark offers services for the creation of websites and applications as well as a platform for client advertisements on various web pages.
- Social media marketing: Prismark offers a comprehensive solution for social media marketing through various social media and is one of the most efficient venues for marketing.
- Direct marketing: Prismark provide door to door marketing service that has provided results to many of the client previously.
- Printing and publication: Prismark provide high quality printing and publication services for various marketing tools like brochure, flex, danglers etc.
- Events: Prismark also provide event management services for different functions like press meet, launching events etc.
- Corporate gift & visibility materials: Prismark provide high corporate gift items & Visibility Materials for the Corporate clients which sourced from Domestic Market as well international market like India, China, Bangladesh etc.

### 1.1.3 Clientele

Table 1: Clientele

Industry	Clientele
BFI & Insurance	<ul style="list-style-type: none"><li>• Everest bank</li><li>• NIC Asia</li><li>• Sunrise Bank</li><li>• Jyoti Bikash Bank</li><li>• Citizen Bank</li><li>• Met Life</li></ul>
Automobile & Bikes	<ul style="list-style-type: none"><li>• Hyundai</li><li>• Suzuki</li><li>• SML Isuzu</li><li>• Ashok Leyland</li></ul>
Consumer Electronic & mobile	<ul style="list-style-type: none"><li>• Samsung</li><li>• Evo store</li><li>• Bose</li></ul>
Automobile consumables	<ul style="list-style-type: none"><li>• TATA batteries</li><li>• S-oil</li><li>• Total</li></ul>
Payment gateways	<ul style="list-style-type: none"><li>• Cellpay</li><li>• Visa</li><li>• Master card</li></ul>
Airlines	<ul style="list-style-type: none"><li>• Fly Dubai</li><li>• Malaysia Airlines</li><li>• Etihad</li></ul>
Infrastructure	<ul style="list-style-type: none"><li>• Hongshi Cement</li></ul>

	<ul style="list-style-type: none"> <li>• Kohler</li> <li>• Samriddhi steels</li> </ul>
Paints	<ul style="list-style-type: none"> <li>• Asian paints</li> </ul>
Medical	<ul style="list-style-type: none"> <li>• B&amp;B hospital</li> </ul>
Real Estate	<ul style="list-style-type: none"> <li>• CE construction</li> </ul>
FMCG	<ul style="list-style-type: none"> <li>• P&amp;G</li> <li>• Lifebuoy</li> <li>• Valley express</li> <li>• Ponds</li> <li>• Snickers</li> <li>• Dove</li> <li>• Valley cold store</li> </ul>
Telco operator	<ul style="list-style-type: none"> <li>• Nepal telecom</li> <li>• Vianet</li> <li>• Smart cell</li> </ul>
Development sectors/ INGO/ NGO/ Government	<ul style="list-style-type: none"> <li>• UNDP</li> <li>• US AID</li> <li>• WWF</li> <li>• Election commission Nepal</li> </ul>



Figure 2: list of Clients

Among the clients the 2 clients I have associated are as follows:

- **Asian Paints (Nepal):** Asian paints stated its operation in 1983. It is a subsidiary company of Asian paints Ltd. in India. It is the largest paint company in Nepal with its manufacturing facility located at Hetauda industrial estate. The company has been clear pioneer of innovation in Nepal. It leverages its worldwide experience to deliver products of international quality & range to the Nepali consumers at a reasonable price. Asian paints manufacture complete range of decorative products. The outlets are spread across all the major towns of Nepal.



*Figure 3: Asian paints Nepal logo*

- Everest bank: Everest Bank Limited was founded in 1994 as the commercial bank of Nepal. Which is joint venture of Punjab National Bank, India which holds 20% equity shares of Bank. Everest Bank Limited provides customer-friendly services through its wide Network connected through ABBS system, which enables customers for operational transactions from any branches. It is the first Nepalese Bank which has Representative Office in India. The bank has a wide network of 124 branches, 160 ATM Counters, 32 Revenue collection counters and 3 Extension counters and many correspondents across the globe.



*Figure 4: Everest Bank Limited logo*

## 1.2 Organizational Chart

The functional organizational structure of Prismark separates its finance, operations, and production departments into distinct entities. This structure fosters a connected environment for communication among all departments rather than individual handling. Communication flows creatively and openly among team members with a team hierarchy rather than a strict top-down approach. Prismark's staff consists of experts in various fields such as social media management, client management, digital marketing strategy, content writing.

### 1.2.1 Diagram of organizational structure

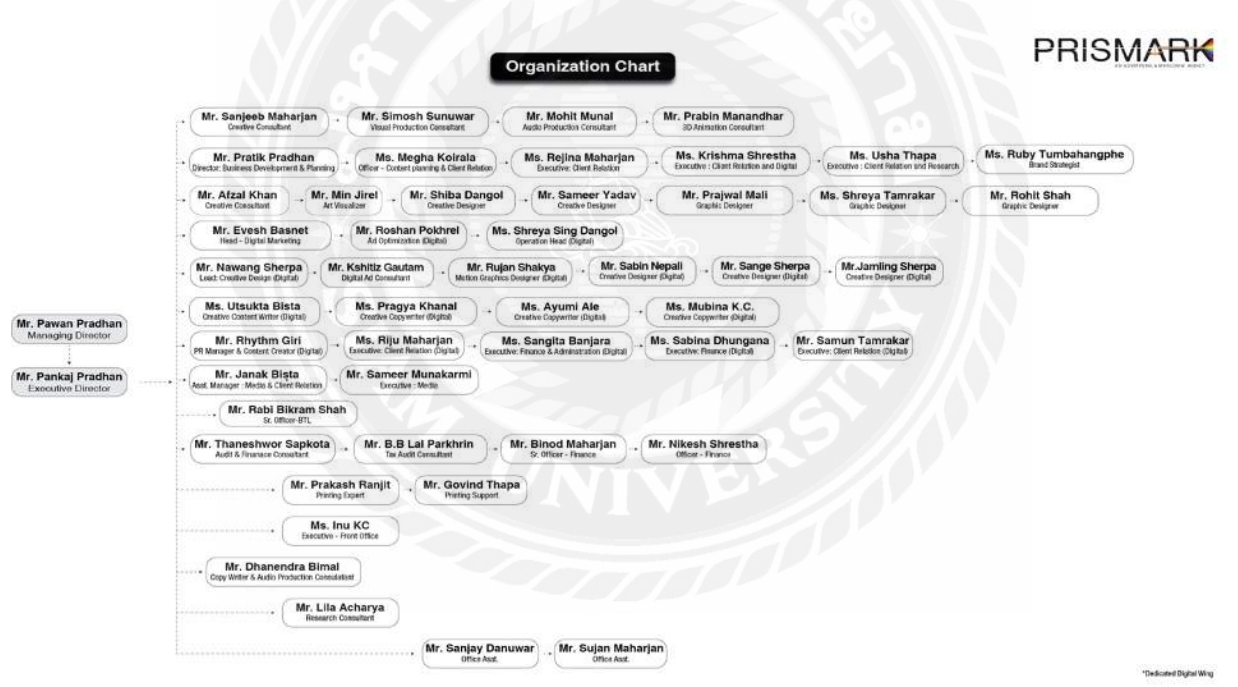


Figure 5: Organizational Chart before

### 1.2.2 Job position and Placement details

I began my cooperative education as an intern in the Client Service Department and Marketing Strategy Development in February 2023, and have been actively working since then. In addition to my primary role in client servicing, I have also taken on the additional responsibility of working as a part-time content writer.

During my time at the company, I have had the opportunity to work on various projects and campaigns, including writing content for the Hyundai calendar and creating social media posts for Everest Bank. This has allowed me to gain valuable experience in creating engaging content that resonates with the target audience and promotes brand awareness.

Through my work in the client service department, I have learned the importance of effective communication and building strong relationships with clients. I have also gained a deeper understanding of marketing strategies and tactics, and how to apply them to achieve business objectives.

Overall, my cooperative education experience has been invaluable in providing me with practical skills and knowledge that will be beneficial for my future career.

Table 2: Job position

Address	Jawalakhel, Lalitpur, Nepal
Job position	Executive Client service, part time content writer
Departments	Client servicing
Work hour	10:30 am to 6:00 pm
Name and designation of internship supervisor	Ms. Rejina Maharjan, Executive client relation



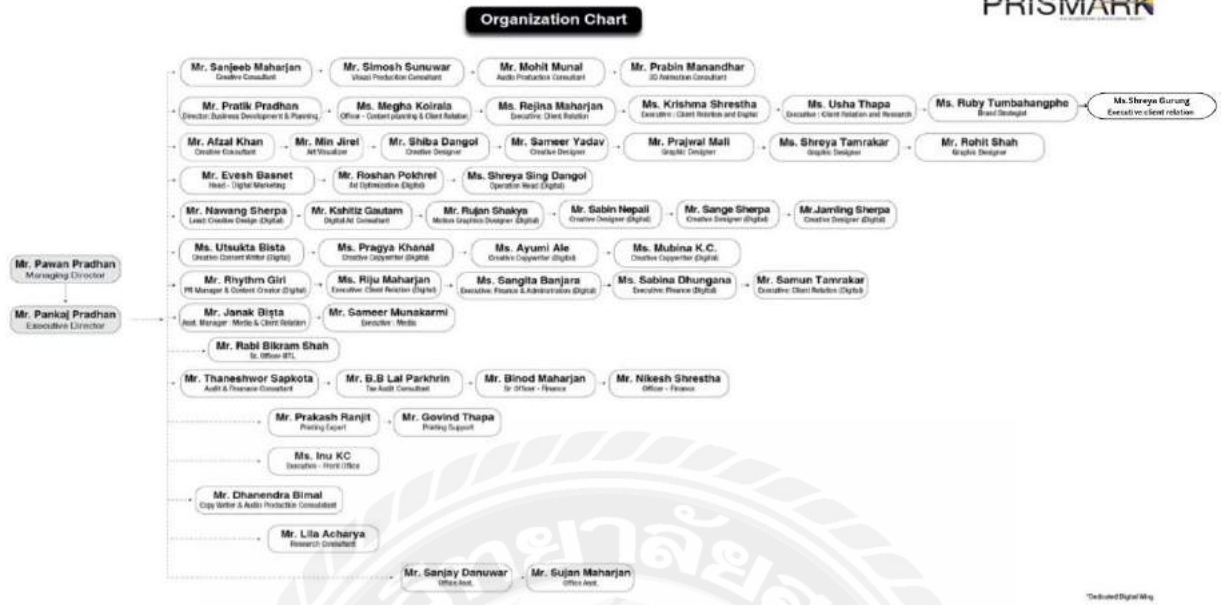


Figure 6: Organizational chart

### 1.3 Intention to choose Prismark advertising as my CO-OP studies

For my co-op studies, I was sure that I wanted to do my internship in a marketing company as I was a marketing major. Involving into a marketing industry was going to help me expand my knowledge in the field and help me build my networking.

I wanted work in an agency with a strong clientele and a pleasant working environment. Looking for an experienced organization was always one of the criteria I set so that they could better assist me with more experienced supervisors to guide me through the internship.

So, as I started researching different marketing agency in the industry. During this process I found number of marketing agency present in Nepal, through which I selected 3 of the agencies.

After considering all three options, Prismark was the one with which I wanted to work. Because Of the following reasons:

- Company with experience in the marketing field:  
As Prismark has been in the marketing field for a very long time they have gain a lot of experience. With their 26 years of experience, I could learn various thing. As an experienced company Prismark has likely developed a deep understanding of the market,

including target audiences, trends, and effective strategies. They have established relationships with media outlets, influencers, and other important players in the industry. This knowledge can be valuable for gaining exposure and building more connections

- Pleasant working environment:

The working environment was really friendly in Prismark. They were all welcoming as a colleague as well as a supervisor. Their attitude for their staff is wonderful. The leaders would regularly question the staff if they are experiencing any difficulty and followed ups regularly regarding their employment experience at Prismark.

- The compensation they offered:

Prismark offered paid internship where the intern would get monthly small amount of salary.

- Remarkable results and an excellent review:

Prismark has achieved outstanding accomplishments as a consequence of his extensive expertise throughout the years. Every customer Prismark has worked with is well-known in their area, and they have given Prismark excellent review for completing the task in accordance with the requirements provided by the client.

- Experienced team:

Prismark has a number of amazing team members that have been with them since the beginning and have experience in the marketing area. An experienced team has most likely faced and overcome issues in the past, so they are more prepared to confront future challenges. An experienced team may also mentor and guide us, resulting in the overall growth and development.

Overall, I believed that I could utilize my skills from my studies in this company while also learning a lot of new things

## 1.4 Strategic Analysis of Prismark

I used SWOT analysis to understand the company better and Porter’s Five forces to analyze Prismark’s competitive environment

### SWOT analysis

Table 3: SWOT analysis

Strength	Weakness
<ul style="list-style-type: none"> <li>• 26 years of experience in the industry</li> <li>• International tie-ups</li> <li>• Diversified clientele</li> <li>• Experienced employees</li> <li>• Strong relationships with clients and a good reputation in the industry</li> </ul>	<ul style="list-style-type: none"> <li>• Employee retention is low due to a demanding workload caused by increased demand</li> <li>• Lack of effective communication between clients and company</li> </ul>
Opportunity	Threat
<ul style="list-style-type: none"> <li>• Expansion into new markets</li> <li>• Improve workload distributions and workflows</li> <li>• Leveraging emerging technologies, such as AI and VR, to enhance marketing efforts</li> </ul>	<ul style="list-style-type: none"> <li>• High number of marketing agency at reasonable price</li> <li>• Economic downturns or recessions that result in decreased marketing budgets for clients</li> <li>• Rapidly changing consumer behaviors and preferences</li> <li>• Difficulty in keeping up with constantly evolving marketing technology and trends.</li> </ul>

### **1.5 Objective of the study**

An internship program enables students to experience the real working world. My objective for this internship was to put all of the knowledge I've learned so far to use and also to understand the working Culture in Nepal. Doing internship in Prismark was very beneficial as I gain a lot of knowledge about the way a marketing agency works as well as helped me build more public relation through meeting different peoples.

Similarly, some of the objectives of my Co-Operative education program are as follows:

1. To experience the real working culture
2. To understand how marketing agency runs
3. To broaden my network of experienced professionals and possible mentors who can offer advice, assistance, and feedback.
4. Gain a better knowledge of the most often used digital marketing tools by organizations

## Chapter 2 Co-op Study activities

In this chapter, my job descriptions, job responsibilities, activities in coordinating with coworkers, job process and contributions to the company as an intern are presented as follows:

### 2.1 Job description

I worked as an intern in the “client service” department. In this department I had to maintaining long-term, mutually beneficial relationships with customers while working closely with the internal team to manage a portfolio of assigned clients, grow existing client business, and consistently look for new sales possibilities.

The below mentioned includes a series of assigned activities I had to perform during my internship tenure:

- Oversee the assigned company’s daily operations and make adjustment if necessary: This task involves monitoring and managing the day-to-day operations of the assigned company. As an intern, I need to keep an eye on various tasks and processes to ensure that everything runs smoothly. I also need to work with my colleagues and supervisors to identify any issues or areas for improvement and make necessary adjustments to improve overall efficiency and productivity.
- Write caption for the posts in social media:  
Writing captions for the client's social media postings is part of this task.  
Providing a brief description of the image or video that is being posted.
- Communicate the information of the clients to the supervisors and colleagues:  
Interacting with the customer is a part of this task. What the customers desire and how they plan to spread their message via whatever marketing channels. To meet

all the demands the customer has, I often solicit updates from the client and communicate with my superiors.

- Build and sustain a solid relationship with clients, provide outstanding customer service:  
One of the fundamental goals of every business is to establish and maintain positive client relationships. There should be two-way communication so that both the client and the business can identify the issue and find the appropriate solutions. Providing an outstanding customer service
- Come up with new ideas if client doesn't like the presented concept:  
Sometimes, if clients didn't like the concept that was offered or if it didn't meet their requirements, my supervisors and I had to start from the beginning and come up with a completely new idea to discuss it with the client.
- Monitor client satisfaction: Monitoring client satisfaction is an essential task for any client service department. It involves regularly checking in with clients to assess their satisfaction with the company's products or services, addressing any concerns or issues they may have, and making sure their needs are being met.

## **2.2 Job responsibilities**

As an intern in client servicing, I had to make sure to create a long-lasting bond and trust between the company and the clients. My responsibility as intern in client servicing are explained below:

- Make presentation to present to clients: Presentation can be one of the key ways to present the idea with the clients and vision of the company. Jotting down all the points and turning it into presentation was my responsibility. First, I made draft of the presentation and showed it to my supervisor and made some changes if necessary. After

it was approved, I would make the final presentation eye-catching by changing the template and make it more engaging.

- Compile press release of a company:

Compile press release basically means to collect all the press release from Print media to digital media of certain event of a client whether in. After that I have to make a presentation where I have to keep all the press release with its date, link and if it's a newspaper press release then also have to mention the size. Then create a excel sheet mentioning all the newspaper and website and mentioning their rate for posting the events.

- Content Writing: I had to write material for certain clients. I basically have to create the script for some campaigns or write the caption for the social media post. As Prismark also does traditional marketing I had to write some content for Hyundai Calendar as well.

- Make cost sheet in excel for Press release:

This involves recording all the price and size of each released article of the client according to its cc and also if its B&W or a colorful ad.

### **2.3 Activities in coordinating with co workers**

Coordinating with co-workers is an essential part of working in any organization. During my Co-op studies I had to work closely with my colleagues to ensure that we delivered the best possible service to our clients. Some of the ways in which I coordinated with my co-workers include:

- Regular meetings
- Effective communication
- Sharing of knowledge

- Assisting each other

I have coordinated in social media content posting for Everest bank limited where I have written Captions and content for their social media posts. Also participated in organizing the event of Asian paints Nepal which is Color next 2023.



Figure 7: Everest Bank post



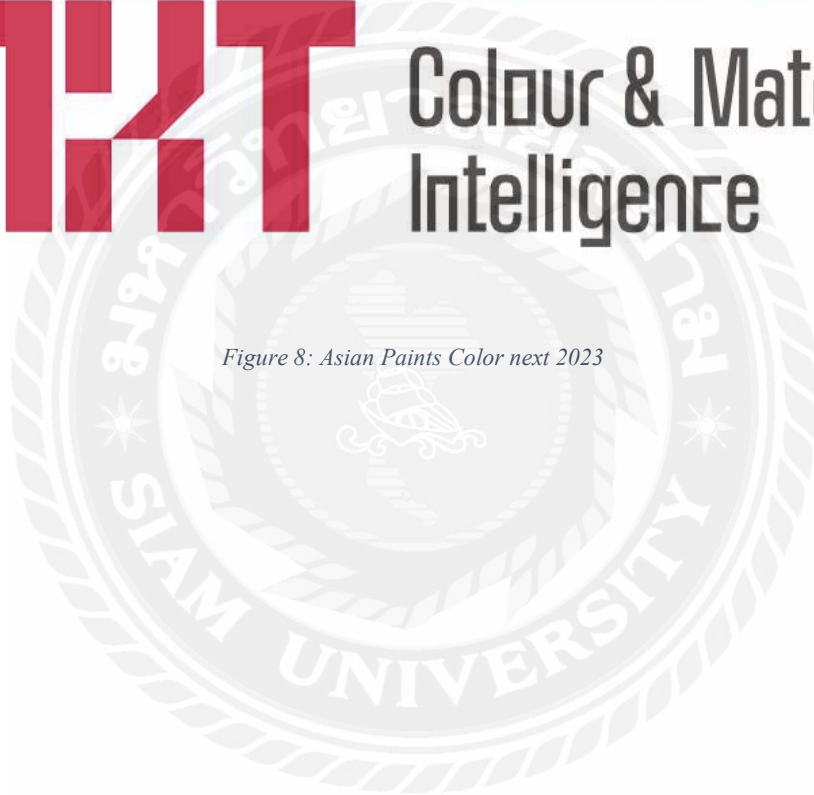


**COLOUR**

**NIT**

**Colour & Material  
Intelligence**

*Figure 8: Asian Paints Color next 2023*



## 2.4 Job process diagram

- Make presentation to present to client

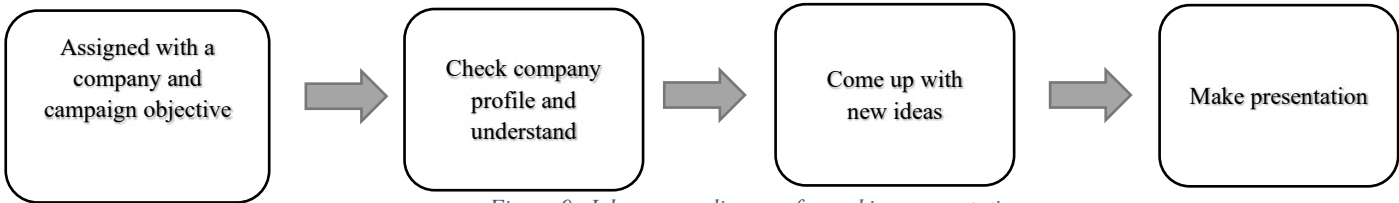


Figure 9: Job process diagram for making presentation

- Compile press release of a company



Figure 10: Job process diagram of compiling press release

- Idea pitching for clients

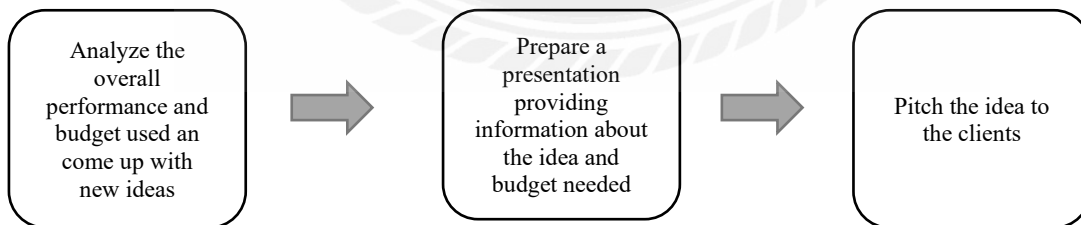


Figure 11: Job process diagram of Idea pitching for clients

- Make cost sheet in excel of the press release

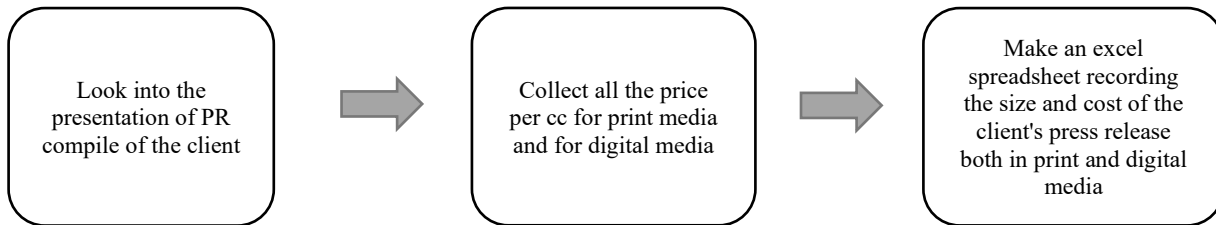


Figure 12: : Job process diagram of making cost sheet of press release

- Content writing

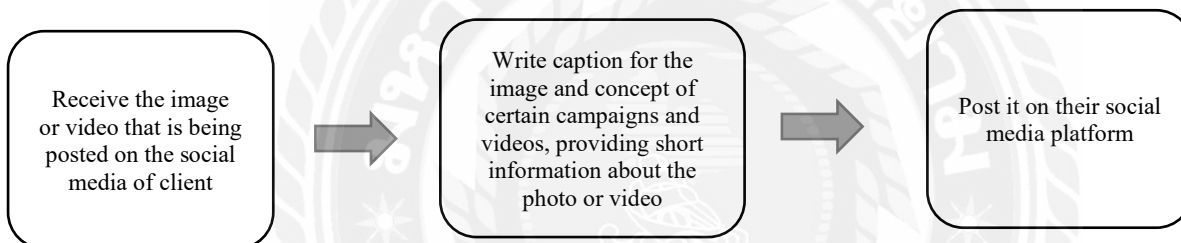


Figure 13: Job process diagram of writing contents

## 2.5 Contribution as a Co-op student in the companys

As doing my co-op education I learned various new information and also contributed at the same time. Working for a client service strengthening manager my contribution are as follows:

- Providing support to the team members
- Doing research and analysis
- Participating in meetings and discussion
- Make presentations
- Handle queries of clients
- Writing captions and contents for clients
- Look for press release of article of the client
- Record the price and size per cc of the article

## Chapter 3 Learning process

In this chapter, I have included the problems that the company is facing and how can we solve the problem along with recommendation to do better and what I have learnt. The mentioned problem is from my own observation through my internship tenure and also the recommendation is of my own without any feedback or suggestions.

### 3.1 Problem of the Company

During my internship at Prismark, I had the opportunity to learn about the real marketing business and take on various duties. Working in a professional setting was also a totally new experience for me. Despite all of these I saw few challenges they are facing.

The challenges that Prismark is facing are mentioned below:

- Absence of personnel:

There is a staffing shortage despite the fact that there are roughly 35 individuals employed. The client needs frequent attention, which none of the employees can provide due to the high demand. Appointing one person to each client is definitely not adequate because there are many clients and few employees.

- Clientele with high demands:

Mainly due to Prismark's 26 years in business and extensive knowledge, clients have very high expectations. They are therefore in high demand. Customers are increasing their demands because the company has extensive experience in this industry and charge fair prices. The clients demand continual attention, and their demands are increasing and becoming more challenging to meet when they expect us to.

- Low employee retention:

As a result of rising demand, employees' workload is quite heavy. When the client demand is strong, the employee must constantly go through the trial-and-error phase, which adds to the stress. Because many of the employees are young, they find it difficult to acclimatize in these companies because they believe there isn't much room for advancement in such a working environment.

- Unable to refuse clients:

Despite the fact the clients demand keeps on changing and becoming more challenging to do Prismark will still not say no to their clients. They don't want to disappoint their client by refusing their demands.

- Lack of effective communication:

As a marketing organization, good communication is crucial; we cannot achieve anything until we communicate with our clients. However, because they are busy, there is occasionally a delay in permission, which causes us to be unable to work further. Work delays can also be caused by a lack of communication among coworkers. One employee may understand something differently than another.

## **3.2 How to solve the problem**

### **3.2.1 Literature review**

Retention of customers and employees is a major issue that businesses frequently encounter. To address these issues, businesses can focus on improving customer service, creating a positive work environment, offering competitive compensation and benefits, and providing opportunities for professional growth and development.

Among them, the following steps could help Prismark solve their problems:

- Communication: Clear, concise, and consistent communication can help employees understand the company's goals and policies, as well as increase job satisfaction.

- **Team Building:** Building a team by getting to know employees can help to create a positive work environment and promote teamwork, which can help reduce retention.
- **Training and Improvement Programs:** Providing training and improvement programs can make employees feel valued and increase job satisfaction.
- **Empowerment:** Empowering employees can improve job satisfaction and loyalty, as it gives them a sense of ownership and responsibility.
- **Compensation and Benefits:** Offering fair compensation and benefits can contribute to employee satisfaction and loyalty.
- **Career Development:** Providing opportunities for promotion and career development can also increase employee satisfaction and loyalty.
- **Performance Monitoring:** Monitoring performance and rewarding contributions can help reinforce positive behavior and promote a culture of excellence within the company.

Low employee retention is a common problem in many organizations, including marketing firms. There are several reasons why employees may leave a company, such as a lack of growth opportunities, poor compensation, limited benefits, a toxic work culture, or a lack of work-life balance.

(S. Ali, 2014) Organisational systems are made up of many interdependent and interrelated subsystems that work together to complement one another to facilitate the attainment of organisational goals in all categories, whether large or small. Employees in each organisation have various degrees of workload that they contend with on a daily basis. If for any reason the workload changes, such change alters the stress level of employees as well as their perception of fairness in workload balance, especially when the change is positive. But whether positive, as in the case of an increase in workload; or negative, as is the case in a reduction in workload; it has implications on employee job satisfaction and ultimately, job performance.

According to my observations, since Prismark has a lot of clients on board, poor communication can sometimes have a big impact on their job. Due to a lack of communication between the customer and the business, the approval of a particular project took longer than anticipated, which put all other work on hold.

(Mukelbai M. Musheke, 2021) All organizations rely on communication for their basic functioning. Communication is used to transfer information to their audience about the organizations' mission and vision, policies, and procedures, tasks and duties, and various activities within the company. As simple as communication may look, research has shown that communication can build or destroy an organization's existence. Therefore, a good communication strategy is essential for a business to survive. Communication acts as a link between decision-makers and all employees

### **3.3 Recommendation to Prismark**

Prismark as a company is great in my opinion. With that much year of experience they are always trying to provide the best they can to their client. They're also playing a major role in developing the marketing industry. Prismark being the one and only marketing agency in Nepal that provides the most diversified media. It is one complete stop for client marketing in terms of Marketing Communication, Branding & Communication Strategies, Media Buying & Placement, Audio Visual Production and Social & Marketing Research etc.

I see working for such a corporation as a great opportunity to grow personally and professionally. I was able to learn new skills that I may utilize later. In consideration of my internship experience, I feel that Prismark can develop in the following areas:

- Hire a greater number of employees: The company may benefit from hiring more people, and the existing employees' workloads will also decrease. A more productive workplace will result from an evenly distributed workload if there are more employees. The environment will encourage staff to be more innovative.

- Employee appreciation: One of the keys to motivating staff is expressing your appreciation for them. If your manager recognizes your efforts and appreciates you for doing your best even under so much pressure, it will inspire them to keep improving. Even though Prismark appreciate each employee always they should continue to do better.
- Training new recruit: A newly hired employee shouldn't be given work right away because they won't know what to do. They should receive training that lasts at least a week so that they can adjust to the workplace. They will comprehend more after that and be able to perform better. This will increase employee retention.

### **3.4 Lesson learnt during CO-OP studies**

My co-op studies taught me a lot of new skills and gave me a lot of practical information that I know I will use in the future. During my Co-Op education, I gained the following new skills and knowledge:

- Take initiative and never be afraid to ask: Take initiative and never be hesitant to ask questions are two important lessons I gained during my Co-op courses. Within a few days, I realized that asking questions and doing things correctly are always easier than being confused and having to correct them later. Expanding one's horizon and encouraging self-directed learning are both facilitated by taking the initiative to learn more from the experts.
- Working at marketing agency: I got a full in dept insight and knowledge working for a marketing agency. This gave me the experience of working in a corporate culture. Not only that, but it has taught me how important an organized work environment is for efficiency and effectiveness, including divisions of various departments and proper work processes.



- The significance of a healthy working environment: I could feel the pressure of having to complete a task within a certain time frame at times, which was a completely new experience for me. The difficulties I had were few because the team was so supportive. They would offer to assist if someone was unable to complete a particular project. The company's working environment was so peaceful, kind, and welcoming that I immediately felt a connection and connection between the staff.
- Build interpersonal relationships: A good and welcoming work environment can constantly be maintained by being social and communicating with those around you. I made an effort to maintain both a professional and personal contact with those in my department over the Co-op term, which in large part enabled me to open up and adjust very quickly.
- Working in a Stressful Environment: The workload was really intense because of the limited team and staff scarcity, and I had a lot of deadlines to meet. This made me realize how crucial organization is, as I had been weak in this area before to this internship. I began planning and making to-do lists, which has greatly aided me.

### **3.5 How I applied the knowledge from coursework to real working situation**

The gap between theory and practice is rather wide. But there is a connection between theoretical understanding and actual work. Although we do not directly apply the theory we study in class to real-world situations, the information we get from it helps us to function effectively in those situations. Real-world applications require the theory, fundamentals notion, and perception that we developed. I had studied a great lot about this topic as a marketing student. It was important for me to realize while I was an intern which theories I learnt could be used in particular situations. In order to solve particular challenges and serve as a guide for me while I worked on particular projects, I was able to connect and apply a number of the lessons I had learned. Some of the lessons I applied include the following:

- 4p's of marketing: Even though I was involved in the promotion aspect, it was important for me to understand the brands' products, their Unique selling propositions (USPs), and their price range in order to determine whether they could be leveraged as a competitive advantage while promoting the products and branding. Knowing the 4 Ps already, I conducted my study as soon as I was given the two companies Asian paints and Everest bank limited, to better grasp the 4 Ps and get to know the brands.
- Making presentation: Making presentation and present was our daily routine in our course. We were taught to make attractive and engaging presentation. Due to this my presentation skill were upgraded to a different level. This really helped me in my real working situation as I had to make presentation of marketing strategies a client could use, new marketing campaigns or even make presentation combining press release of event the client were involved in.
- Time management: Following KCM's strict schedule for over years' time management was one of the skills I learned. As we were also evaluated on whether we come to college on time, reach classes on time and submitting the assignment before deadline this made me a punctual person. Now coming to a real working environment this has helped me a lot from coming to office on time or even submitting the assigned works before deadlines.
- Soft skills: While technical skills were necessary for obtaining a marketing internship, I was also able to strengthen key soft skills in order to blend in well inside the organization. Teamwork and communication were two of the most desirable soft skills that I improved. Time management, organization, flexibility, and emotional intelligence are all important.

## **Chapter 4 Conclusion**

This is the final chapter of my report, and it includes a summary of my co-op studies, as well as an evaluation of my work experience, limits of the study, and recommendations for the company.

### **4.1. Summary of highlights of your Co-Op Studies**

I was able to build the practical skills necessary for my professional career during my internship at Prismark, an advertising and marcomm agency, as well as good public interactions with a range of company personnel. With the assistance of my coworkers and supervisor, I have learned a lot in a short amount of time that will be useful to me in the future. Working in a real workplace has enabled me to develop more skills, including those related to working under pressure and in groups.

### **4.2 Evaluation of work experience**

#### **4.2.1 Self-assessment**

I received a wonderful opportunity for learning and professional development with the co-operative education I had at the Prismark. I got to learn many new things from my colleagues that helped me grow professionally as well as an individual. This experience taught me how different working at a corporate firm is from having all of the theoretical knowledge. Similarly, I have seen my personality develop as I worked with diverse team members from various backgrounds and with a variety of experiences to reach a shared goal in the organization. My supervisor has been extremely welcoming and helpful during this internship, and I am grateful.

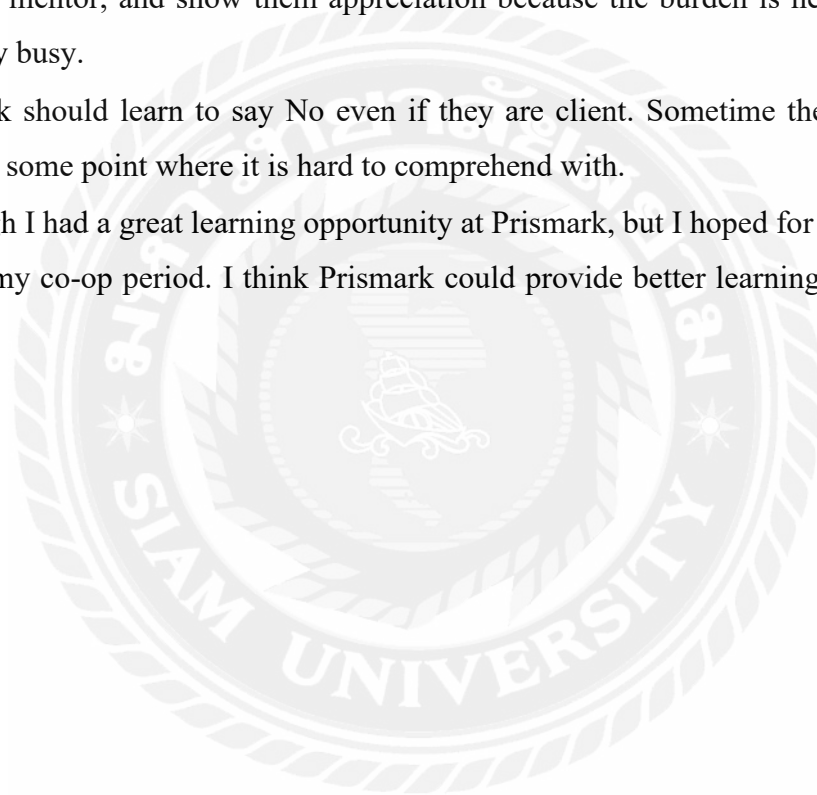
#### **4.2.2 Contribution to my career development**

During my internship, I gained a lot of both professional and personal knowledge. I discovered that one of the most important factors in a company's efficiency is communication. Since I had to interact with a variety of people during this job, my communication skills have also improved. This internship helped with my PR as well.

#### 4.2.3 Recommendation for Prismark an advertising and marcomm agency

Prismark is a wonderful company that provides wonderful chances and services. The organization does, however, have a few weaknesses that, if solved, would elevate them to the top of the list of places to work. The following recommendations are offered:

- Stress at work has an effect on both the workers' mental health and the quality of their work. The process is not efficient due to the lack of staff, and projects are frequently delayed as a result. I would encourage the managers to set aside time for the staff in order to train, mentor, and show them appreciation because the burden is heavy and they are typically busy.
- Prismark should learn to say No even if they are client. Sometime their demand it too much at some point where it is hard to comprehend with.
- Although I had a great learning opportunity at Prismark, but I hoped for a better guidance during my co-op period. I think Prismark could provide better learning environment for interns.



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ANNEX



Figure 14: Prismark information



*Figure 15: Prismark retreat 2023*



*Figure 16: Rafting with the team*



*Figure 17: Making presentation for Client*







*Figure 18: Designer room*



*Figure 19: Prismark office*