



## **COOPERATIVE EDUCATION REPORT**

### **Unleashing Brand Potential through Innovative Digital Marketing Strategies at Project A**

**WRITTEN BY**

**Tessa Rajthala**

**Student ID:6308040049**

**This Report is submitted in partial fulfillment of the requirements  
for Cooperative Education, Faculty of Business Administration**

**Academic Semester 2/2023**

**Siam University**

**Title** : Unleashing Brand Potential through Innovative Digital Marketing Strategies at Project A

**Written by** : Tessa Rajthala

**Department** : Bachelor of Business Administration (Marketing)

**Academic Advisor:** Dr.Wannarat Wattananimikul

We have approved this cooperative report as partial fulfillment of the cooperative education program semester 2/2023.

Oral Presentation Committees



.....

(Dr.Wannarat Wattananimikul)

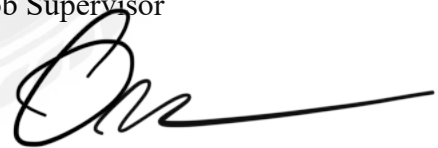
Siam Academic Supervisor



.....

(Swikriti Basnet)

Job Supervisor



.....

(Miss Oranuch Intawongse)

Cooperative Education Committee



.....

(Assistant Professor Maruj Limpawattana, Ph.D.)

Assistant to the President and

Director of Cooperative Education Department

**Project Title** : Unleashing Brand Potential through Innovative Digital Marketing Strategies  
at Project A

**By** : Ms. Tessa Rajthala

**Advisor** : Dr.Wannarat Wattananimikul

**Degree** : Bachelor of Business Administration (Marketing)

**Semester** : 2/2023

## **Abstract**

This report looks at Tessa Rajthala's experience during her internship at Project A. The focus is on Unleashing brand potential through innovative digital marketing strategies. The report begins with an overview of Project A, including its mission, vision, products, services and organizational structure. It then details Tessa's job description, her responsibilities and her contributions during the internship.

The report identifies key issues facing the organization, such as low employee retention, limited clientele, slow processes, and communication barriers. Tessa reflects on how she overcame these challenges and makes recommendations for improvement. She explains what she learned during the internship, including applying knowledge from the courses to real-life situations and acquiring specific skills.

In her self-assessment, Tessa highlights her personal and professional growth during the internship and acknowledges the limitations of cooperative study. Finally, she makes recommendations for the future development of the company and thanks Project A for the valuable experience she has gained.

**Keywords:** Digital Marketing Strategy, Experiences, Project A, Internship

## **Acknowledgments**

First of all, I would like to wholeheartedly thank Project A for giving me the invaluable opportunity to complete my internship in its esteemed organization. I am very grateful to Ms. Swikriti Basnet and Ms. Praneesha Karmacharya, the Head of Marketing Department of Project A, for their unwavering support and guidance during my internship. I would also like to thank Dr. Wannarat Wattananimikul for her diligent supervision and continuous feedback during the internship.

I am also sincerely grateful for the constant support from Dr. Chanatip Suksai and Asst. Prof. Dr. Maruj Limpawattana. My sincere thanks to all the staff members of Siam College and Kathmandu College of Management who directly or indirectly contributed to the completion of this project.

This internship has helped improve my soft skills and given me valuable insights into the realities of the market. I am determined to utilize the skills acquired during this time to excel in the professional business world.

Tessa Rajthala

## Table of Contents

<b>Chapter1</b>	
<b>1.1 Company Profile.....</b>	<b>9</b>
<b>1.2 Organizational Structure of Project A .....</b>	<b>14</b>
<b>1.3 Motivation to Choose Project A as Workplace for the Internship.....</b>	<b>16</b>
<b>1.4 Strategic Analysis of Project A.....</b>	<b>17</b>
<b>1.5 Objectives of the study.....</b>	<b>19</b>
<b>Chapter 2.....</b>	<b>20</b>
<b>2.1 Job Description.....</b>	<b>20</b>
<b>2.2 Job Responsibilities .....</b>	<b>21</b>
<b>2.3 Activities in Coordinating with Co-Workers .....</b>	<b>21</b>
<b>2.4 Contribution as Co-Op Student.....</b>	<b>22</b>
<b>Chapter 3.....</b>	<b>24</b>
<b>3.1 Problem Statement .....</b>	<b>24</b>
<b>3.2 Problem Solving.....</b>	<b>24</b>
<b>3.3 Recommendations to the Department.....</b>	<b>26</b>
<b>3.4 Leanings during Co-Op Studies at Project A.....</b>	<b>26</b>
<b>3.5 Application of Knowledge from Coursework to the Real Working Situation.....</b>	<b>27</b>
<b>3.6 Special Skills and New Knowledge Gained from the Co-Op Studies.....</b>	<b>28</b>
<b>Chapter4.....</b>	<b>30</b>
<b>4.1 Highlights of Co-Op Studies at Project A.....</b>	<b>30</b>
<b>4.2 Self-Assessment.....</b>	<b>30</b>
<b>4.3 Limitations of Co-Op Studies.....</b>	<b>32</b>
<b>4.4 Recommendations for the Company .....</b>	<b>32</b>
<b>Annexures.....</b>	<b>33</b>
<b>References.....</b>	<b>35</b>

## List of Tables

Table 1: Mission, Vision and Slogans of Project A.....	2
Table 2: Applications of knowledge from coursework .....	23



## List of Figures

Figure1: Brand logo of Project A.....	5
Figure 2: Client Portfolio .....	7
Figure 3: Handing over the cheque to help the flood victims .....	8
Figure 4: Setting up the camp in Lubu post-earthquake 2015 .....	8
Figure 5: Organizational Chart of Project A.....	9
Figure 6: Marketing Department Organizational Chart .....	11
Figure 7: SWOT Analysis .....	13
Figure 8: Job Diagram .....	18



## 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 Provide





## **Chapter 1**

### **INTRODUCTION**

This chapter provides a comprehensive overview of Project A and contains information on the working methods, the organizational structure, the reasons for selecting the internship and the strategic analysis.

#### **1.1 Company Profile**

Project A is a respected marketing consulting firm with more than a decade of industry experience helping organizations of all sizes develop and implement effective marketing initiatives. Known for its reputation for excellence, the company works with a variety of brands to drive community engagement through authentic messaging, innovative creativity and breakthrough marketing and branding strategies.

With its philosophy of narrative storytelling and content-centric brand development, Project A aims to revolutionize the marketing landscape. Rather than simply disseminating information, the company strives to build lasting loyalty between companies and their customers.

At the heart of Project A's approach is the realization that every brand has its own unique story. Therefore, the company places great emphasis on a comprehensive understanding of each customer's specific needs and goals. Customized marketing strategies are then developed to achieve the client's specific goals. This includes analyzing the target group, identifying unique selling points and formulating comprehensive action plans for implementation.

Project A benefits from a solid brand portfolio and has established partnerships with leading companies in Nepal, including CG, WorldLink, Daraz, Nepal Telecom, Sprite and many others.

### 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.	<b>Your strategic partner</b>

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 places great emphasis on maintaining lasting partnerships with its clients and has a remarkably high client retention rate. A key component of their approach is customizing marketing strategies and tactics to the unique characteristics of each client. As part of a personalized, customized marketing strategy, Project A's skilled professionals carefully analyze the nature of the client's business and then implement tailored marketing strategies that include branding, visualization, research and real market events. The company firmly believes in the uniqueness of each business and emphasizes the potential to unlock

opportunities and turn visions into reality through clever marketing and branding strategies. With its skillful approach, Project A has been actively involved in numerous successful campaigns for leading companies in Nepal and has cemented its position as a leading player in the Nepali market.

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

Project A is a marketing consulting agency that operates in the following areas:

· Branding:

With the help of experienced consultants, Project A carefully develops comprehensive marketing strategies based on thorough research and data analysis. These strategies are strategically formulated to provide a holistic approach to marketing. Project A focuses primarily on building a solid brand portfolio for its clients through a variety of marketing and advertising tactics. This strategic focus has given Project A a distinct competitive advantage over its competitors. Project A recognizes that branding is a long-term investment and strives to tailor its services to individual client needs to ensure seamless delivery and satisfaction.

· Marketing:

Project A views marketing as the essential link between effective communication and brand success. With a focus on marketing, the company utilizes a variety of strategies and tactics to enhance its clients' portfolio in the marketplace. At Project A, experienced professionals conduct in-depth analysis to find optimal solutions for existing and potential clients.

· Events:

Project A's exceptional event organization skills are particularly impressive. Project A has been in this market for more than a decade and has excelled in organizing various events and reaching out to large audiences. Project A has worked with leading Nepalese companies like Coca-Cola, Daraz, Eyeplex Mall, World Link, Nepal Telecom and Wifi Express and provided the best event experience to the audience. Project A's team consists of efficient and creative craftsmen who ensure that every event is memorable, entertaining and simply majestic.



event was a huge success and generated excitement throughout the community. On the last day of the event, the company donated over 50,000 rupees to the flood victims in eastern Nepal. Project A is actively involved in a variety of social projects as giving back to the community is very important to the company



*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**

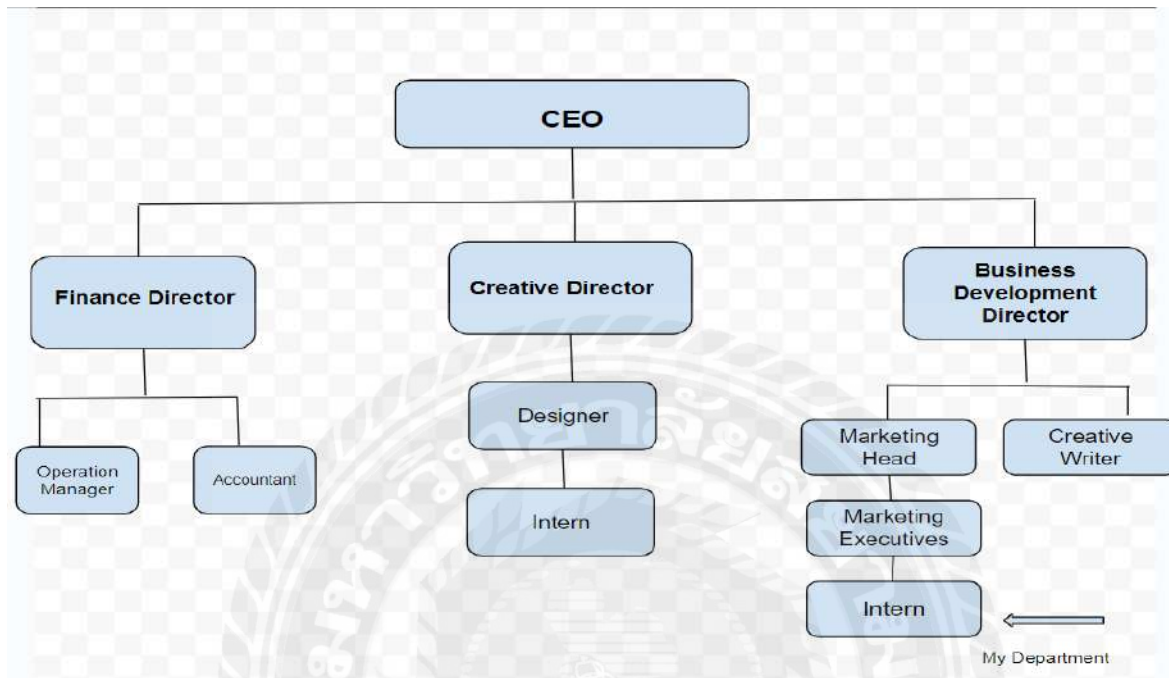
Project A handed over 56 tents to “Lubu” and sent a team of trained volunteers to provide support during the earthquake. The 7.8 magnitude earthquake had hit Nepal massively and in this difficult time, Project A took the good initiative to hand over tents and trained volunteers to the affected families.



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

## 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

During my dual study internship, I was employed as an intern in the marketing department of Project A. As an intern, I worked on a variety of projects such as managing customer accounts on social media and developing new concepts for potential businesses such as Sprite, Wifi Express, Manigram Bishryam Batika Resort and many more.

The marketing team consisted of four members, including myself: Rewa, the Marketing Officer, Swikriti Basnet, the HOD, and Praneesha Karmacharya, the Marketing Executive Supervisor. As part of my duties, I supported each member.

I was tasked with creating the content plan in English and Nepali for KCM, United Insurance, KPI Helmets, Varosa Services and Hams Hospital. As all the clients were from different industries, I conducted an analysis by collecting information about the clients and created the

required content according to the clients' needs. I created a monthly content plan for the clients which was reviewed by my supervisor and finally sent to the client for approval.

I worked on developing concepts for the next Sprite “Chill Gar” campaign. I suggested possible activation events for Sprite in malls and schools and distributed the Sprite Nepal survey to friends and family to find out their soft drink preferences. I enthusiastically participated in Project A's main event, the Corporate Futsal League, and supported participants by phone and email throughout the three-week event. I was also responsible for inviting sponsors and other participants and overseeing the food department to ensure no food was wasted and all players were fed. KFC and Pizza Hut supplied the food and I managed the quantities needed and reported them to my supervisor.

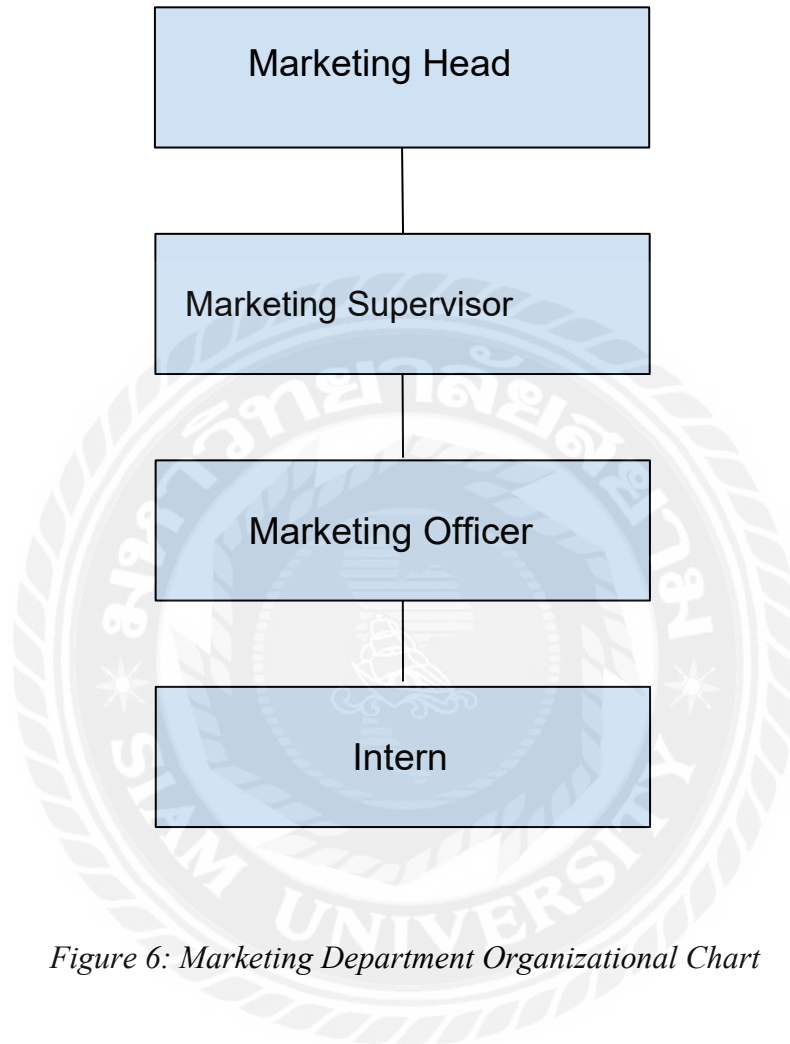
I worked on influencer marketing for the Royal Blue spirits brand for the "Esto pani hudo raicha" campaign. I contacted micro-influencers from the beginning of the campaign and followed them until the end of the campaign. I also had the task of understanding how digital environments influence consumers in the face of technological advances.

A study by (Saya (Sayabek Z. , 2019)bek, December 2019) shows that consumers' experiences are influenced by the digital environment they spend time in on a daily basis, and the results show that while advertising on social media is still a powerful tool for consumers, it's not the only one

Despite its weaknesses, it's still a great way to build brand loyalty, especially in the digital space where it allows for continuous direct communication with potential customers. I was also responsible for developing various marketing strategies, taglines, company slogans and captions for client companies' social media accounts. I also developed the new content strategy for KCM for the year 2023, which I presented with the help of a Google Sheet and an official presentation.

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

In Project A, the marketing head is Ms. Swikriti Basnet and under her, there is marketing supervisor, Ms. Praneesha Karmacharya and under her there is Marketing Officer, Mrs. Rewa Shrestha and marketing Intern (Me).



*Figure 6: Marketing Department Organizational Chart*

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

Since joining KCM, I have been fascinated by marketing and the various strategies used in the business world. With the rapid growth of digital marketing, I wanted to pursue a career in this field. My main motivation for participating in Project A was my strong interest in marketing. I also wanted to fulfill the Cooperative Education requirements of my BBA curriculum and put the skills I learned in 16 weeks into practice

My decision to participate in Project A was also influenced by the company's impressive portfolio of brands in the marketplace. I found Project A to be a uniquely dynamic



workplace, different from the typical offices in Nepal and filled with young, creative people eager to realize their dreams.

When looking for a 16-week internship, Project A proved to be the perfect opportunity. The vibrant work environment and ongoing opportunities were very attractive to me. Another reason for my choice was that the founder of Project A is a KCM alumnus and many other KCM alumni were involved in the project. The feedback on Project A was consistently positive and I felt that I would regret it if I missed the opportunity to work there. Project A's commitment to various brands, its creative marketing and branding methods, and its powerful messages have earned a reputation in the marketplace that aligns with my interests.

After all, Project A has built a strong brand image in the marketplace over ten years. I believed that working at Project A would provide numerous opportunities to succeed in the real world, improve my interpersonal skills, and boost my confidence and preparation for the future.

#### 1.4 Strategic Analysis of Project A

The SWOT analysis helps to understand the company's external and internal influencing factors. The internal factors are characterized by the strengths and weaknesses of the company, while the external factors are characterized by the opportunities and threats. The SWOT analysis for Project A is carried out below:

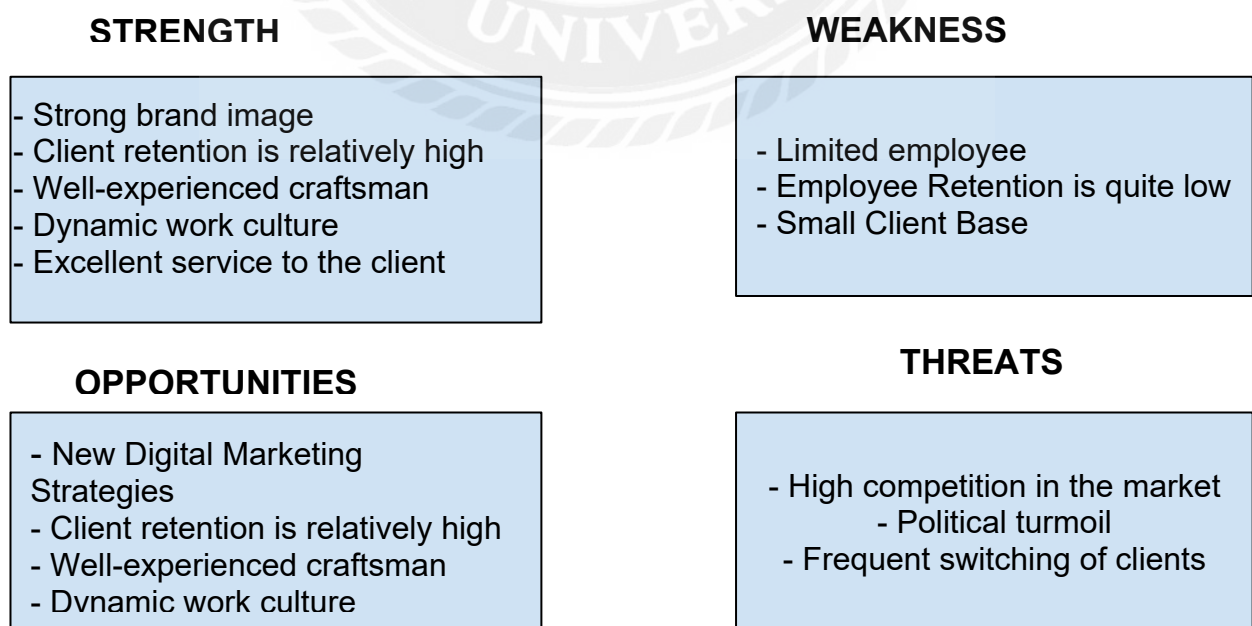


Figure 7: SWOT Analysis

## **Opportunities**

- With the unfavorable rise of technology, there are different digital marketing strategies that are used; therefore, Project A can use different digital marketing strategies.
- New government regulations have been changed to facilitate the company's operations; therefore, Project A can seek new government contracts
- New government regulations have been changed to make it easier for the company to operate; therefore, Project A can seek new government contracts
- Since the employee retention rate is quite low, Project A can offer training to its employees and motivate them through incentives
- Project A can expand to various other cities in Nepal to reach a wider audience

## **Threats**

- There is political unrest in Nepal which makes it difficult for a marketing agency like Project A to work effectively and efficiently
- competition in the market is relatively strong and new marketing agencies are entering the market
- Clients switch from one marketing agency to another within a short period of time
- Changing government regulations in the context of Nepal.

## **Strengths**

- Project A has a strong brand image in the market and has been associated with many large companies
- Project A's customer loyalty is very high and it maintains good personal relationships with new and older customers
- Project A has been in the market for more than 10 years and therefore has very experienced craftsmen and professionals
- Project A has a very strong brand portfolio in the corporate world
- Project A provides excellent service to its clients and is responsive to their needs compared to other agencies in Nepal, Project A has a dynamic workplace culture

## **Weakness**

- Project A can open its own podcast channel to attract its potential clients and also its current clients.
- Project A can hire freelancers and pay them by the hour instead of monthly - Project A can expand to different other cities of Nepal to reach a wider audience

## **1.5 Objectives of the study**

The main aim of this study report is to outline my main duties and responsibilities as an intern in the marketing department of Project A. In addition, the study is intended to reflect my learning as an intern during my 16-week contribution not only to the marketing department but to the company as a whole.

In addition, there are the following further objectives:

- Understand the role of the marketing department in Project A
- Understand how digital marketing works in Project A
- Understand how customer content planning is done in Project A
- Understand the work culture at Project A
- Understand how brands are promoted at Project A

## Chapter 2

### CO-OP STUDY ACTIVITIES

In this chapter, my job descriptions, tasks, work processes and contributions to the company are presented as follows:

#### 2.1 Job Description

During my sixteen weeks as an intern at Project A, I worked in the marketing department and actively contributed to my supervisor's work with new ideas and marketing techniques. The marketing team consisted of me as an intern, Praneesha Karmacharya as the head of the marketing department, Rewa Shrestha as the marketing officer and HOD Swikriti Basnet. I supported each team member as required and completed the various daily tasks assigned to me by my supervisor.

I worked directly with several brands starting from analyzing the curriculum of United Insurance, Varosa Services, Hams Hospital, KCM College and KPI Helmets. My responsibilities included creating monthly content calendars for their social media accounts, mainly on Facebook and Instagram, in both Nepali and English.

After joining the company, I had the opportunity to participate in the company's main annual event, the Corporate Futsal League (CFL) tournament. I helped with guest registration, match operations and food department management. I also attended the trophy presentation afterwards and handled guest lists, event organization and other tasks that contributed to the success of the event.

I also wrote content for client companies, researched possible solutions and developed new ideas and plans. I contributed concepts and feedback for the TV spots for Sprite's upcoming summer campaign (Heat Occurs) and researched effective advertising strategies and engaging content ideas for Generation Z for Sprite's activation events.

My main responsibilities included managing client materials and developing creative concepts for the advertising and activations.

## **2.2 Job Responsibilities**

My main task was to create content plans for clients and develop new ideas for potential clients. I was also responsible for various market research and understanding consumer preferences. I also provided ideas for the newly launched 'Made in Nepal' rum, Karda. It was very important to understand the TG of the brand and work accordingly. Hence, I gave some ideas for digital and offline activations that Karda can do in the market.

I also planned what kind of marketing campaign could work, keeping in mind the current behavioral patterns of people. I also made suggestions on what, when and how to post on social media. I conducted a series of studies on companies, how they operate, etc. I also created and distributed a questionnaire to gather information about Sprite's upcoming summer campaign. I also completed a number of tasks related to documentation.

In addition, I helped with daily administrative tasks, conducted market research and analysis on current trends, created and implemented new concepts for social media campaigns, monitored various Project A clients' social media accounts to gather feedback and current ideas, created comprehensive promotional presentations, and moderated events.

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

Project A has about 22 active employees. The most important role for each staff member was communication. These are some of the activities in coordinating with the collaborators.

- Crowdsourcing
- Submitting meaningful reviews to the creative department
- Submitting comments at company meetings
- Building the brand image
- Spreading positive WOM and BV on the market
- Communicating with the entire workforce

- Generating ideas
- Communicating with the customer service department
- Supporting the line manager in translating the video from World Link into English
- Give the HOD ideas for the Sprite warmth campaigns

## **2.4 Contribution as Co-Op Student**

- Translates the Nepalese content of Yacon Syrup into English
- Program planning for various events and campaigns.
- Contacting various micro-influencers for campaigns
- Processing all financial payments to the micro-influencers
- Development of slogans and digital advertising content for Sprite
- Arranged online meetings with clients.
- Creation of a content plan for KCM, HAMS, Varosa Services , UIC
- Writing content for social media marketing: Sprite
- Cold calling for various companies to participate in the CFL
- Data collection from various BBA colleges in Nepal for World Link campaigns
- Data collection of food distributed as part of the CFL
- Contacting different micro-influencers for campaigns
- Creating the guest list for the company dinner that took place at Hyatt Place
- Creating an intake plan for KCM using Excel spreadsheets and a presentation
- Creating a design for the opening of Wonders Nepal

- Developing some ideas and activities that can be conducted at Skywalk Tower in Kathmandu

1. Developing a questionnaire to understand consumer preferences for alcoholic beverages
2. Market research to understand consumer preferences for alcoholic beverages
3. Selection of images for advertising the new Sprite campaigns
4. Editing the monthly report of the KPI helmets of project A
5. Developing ideas for Varosa Services' New Year campaigns
6. Highlighting the events carried out by Ncell in the 2022 financial year
7. Comparing the packages offered by the ISPs in Nepal
8. Working as a receptionist for the selection of the U-17 soccer tournament
9. Following up with influencers for collaboration with the new brands
10. Cold calling to inform people about the selection of the U-17 soccer tournament
11. Creation of the competitive analysis for the alcoholic drink KARDA
12. Creating a Tiktok content plan for the office, Project A
13. Writing content for the Wonders Nepal

## Chapter 3

### LEARNING PROCESS

Although Project A is able to attract more potential customers, it is still relatively new on the market. This chapter presents the problem and the solution. The problems discussed in this chapter come 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 with Project A is low staff retention. Staff turnover is considerable and employees usually leave the company after only one year. The company employs a relatively small number of permanent staff, only 18 in total.

###### 2. Limited clientele:

It has a small number of customers (Varosa Services, HAMS Hospital, World Link, KPI Helmets, Folliderm Skin Clinic, etc.).

###### 3. Slow processes:

The internal process to share the generated ideas took a long time as it had to go through many unnecessary protocols.

###### 4. Communication barriers:

Communication and coordination was one of the main problems. The messages and ideas developed in the brainstorming session were communicated late.

#### 3.2 Problem Solving

When I first started working as a marketing intern at Project A for 16 weeks, I found it difficult to adapt to the new environment. As I was younger than all my colleagues, communication was difficult at first. However, as time went on, I felt more and more comfortable and was able to communicate with my colleagues easily.



It was also difficult to look after several customers at the same time. Eventually, I learned to deal with customers effectively and was excellent at multitasking. Here are some examples of how I solved these problems:

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

As I am introverted by nature, it was a challenge to get used to the new workplace, especially as the only intern in the entire company. However, thanks to the guidance of my supervisor, Ms. Swikriti Basnet, I have learned to adapt comfortably and easily to any environment.

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

Project A's main event is the annual Corporate Futsal League (CFL), an event that has been held every year since 2013 and is now in its seventh year. The main aim of the CFL is to bring people from different industries together to compete for the championship title. In addition, the event provides a fantastic opportunity for all participating teams and sponsors to expand their businesses and personal networks. During the month-long CFL tournament, matches will take place every Saturday to avoid scheduling conflicts and ensure that work is not affected. In the group stage and knockout version of the league, there are six groups of four teams each, consisting of 24 companies. All teams and sponsors are invited to a company dinner on the last Saturday of the league, which is also attended by other high-ranking guests. This is an opportunity for everyone to network and exchange ideas.

The biggest problem for me in this situation was finding players for the tournament and finding sponsors for the event. Many of the companies we approached expressed no interest in participating or sponsoring. As a result, we conducted extensive research and brainstorming to find more viable and useful concepts to attract participants. We had to postpone the tournament for a week as we could only field 19 of the 23 teams required for the competition.

I also received a lot of support and guidance from my managers, which really made my job easier. My team and I managed to find a total of 23 teams and 15 sponsors from many of Nepal's top companies.

### **3.3 Recommendations to the Department**

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

→ Project A should focus on recruiting employees since there are only a few employees. For example, there is no content writer at PA, and all of the content writer's tasks are handled by the marketing team, so PA can expand its organizational chart

→ Although PA has a good image in the market, there is only a limited customer base. PA can therefore concentrate on acquiring new major customers

→ Currently, the marketing department only focuses on marketing, branding, vision and research. It could focus on other marketing topics and expand its services

→ In PA, there are fewer employees with years of experience in the marketing department, so PA can hire a marketing employee (Sayabek, December 2019) who has a good amount of experience in the related field.

→ PA usually has a client base that only stays for a few months and then moves to another agency. Therefore, PA should focus on attracting those clients who tend to stay for the long term.

→ Although I worked at Project A for 16 weeks, I was still unfamiliar with some of the faces in the creative department

→ Project A's marketing department should focus on assigning work to all employees and interns in a timely manner so that work can be done more efficiently

→ Working hours should be flexible. 9:30 -5:30 is a long time for employees and even interns

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

Working in the marketing department of Project A was the most fascinating experience for me at work. Besides completing the assigned tasks and activities, I learned a

lot by observing the managers and other employees in the department. Project A is characterized by its excellent facilities. As a marketing consulting firm, it helps businesses of various types to develop and implement effective marketing strategies. With over a decade of experience, Project A is a respected brand in the industry. Eliminating shortcomings and prioritizing customer satisfaction have made them one of the most promising marketing consultants in Nepal.

The things I learned during my internship are listed below:

- I learned the importance of good leadership and communication skills in the real world of the marketplace.
- Understood the importance of technology in the digital marketing world to increase efficiency and gain competitive advantage
- Recognized that customers are a company's greatest asset and that it is important to maintain good contact with them
- Learned the importance of patience when dealing with customers and understood the importance of listening to customers
- Learned the importance of teamwork and how to better develop ideas to solve problems in group discussions
- Adapted to a new environment and learned the importance of time management to survive in the corporate world

It was also incredibly instructive to observe my superiors at work and gain valuable learning experiences. My 16-week stint at Project A helped me transition out of my comfort zone and allowed me to quickly adapt to new situations. I gained valuable soft skills and learned to work under pressure with poise and grace.

### **3.5 Applying classroom knowledge to the real work situation**

During my internship at Project A, I often applied knowledge from my courses to real-life scenarios. Here is a list of the courses that proved useful to my internship experience.

Course Name	Knowledge Applied in Co-Op Study
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 from the Co-Op study program**

Taking part in Project A was an extraordinary experience for me. Over the past 16 weeks, I have developed a lot personally and professionally, especially in terms of my interpersonal skills. Working in Project A's marketing department has provided me with valuable opportunities to expand my knowledge and discover new avenues of development. Here are some of the key learnings from my time there:

→ I successfully developed various marketing strategies that were tailored to the specific needs of our clients. In the marketing department, my responsibilities included creating marketing strategies for KPI Helmets and Folliderm aimed at promoting the brand and increasing awareness among the target audience.

→ As an employee of a marketing agency, I learned how important it is to be creative and think innovatively. My tasks often included coming up with captivating slogans and taglines for clients, emphasizing the importance of originality to stand out from the competition. In brainstorming sessions, I put a lot of time and effort into developing witty and imaginative slogans and taglines.

→ During my 16 weeks at Project A, I was able to understand the importance of being customer-centric, as this helps to increase customer retention rates. Project A maintains healthy relationships with its customers by adhering and responding to their wants and needs. I understood the importance of meeting the needs of clients and keeping them satisfied with your work

→ Adapting to a new environment and interacting with unfamiliar colleagues was a challenge for me at first. However, over time I got used to the new environment and was able to improve my communication and teamwork skills. I now feel confident in my workplace and am able to express my thoughts and ideas to my colleagues.

→ I During my internship I had the opportunity to take part in various campaigns for a range of companies including KCM, WorldLink, Folliderm, KPI, Sprite and Daraz. Each company had different goals and targeted different audiences, so I was able to gain valuable experience in different areas. I am truly grateful for this invaluable experience.

→ I was able to improve my Microsoft skills such as MS-Excel, MS-Docs and MS-Word and also learned how to create good presentations using 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 primarily summarizes my reflections and findings from my 16-week internship at Project A. It describes my tasks and duties while working as a marketing intern at the company. Through this report, I was able to apply my academic knowledge to practical situations in the business world, leading to successful outcomes. My time as a marketing intern at Project A was an extremely rewarding learning experience and I thoroughly enjoyed my time there. My main responsibilities included managing client content plans, devising relevant marketing strategies, researching potential clients, developing innovative campaign concepts, preparing presentations for potential brands and managing social media profiles in general.

The internship program helped me build my confidence and acquire new skills. It has enabled me to explore new avenues and go beyond my comfort zone, expanding both my knowledge and skills. My communication and leadership skills have improved significantly, which better prepares me for the professional world. Overall, my experience with Project A was incredibly insightful and productive. Not only has it expanded my network, but it has also brought me positive recognition. I look forward to applying all that I have learned, along with my newly acquired soft skills, to my next endeavor.

#### **4.2 Self-Assessment**

Networking has been an incredibly rewarding aspect of my co-op studies, allowing me to connect with professionals from various business sectors. My experience at Project A

was transformative and insightful, greatly improving my communication skills and preparing me for the business world. Working with well-known Nepali companies such as WorldLink, Ncell, Sprite and DARAZ was particularly rewarding. The internship program served as a launch pad for my professional journey, clarified my career goals and gave me confidence in my abilities. I really appreciate that Project A believes in my potential and treats me not just as an intern, but as a valued employee.

My fascination with marketing has only increased during my time at Project A, and I now feel more drawn to the marketing industry. This experience has contributed greatly to my awareness of my career opportunities. I found the tasks I was given at Project A incredibly enjoyable and fulfilling. From creating content plans for clients to devising marketing strategies for brand promotion, I approached each task with enthusiasm and ease.

Furthermore, my decision to join Project A was influenced by the company's good reputation and strong brand portfolio in the market. The energetic and innovative atmosphere at Project A, coupled with the dynamic work environment, set the company apart from the typical Nepali companies I had come across.

When I was looking for a sixteen-week opportunity to work somewhere, Project A was the perfect choice for me. It was the dynamic work environment and the abundance of ongoing opportunities that drew me to Project A. With over a decade of experience, Project A is an established brand in the industry. By eliminating shortcomings and prioritizing customer satisfaction, the company has emerged as one of the most promising marketing consultants in Nepal.

During my 16 weeks at Project A, I learned the importance of listening to and understanding client needs, as well as the significance of professionalism, respect, and timely communication with colleagues and customers. I also gained insights into the importance of comprehending project expectations and allocating sufficient time to deliver exceptional results, exceeding requirements and achieving success.

Before I joined Project A, I was not sure about my career path. However, my experiences here have sparked a strong interest in branding and digital marketing. Overall, the co-op program has advanced my professional development and equipped me with the skills I need to be successful in the business world. In addition, this internship has boosted my confidence and helped me recognize my future career path. I am deeply grateful to Project A

for this invaluable experience and for giving me the confidence to pursue my future endeavors.

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

While working in one of Nepal's leading marketing agencies provided me with invaluable insights into the work culture, my experience also came with certain limitations. Firstly, my responsibilities as an intern were mainly limited to the marketing department. It would have been beneficial to get to know and learn from the creative department as well. Secondly, it would have been beneficial to delve deeper into the field of digital marketing. During my 16-week internship, my tasks mostly revolved around research or content planning. Expanding my involvement in digital marketing would have enhanced the overall learning experience. Despite these limitations, Project A proved to be a fantastic workplace for growth and development. However, addressing these limitations could further enrich the internship program.

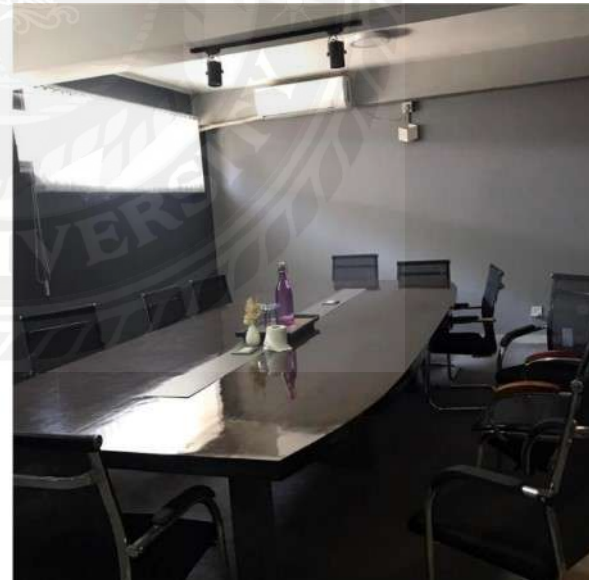
### **4.4 Recommendations for the Company**

- To encourage employees to work successfully and efficiently, Project A should focus on strengthening employee retention through a range of incentives, bonuses and promotions.
- Flexible working hours are necessary; 9:30 to 5:30 is a long time for employees and even interns.
- To provide the best possible services to its clients, the company should prioritize hiring professionals with a high level of experience in the respective industry.
- Project A should focus on building a strong brand name in the market, because despite working with several excellent companies, it is still not known to consumers.
- Although I worked at Project A for 16 weeks, I was still unfamiliar with some of the faces in the creative department.

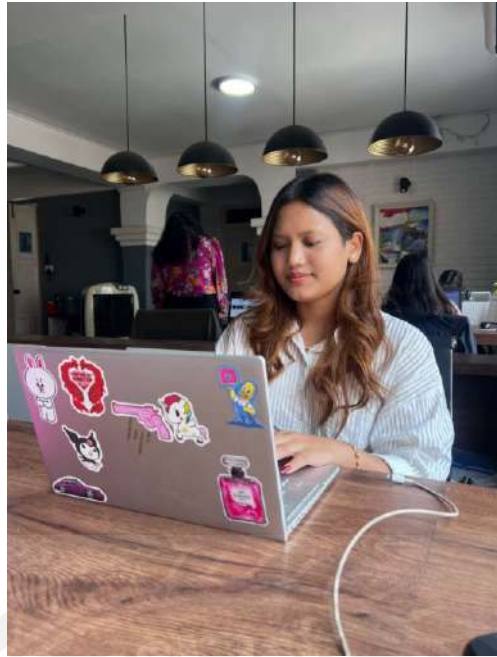


## Annexures

### Pictures



*Project A office*



*My workplace*



## References

*Project A.* (2016). Facebook. <https://www.facebook.com/projectanepal>

*Project A.* (2024). <https://www.projecta.com.np/>

Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A., and Ilyas, A. (2019). The role of social media marketing in consumer behaviour, *E3S Web Conf.*, 135 (2019) 04022. <https://doi.org/10.1051/e3sconf/201913504022>

