



COOPERATIVE EDUCATION REPORT

**The Role of Marketing in Driving Brand Growth at Poseidon Care
Company**

WRITTEN BY:

Sirjana Singh

Student Id: 6408040066

**This Report is Submitted in Partial Fulfillment of the Requirements for
Cooperative Education.**

Faculty of Business Administration

Academic Semester: 2/2024

Siam University

Title: Customer Services Excellence in Hospitality as a Guest Service Agent

Written by: Sirjana Singh

Department: Bachelor of Business Administration

Academic Advisor: Mr. Ashutosh Mishra

Oral Presentation Committees

Ashutosh Mishra

(Ashutosh Mishra)

Academic Advisor

Rojina Lamichhane

(Ms. Rojina Lamichhane)

Job Supervisor

Raj Sanskrit

(Mr. Raj Sanskrit)

Cooperative Education Committee

Maruj Limpawattana

(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of cooperative Education

Project Title: Role of Marketing in driving brand growth at Poseidon Care
Author: Sirjana Singh
Degree: Bachelor of Business Administration
Major: Marketing
Faculty: Business Administration
Semester/Academic Year: 2/2024

ABSTRACT

This report provides an overview of my 16-week internship as a Marketing Assistant at Poseidon Care UK, a leading provider of live-in care services. My role in the marketing department allowed me to bridge the gap between academic knowledge and practical experience, focusing on client engagement, market research, digital content creation, and brand awareness.

During my internship, I contributed to the development of marketing strategies aimed at increasing brand visibility, engaging potential clients, and promoting Poseidon Care's exceptional live-in care services. I assisted in creating social media campaigns across digital platforms such as Facebook, TikTok, Instagram, and utilized tools like Canva, Buffer, and Mailchimp for content creation, scheduling, and email marketing campaigns. I also leveraged MS Word and MS Excel to analyze performance data and optimize campaigns for better results.

This report covers Poseidon Care's services, my key responsibilities, challenges faced, and the key insights I gained throughout the internship. I gained valuable experience in digital marketing, content creation, customer engagement, and market research, which has strengthened my skills in strategic communication, time management, and data-driven decision-making, equipping me for future roles in the ever-evolving digital marketing industry.

Keywords: Live-in care, marketing strategy, digital marketing, client engagement, content creation, brand awareness, market research.

ACKNOWLEDGMENT

I would like to express my sincere gratitude to Siam University and Kathmandu College of Management for providing me with the incredible opportunity to combine my theoretical knowledge with real-world experience. A special thank you to Dr. Yhing Sawheny, Asst. Prof. Dr. Maruj Limpawattana, and my academic supervisor, Mr. Ashutosh Mishra, for their consistent guidance and unwavering support throughout this co-op program.

I am deeply thankful to Poseidon Care for offering me the valuable internship opportunity as a Marketing Intern. I would like to extend my heartfelt thanks to Matthew Hurley, the Director of Poseidon Care, Rojina Lamichhane, my supervisor, and Tara SD for their mentorship, encouragement, and insightful guidance, which have been instrumental in shaping my growth in the marketing and digital industry.

I am also grateful to the entire Poseidon Care team for their kindness and cooperation throughout my internship. Their support has made my experience truly enriching.

Furthermore, I would like to express my sincere appreciation to the instructors and staff at Kathmandu College of Management and Siam University for their constant encouragement and support. Lastly, I would like to express my deepest gratitude to my family and friends for their continuous faith in me. Their love, support, and inspiration have been a constant source of motivation throughout this journey.

Sirjana Singh

6408040066

Table of Contents

ABSTRACT	3
ACKNOWLEDGMENT	4
Chapter One: Introduction	7
1.0 Company Profile	7
1.1 The mission of Poseidon Care	9
1.2 Value of Poseidon Care	10
1.3 Brief analysis of Company and Products	11
Live-In Care Services	11
Daily Care Services (Domiciliary Care)	11
Respite Care	13
Companionship Services	13
2.1 Diagram of Poseidon Care Organizational Structure	14
2.2 My Job Position in Poseidon Organizational Structure	14
2.3 My Job Position	15
1.4 My Job Position and Responsibilities	15
3.0 My Intention and Motivation	16
4.0 Strategic Analysis of the Poseidon Care	16
5.0 Objectives of the Study	18
CHAPTER 2 CO-OP ACTIVITIES	19
1. My Job Description	19
2. My Job Responsibilities	20
3. Activities in Coordinating with Co-Workers	21
4. My Job Process Diagrams	23
5. Contributions as a Co-Op Student in the Company	23
CHAPTER 3 LEARNING PROCESS	24
1. Problem of the Company	25
2. How to Solve the Problem	26
4. What I have Learned During the Co-Op Studies	27
5. How I Applied the Knowledge from Coursework to the Real Working Situation	29

6. Special Skills and New Knowledge I have Learned from the Co-op Studies The following are the skills and new knowledge I have learned from my Co-Op Studies:	30
--	----

CHAPTER 4	32
------------------	-----------

CONCLUSION	32
-------------------	-----------

1. Summary of Highlights of my Co-op Studies at Poseidon Care	32
---	----

2. My Evaluation of My Work Experience	33
--	----

3. Recommendations for Poseidon Care	34
--------------------------------------	----

Bibliography	35
---------------------	-----------

Appendix I	36
-------------------	-----------

Appendix II	44
--------------------	-----------



CHAPTER 1 INTRODUCTION

1.0 Company Profile

Founded in 2011, Poseidon Care has steadily grown to become a trusted provider in the healthcare sector, specializing in the supply of skilled nursing professionals and care assistants. Initially focused on healthcare, construction, and mining, Poseidon Care has since established a strong presence in the healthcare industry, offering a range of services in Europe, the Middle East, and the UK.

The company operates with a dedicated workforce of approximately 12 staff members, based in London and Farnham, Surrey. At Poseidon Care, employees are recognized as the company's greatest asset. From the very beginning of an employee's journey, the company prioritizes their development through comprehensive induction programs and ongoing support, empowering them to take on responsibilities with confidence and contribute to the organization's continued success.

As a specialist nursing and care provider, Poseidon Care supplies highly trained nurses, care assistants, and support workers, ensuring the highest standards of care. Their team includes professionals with expertise in both physical and mental disabilities, all of whom share a common commitment to delivering compassionate, person-centered care. At Poseidon Care, the patient-carer relationship is at the heart of every service provided, with staff who are dedicated to offering care with patience, kindness, and a positive attitude.

Registered with the Care Quality Commission (CQC), Poseidon Care specializes in personalized live-in and domiciliary care services. The company is deeply committed to maintaining the autonomy and dignity of its clients, tailoring care plans to meet individual needs. Poseidon Care believes that everyone

deserves to age with dignity and independence, and strives to create meaningful connections that foster trust, respect, and a sense of belonging.

At Poseidon Care, it's not just about providing care—it's about building relationships that enrich lives and make a lasting difference.



Figure: Logo of Poseidon Care

1.1 The mission of Poseidon Care

At Poseidon Care, our mission is to provide high-quality, compassionate care that is tailored to each individual's unique needs. We believe that everyone deserves to age with dignity and independence, and we strive to create meaningful connections that foster trust and a sense of belonging. Through our diverse range of care services, we ensure that our clients receive the support they need to lead fulfilling lives, surrounded by comfort and care in the place they call home.

1.2 Value of Poseidon Care

Poseidon Care is built on a strong foundation of core values that guide its caregiving approach:

Compassion – Caregivers provide heartfelt and understanding support to clients, ensuring they feel valued and cared for in every aspect of their lives. This involves not just meeting physical needs but also offering emotional support and companionship.

Empathy – Understanding and sharing the feelings of clients to create a supportive and comforting environment. Caregivers put themselves in the shoes of their clients, ensuring they respond with patience and kindness to their concerns and emotions.

Respect – Treating every individual with dignity and honoring their personal choices, beliefs, and preferences. This means acknowledging each client's unique background, listening actively to their needs, and ensuring that their opinions and decisions are valued.

Dignity – Ensuring that clients receive care in a manner that upholds their self-respect and independence. Caregivers are trained to offer assistance without undermining the confidence and pride of their clients, promoting a sense of worth and personal integrity.

Safety – Prioritizing the well-being of clients by maintaining a secure and risk-free environment. This includes proper health monitoring, preventing falls, and ensuring that clients feel physically and emotionally secure within their living space.

Continuity of Care – Providing consistent and seamless care, ensuring that clients receive stable and reliable support tailored to their unique needs. This helps build trust between clients and caregivers, fostering long-term relationships and ensuring a smooth caregiving experience without frequent disruptions.

1.3 Brief analysis of Company and Products

Poseidon Care has steadily grown since its founding and now offers a comprehensive range of services aimed at supporting individuals across Europe, the Middle East, and the UK. With a dedicated team of around 12 staff members based in London and Farnham, Surrey, Poseidon Care remains committed to providing high-quality, personalized healthcare services to meet the diverse needs of its clients.

At Poseidon Care, we offer two main types of care services: Live-In Care and Daily Care Services, each designed to help individuals live their lives on their own terms while receiving the support they need.

Live-In Care Services

Our live-in care service provides round-the-clock support for clients who need continuous assistance, allowing them to maintain independence while staying in the comfort of their own homes. A carefully selected caregiver is matched with each client to ensure compatibility, fostering a trusted, long-term relationship. Live-in care covers a wide range of services, from personal care and medication management to emotional support and companionship. Clients can feel secure knowing that their needs are being met with compassion and expertise.

Daily Care Services (Domiciliary Care)

For those who require assistance with daily tasks but prefer to stay in their homes, our domiciliary care services offer personalized support. These services include:

- Personal Care: Assistance with bathing, dressing, grooming, and other personal hygiene needs.
- Medication Management: Ensuring timely medication administration and health monitoring.
- Meal Preparation: Helping with meal planning and preparation to ensure nutritional support.
- Companionship: Providing emotional support and engaging in meaningful activities such as conversations, walks, hobbies, and attending appointments.
- Household Help: Assisting with everyday tasks like housekeeping, laundry, shopping, and running errands.

Specialized Care Services

Poseidon Care also provides specialized care for clients with unique medical needs, including:

- Dementia and Alzheimer's Care: Our trained caregivers provide support for individuals with cognitive decline, ensuring safety and comfort at all times.
- Palliative Care: We offer compassionate end-of-life care, focusing on pain management and emotional support, treating the client with dignity and respect.
- Disability Support: Assistance for individuals with physical or learning disabilities, enabling them to live fulfilling, independent lives.
- Post-Hospital Care: Our services help clients transition from hospital to home, offering rehabilitation support and assistance with recovery.

Respite Care

We offer respite care services to give primary caregivers temporary relief, ensuring their loved ones continue to receive high-quality care while caregivers take a break. This service can be arranged for short-term needs or emergency situations.

Companionship Services

For clients who feel isolated or require social engagement, our companionship services are designed to provide emotional support and meaningful interactions. Caregivers offer companionship through

conversations, attending appointments together, and participating in recreational activities, helping clients feel connected and engaged.

2.1 Diagram of Poseidon Care Organizational Structure

Figure 1.4: Diagram of Poseidon Care Organizational Structure



2.2 My Job Position in Poseidon Organizational Structure

As a Marketing Intern at Poseidon Care, my primary responsibility was to assist in the planning and execution of marketing initiatives aimed at promoting the company's services and expanding its client base. I worked closely with the marketing team to develop strategic marketing plans that aligned with Poseidon Care's mission of providing compassionate and high-quality care services. My tasks included conducting market research to identify potential trends and opportunities in the healthcare and care services sector, which helped us stay ahead of the competition.

I actively contributed to the creation of engaging content, including social media posts, brochures, and other promotional materials, ensuring they resonated with the target audience and communicated Poseidon Care's core values. Additionally, I assisted in the development of presentations for clients, effectively showcasing the company's services, and highlighting how Poseidon Care could meet their unique care needs.

By supporting the marketing Team, I helped enhance Poseidon Care's brand presence and contribute to the company's overall growth and success. My role allowed me to gain valuable insights into the healthcare industry while honing my skills in digital marketing, content creation, and market analysis.

2.3 My Job Position

I had the opportunity to work at Poseidon Group Company in the UK for my internship. I worked in the Marketing and HR departments. The starting date of my internship was 06 February 2025. My internship hours were from Monday to Friday, 8:00 AM to 5:00 PM.

1.4 My Job Position and Responsibilities

During my internship at Poseidon Care, I gained hands-on experience in both marketing and human resources. My responsibilities included:

- Assisting in the development and implementation of marketing strategies to promote Poseidon Care's services.
- Supporting the HR team with recruitment processes and employee record management.
- Helping organize internal events and wellness programs.
- Conducting market research and customer feedback analysis for improved service delivery.
- Designing simple HR communication materials and internal newsletters.

3.0 My Intention and Motivation

Poseidon Group provided an excellent platform for me to gain real-world experience in marketing and human resource management. The company's strong reputation in the industry, commitment to innovation, and customer-oriented approach motivated me to join. Key reasons for selecting Poseidon Group include:

- Gaining hands-on experience in corporate marketing and HR functions.
- Understanding the strategies behind effective branding and employee management.
- Developing professional networking connections with industry experts.

- Enhancing my adaptability and problem-solving skills in a dynamic corporate environment.4.0

Strategic Analysis of the Poseidon Care

4.1 Strengths

Reputation for Quality Care: Poseidon Care has established a strong reputation for providing compassionate and professional services to elderly residents, ensuring trust among families and clients.

Experienced Staff: A dedicated team of healthcare professionals and caregivers with proper training and certification in elderly and dementia care.

Adaptable Marketing Initiatives: The company has started integrating digital marketing tools like Mailchimp, Buffer, and Facebook Ads, allowing for better outreach and communication with stakeholders.

Personalized Services: Services are tailored to individual needs, which increases client satisfaction and word-of-mouth referrals.

Culturally Sensitive Approach: Emphasis on cultural awareness and communication improves the experience for clients from diverse backgrounds.

4.2 Weaknesses

Limited Digital Presence: Although the company has initiated digital marketing efforts, its overall digital footprint (e.g., SEO, website optimization, and social media engagement) remains underdeveloped.

Staff Reluctance to Participate in Marketing: Limited staff enthusiasm for content creation can hinder brand visibility and marketing effectiveness.

Resource Constraints: Budget and human resource limitations affect the implementation of more comprehensive marketing campaigns and advanced operational technologies.

Lack of Internal Marketing Team: Marketing responsibilities are not centralized, often falling on interns or part-time staff, limiting consistency and strategy.

4.3 Opportunities

Rising Demand for Elderly Care: As the aging population increases, there's growing demand for professional and compassionate elderly care services.

Expansion of Digital Marketing Channels: The use of advanced digital tools (e.g., Facebook lead ads, targeted email marketing) can attract new clients and caregivers.

Partnerships and Community Engagement: Collaborations with hospitals, NGOs, or community centers can expand Poseidon Care's reach and service portfolio.

Training and Upskilling Programs: Implementing in-house digital marketing or communication workshops can increase employee engagement and build a stronger team culture.

4.4 Threats

High Competition: The elderly care industry is competitive, especially with large private players offering similar or more advanced services.

Regulatory Changes: Healthcare and elder care are heavily regulated sectors; any changes in laws or standards could require rapid adaptation.

Economic Fluctuations: Rising costs and economic uncertainty can affect clients' ability to pay for premium care services.

Negative Publicity Risk: Any incident involving care quality or safety could significantly impact the company's reputation and trustworthiness.

5.0 Objectives of the Study

The main objectives of my study at Poseidon Care were:

- To understand the core functions of marketing and HR in a corporate environment.
- To gain insights into strategic decision-making in a multi-industry company.
- To analyze the impact of digital transformation on business operations.
- To develop communication and leadership skills through professional interactions.
- To apply academic knowledge in real-world business scenarios and enhance practical learning.

Poseidon Care provided me with an invaluable opportunity to develop professional skills, expand my knowledge, and build a strong foundation for my future career.

CHAPTER 2 CO-OP ACTIVITIES

1. My Job Description

At Poseidon Care, my role as a Marketing Intern involved a wide range of responsibilities aimed at promoting the organization's services and creating brand awareness. One of my key tasks was to create engaging content, such as newsletters, flyers, and recruitment posters, to effectively communicate job and career opportunities within the company. I also played a significant role in producing videos for TikTok, helping to reach a younger audience and increase brand visibility on social media platforms.

In addition to content creation, I actively participated in attending various events where I could speak about the job opportunities and career growth at Poseidon Care. This allowed me to directly interact with potential candidates and increase awareness of the company's offerings in the local community.

For marketing and lead generation, I utilized tools like Buffer for scheduling social media posts and Mailchimp for email marketing campaigns. These tools helped in managing communication, tracking

analytics, and ensuring that our messages reached the right audience. Furthermore, I was involved in using Facebook Ads to drive lead generation, creating effective campaigns with clear calls to action to attract qualified candidates and potential clients.

Through these various tasks, I contributed to Poseidon Care's marketing efforts, focusing on building brand recognition, attracting new talent, and engaging with the target audience through innovative and strategic marketing methods.

2. My Job Responsibilities

During my Co-Op program at Poseidon Care Company in the UK, I was involved in supporting the recruiting campaigns conducted at three UK universities. With the help and guidance of my supervisor, I assisted in planning and executing these campaigns effectively. My role included helping set up event materials, engaging with students to share information about Poseidon Care's opportunities, and responding to their questions. I also helped coordinate logistics and promoted the company at various business seminars and temple events. This experience allowed me to learn the importance of teamwork and the value of receiving guidance from experienced professionals while contributing actively to the company's outreach efforts.



3. Activities in Coordinating with Co-Workers

Since I was new to the organization and unfamiliar with the internal operations of Poseidon Care, my supervisor took the time to introduce me to the nature of the work and clearly explain my responsibilities during the initial days of the internship. I was warmly introduced to all team members and department heads, which helped create a friendly and supportive working environment.

As I began my tasks, especially those involving marketing support and administrative duties, my supervisor and colleagues guided me step-by-step, ensuring I understood the processes thoroughly and could complete assignments efficiently. Since I was unfamiliar with the company's internal systems and communication style, my coworkers played a vital role in helping me adapt quickly and complete my tasks on time.

During my time in the marketing and client service departments, collaboration with colleagues was

essential. We worked together to respond to inquiries from family members, share updates about client care, and coordinate social media content and campaigns. I often liaised with care managers, administrative staff, and support workers to gather accurate information for content creation or reporting tasks. Working alongside client support and operational teams allowed us to provide timely and accurate information to families and ensure all communication reflected the compassionate values of Poseidon Care.

Overall, this experience helped me understand the importance of teamwork, mutual support, and effective internal communication within a care-based organization.



4. My Job Process Diagrams

My job process at Poseidon Care primarily involved assisting my supervisor with the planning and execution of recruiting campaigns across three UK universities and various public events. Under my

supervisor's guidance, I helped prepare materials needed for each outreach, coordinated with event organizers, and managed logistical arrangements such as booking booths or stalls. During the events, I supported my supervisor by engaging with attendees, providing information about Poseidon Care's mission and job opportunities, and helping to address their questions. Although I played an assisting role rather than leading the activities, this experience gave me valuable insights into event coordination, communication, and audience engagement. After the events, I helped document feedback and observed participant responses, contributing to refining our future outreach strategies. This process improved my organizational skills, taught me how to collaborate closely with supervisors, and strengthened my ability to adapt between professional and cultural settings.

5. Contributions as a Co-Op Student in the Company

As a Co-Op student, my contributions had a meaningful impact on both Poseidon Care and the communities we targeted. I played a key role in increasing the company's visibility among international students and within multicultural communities. My presence at multiple outreach events and my communication with potential recruits helped drive interest and participation in the recruitment programs. Moreover, my feedback and observations from each event were shared with the team, contributing to the improvement of future outreach strategies. By acting as a bridge between the company and diverse audiences, I added value not only by fulfilling tasks but also by providing insights from a youth and community-oriented perspective.

CHAPTER 3

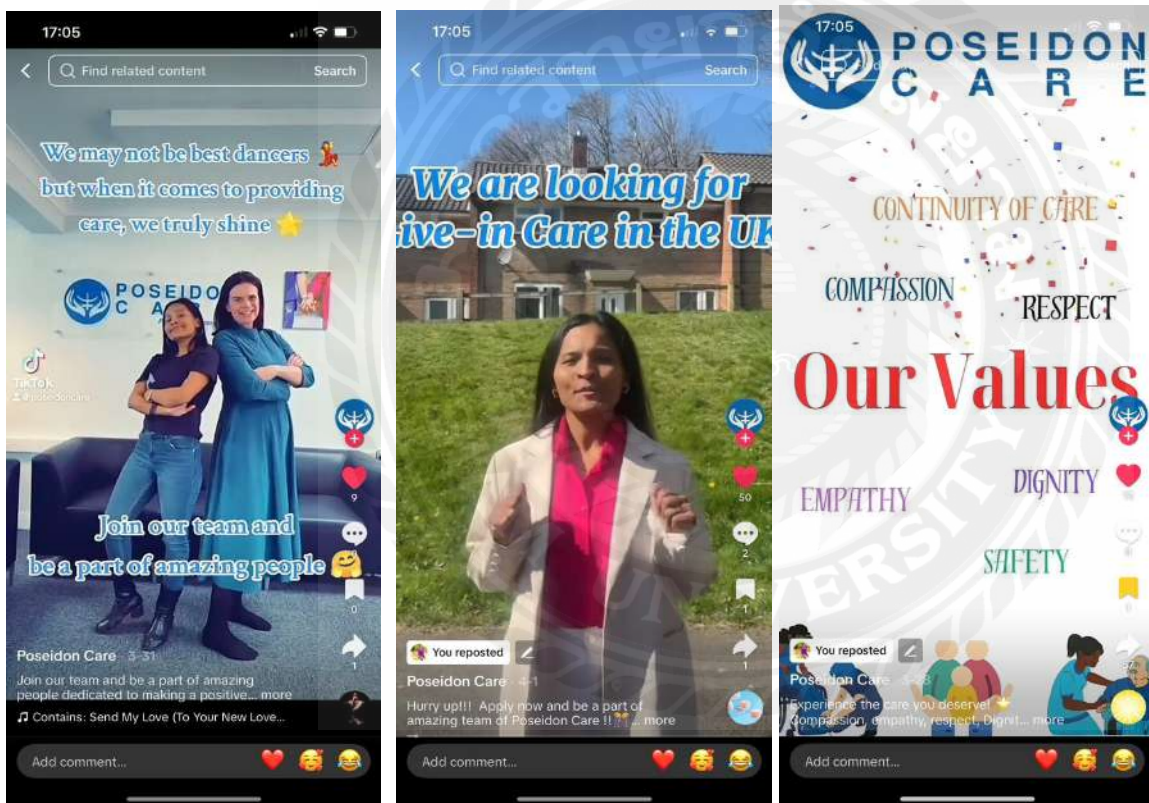
LEARNING PROCESS

This chapter focuses on providing a background of what I have learned from the Co-Op studies including what is working and not working at Poseidon Care, what are its solution, how the studies have impacted me very greatly, what skills and new knowledge I have gain, what recommendations I have proffer so far for the Company, and how I will apply such skills from Coursework to the Real Working Situation.

1. Problem of the Company

One of the major challenges faced by Poseidon Care was limited brand recognition, especially among international students and young job seekers. Although the company provides meaningful career opportunities in the care sector, its presence on digital platforms and university career programs was quite weak. This was partly due to a lack of culturally tailored messaging, which made it difficult to effectively engage with diverse communities. Additionally, I noticed significant issues with manpower and communication within the company. There was no dedicated marketing team, and multiple responsibilities were often assigned to a single individual regardless of their expertise, leading to inefficiencies and miscommunication. Another significant problem was the difficulty in applying modern marketing content strategies in this environment. For instance, platforms like TikTok and Instagram are highly effective for reaching younger audiences by showcasing daily activities and authentic experiences in care homes.

However, strict company policies prevented recording videos or gathering feedback from carers and clients, and even company members were reluctant to participate in such content. This restriction made it very challenging to leverage these social media channels for marketing purposes. Despite these obstacles, I took the initiative to manage and use TikTok independently, which resulted in receiving six job applications directly through the platform. This demonstrated the potential of social media marketing for Poseidon Care, although implementing it effectively within the company's existing framework remains difficult.



2. How to Solve the Problem

One of the major challenges faced by Poseidon Care was limited brand recognition, especially among international students and young job seekers. Although the company provides meaningful career opportunities in the care sector, its presence on digital platforms and university career programs was quite weak. This was partly due to a lack of culturally tailored messaging, which made it difficult to effectively engage with diverse communities. Additionally, I noticed significant issues with manpower and communication within the company. There was no dedicated marketing team, and multiple responsibilities were often assigned to a single individual regardless of their expertise, leading to inefficiencies and miscommunication. Another significant problem was the difficulty in applying modern marketing content strategies in this environment. For instance, platforms like TikTok and Instagram are highly effective for reaching younger audiences by showcasing daily activities and authentic experiences in care homes. However, strict company policies prevented recording videos or gathering feedback from carers and clients, and even company members were reluctant to participate in such content. This restriction made it very challenging to leverage these social media channels for marketing purposes. Despite these obstacles, I took the initiative to manage and use TikTok independently, which resulted in receiving six job applications directly through the platform. This demonstrated the potential of social media marketing for Poseidon Care, although implementing it effectively within the company's existing framework remains difficult.

4. What I have Learned During the Co-Op Studies

Working at Poseidon Care has provided me with valuable skills and knowledge that will aid my personal and professional development:

I gained hands-on knowledge of managing day-to-day digital marketing activities, including content creation, social media management, and campaign execution across platforms like TikTok and Instagram.

Operational Insight

I learned how to navigate organizational constraints and policies while developing creative marketing strategies that comply with company rules and meet business goals.

Communication and Customer Interaction

Interacting with staff and external audiences enhanced my communication skills, allowing me to effectively address concerns, motivate reluctant colleagues, and tailor messages to diverse cultural backgrounds.

Knowledge of Marketing Tools and Platforms

I became proficient in using digital marketing tools such as Mailchimp for email campaigns, Buffer for scheduling posts, and Facebook Ads Manager to create ads targeted for various objectives like brand awareness and lead generation.

Cooperation & Teamwork

Collaborating with different teams and encouraging participation in marketing efforts helped me develop stronger teamwork and leadership abilities. I also built professional relationships that broadened my network within the company.

Critical Thinking and Problem-Solving

I enhance my analytical skills by tracking social media performance and adapting marketing strategies based on data insights. I also learned to creatively solve problems arising from content restrictions and limited marketing resources.

Decision-Making

Balancing organizational policies with marketing needs, I made informed decisions to achieve objectives without compromising compliance or brand reputation.

Organizing and Managing Time

Managing multiple campaigns and tasks independently taught me to prioritize effectively, improve efficiency, and ensure timely completion of projects.

5. How I Applied the Knowledge from Coursework to the Real Working Situation

During my time at Poseidon Care, I effectively applied many theoretical concepts from my coursework to practical scenarios:

Marketing Principles: I utilized the four Ps of marketing (Product, Price, Place, Promotion) to understand how to position Poseidon Care's offerings and tailor promotional activities.

Customer Relationship Management (CRM): Applying CRM concepts helped me improve communication with applicants and build relationships with potential recruits.

Digital Marketing Strategies: I applied knowledge of social media marketing to launch campaigns on TikTok and Instagram, targeting younger audiences with culturally relevant content.

Communication Theories: Effective interpersonal communication skills were crucial for managing internal misunderstandings and encouraging staff involvement in marketing efforts.

Problem Solving and Critical Thinking: I used analytical skills to navigate content restrictions and find alternative engagement methods, demonstrating adaptability and innovation.

Organizational Behavior: Understanding team dynamics helped me foster better cooperation between departments despite staffing limitations.

6. Special Skills and New Knowledge I have Learned from the Co-op Studies

The following are the skills and new knowledge I have learned from my Co-Op Studies:

Working at Poseidon Care has provided me with valuable skills and knowledge that will aid my personal and professional development:

Digital Marketing and Content Creation

I gained hands-on experience managing social media platforms such as TikTok and Instagram, learning to create engaging and relevant content within the constraints of organizational policies. I also learned how to use **Mailchimp** for email marketing, **Buffer** for scheduling social media posts, and created targeted **Facebook ads** for different objectives like brand awareness and lead generation.

Communication Skills

Interacting with staff who were sometimes reluctant and engaging with diverse audiences improved my ability to communicate persuasively and patiently. I learned to tailor my messages effectively to different cultural contexts.

Problem-Solving and Adaptability

Faced with restrictions on content creation, I developed creative solutions and alternative marketing approaches that complied with company policies, demonstrating flexibility and innovation.

Project and Time Management

Handling multiple campaigns and tasks independently strengthened my organizational abilities and enhanced my skills in prioritizing urgent and important work.

Interpersonal Skills

Collaborating with various teams and motivating reluctant colleagues to participate in marketing initiatives enhanced my leadership, teamwork, and influence capabilities.

Cultural Sensitivity

I developed a deeper appreciation for diversity and inclusive communication by understanding the importance of culturally tailored messaging.

Data Analysis

Tracking and analyzing social media performance helped me develop analytical skills to evaluate which strategies are most effective in reaching target audiences.

Resilience and Initiative

Working in a challenging environment without dedicated marketing support pushed me to take initiative, develop self-reliance, and become more proactive in problem-solving.

CHAPTER 4

CONCLUSION

1.Summary of Highlights of my Co-op Studies at Poseidon Care

As discussed throughout this report, internships are invaluable for providing students and fresh graduates with real-world experience and insight into the working culture, processes, systems, strategies, and operations of an organization. Internships bridge the gap between theoretical knowledge and practical application, giving firsthand experience on how organizations function through interpersonal interaction and collaboration.

During my co-op experience at Poseidon Care, I acquired practical skills in digital marketing, content creation, and organizational communication, which complimented my academic knowledge in marketing, communication, and project management. The internship allowed me to learn how to manage social media platforms like TikTok and Instagram, create engaging marketing campaigns, use tools such as Mailchimp, Buffer, and Facebook Ads Manager, and analyze campaign performance.

I also improved my communication and interpersonal skills by working with diverse teams and overcoming challenges such as staff reluctance to participate in marketing activities. This experience strengthened my problem-solving abilities and taught me how to adapt marketing strategies within organizational constraints. The opportunity to lead projects and manage multiple tasks enhanced my time management and leadership skills.

Overall, the co-op experience at Poseidon Care has been highly beneficial in preparing me for future professional roles in marketing and communications. The supportive environment and guidance from my

mentors and colleagues encouraged my growth and development, and I am grateful for the practical exposure and meaningful contributions I was able to make.

2. My Evaluation of My Work Experience

While my co-op at Poseidon Care was a valuable learning experience, there were certain limitations that impacted the breadth and depth of my exposure. Due to company policies and restrictions, I was limited in access to some internal systems and data, which constrained my ability to fully engage with all aspects of the marketing department.

Additionally, the scope of tasks assigned to interns was sometimes basic and routine, limiting opportunities for involvement in more strategic or complex projects. The company's size and structure also meant that resources were limited, and there was no dedicated marketing team, which affected the availability of formal training and mentorship.

These factors reduced the variety of experiences available during the internship and limited the potential for gaining comprehensive insights into digital marketing operations in a larger or more specialized environment

3. Recommendations for Poseidon Care

Working at Poseidon Care has been a rewarding experience, and I appreciate the opportunity to contribute to the organization. To enhance the company's operations and employee experience, I would like to suggest the following improvements:

Provide Formal Training Programs: Implement regular training sessions for employees to improve their marketing, communication, and digital skills, enabling them to perform their roles more effectively.

Encourage Team Building Activities: Organize team-building events to strengthen employee relationships, boost morale, and improve collaboration across departments.

Enhance Internal Communication: Develop clear and efficient communication channels within the organization to ensure all staff are informed about new policies, projects, and marketing initiatives.

Increase Access to Marketing Tools: Invest in better digital marketing tools and platforms, and provide training to maximize their effective use.

Develop a Customer Feedback System: Establish a structured system for gathering and analyzing customer feedback, which can be used to improve marketing strategies and customer service.

Improve Digital Presence: Expand and diversify the company's online services and social media engagement to reach a broader audience and build stronger brand awareness.

Create Clear Marketing Guidelines: Develop clear policies and guidelines around marketing content creation to streamline processes and reduce uncertainty among staff.

Foster a Culture of Innovation: Encourage creative ideas and innovative approaches within the marketing team to better adapt to changing market trends and customer preferences.

Implementing these recommendations could improve operational efficiency, employee satisfaction, and the overall effectiveness of the company's marketing efforts.

Bibliography

Poseidon Care. (n.d.). *Empowering independent living [Brochure]*. Poseidon Care.

<https://poseidoncare.co.uk/wp-content/uploads/2024/05/Poseidon-Care-Brochure-Reduced-2024.pdf>



Appendix I

Daily Diary (Signed by Internship Supervisor):

Internship Company: Poseidon Care Company
Department: Marketing
Intern: Sirjana Singh
Duration: 4 months / 18 weeks
Starting date: January 13th, 2025
Ending date: May 16, 2025

WEEK 1

Monday 13/01/2025	Tuesday 14/01/2025	Wednesday 15/01/2025	Thursday 16/01/2025	Friday 17/01/2025
Though it was online still the administrative team welcome me in the first meeting I introduce to the team	Did the orientation about how we can work and what	They gave me the task of visiting the website and learned about	I prepared some introduction, their history, their mission, and the service offering report just to make	Since it was online it was not that much effective due to the time difference but I still managed to work for one month. I didn't do anything this first friday

about me and my interest in this company	task they are willing to give me.	the company	it easy to work with them.	
--	-----------------------------------	-------------	----------------------------	--

WEEK 2

Monday 20/01/2025	Tuesday 21/01/2025	Wednesday 22/01/2025	Thursday 23/01/2025	Friday 24/01/2025
I went to the calendar of the UK 2025 and figured out the main event that they celebrate since it is very important to understand the culture and the preference of the audience of the uk so that was my first task on	Made the list of all the event celebrated in the Uk	Segregated the list of event according to the month so that it will be easy to use for the marketing	Bank holiday	Prepare the report that I have learned through the week and submit the report.

monday.				
---------	--	--	--	--

WEEK 3

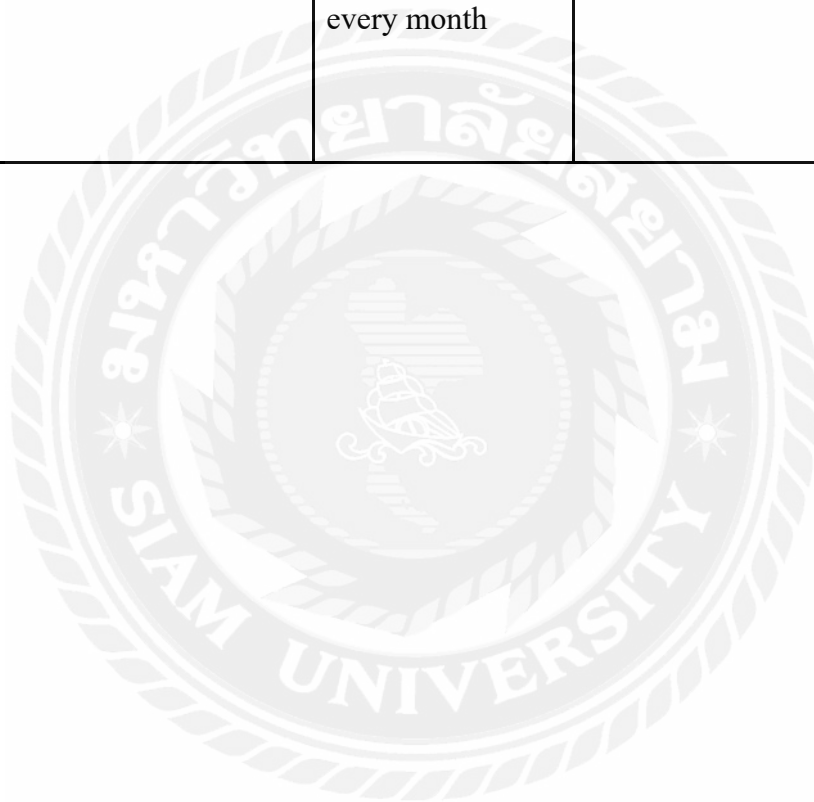
Monday 27/01/2025	Tuesday 28/01/2025	Wednesday 29/01/2025	Thursday 30/01/2025	Friday 31/01/2025
Had a meeting with my supervisor and she told me to make the newsletter every 12 months. I started to research how to make a newsletter with the	Make the newsletter for the month of January and February for the clients and the carer of the company	Make the Newsletter for the month of March and April for the clients and the Carer of the company.	Made the Newsletter for the month of May and June for the client and the Carer of the company	Made the newsletter for the month of July and August for the the Client and the Carer of the company

help of youtube.				
------------------	--	--	--	--

WEEK 4

Monday	Tuesday	Wednesday	Thursday	Friday
03/02/2025	04/02/2025	05/02/2025	06/02/2025	07/02/2025

Made the newsletter for the month of September and October for the clients and the carer of the company	Made the Newsletter for the month of November and December for the client and the Carer of the company	Submitted all the newsletter to the supervisor that I created according to the festival and their preference of every month	Apply the visa and prepared document for the visa	Did shopping and collect all the required document while travelling with the guest.
---	--	---	---	---



WEEK 5

Monday 10/02/2025	Tuesday 11/02/2025	Wednesday 12/02/2025	Thursday 13/02/2025	Friday 14/02/2025
----------------------	-----------------------	-------------------------	------------------------	----------------------

I met all the amazing team of Poseidon Care physically in the office in the morning and toured the office.	Since I already submitted the newsletter for all the month but I again edited the wrong one.	Since I was in the marketing department I helped the HR manager to arrange the documentation.	Did the lamination of the document for the operational manager.	I had a meeting with the marketing manager and she assigned me the tasks for the monday. I went home early since there were no work to do
--	--	---	---	--

WEEK 6

Monday 17/02/2025	Tuesday 18/02/2025	Wednesday 19/02/2025	Thursday 20/02/2025	Friday 21/02/2025
Analysis the company's social media marketing and provide the suggestion how company and do much more better on	Description of the feedback survey of the Carer for the month of November and March 2024 and	Did the filing things	Binding the files and documentation and filing	Scan and rename the the document of the Carers

	have done the comparison and submitted to the supervisor			
--	--	--	--	--

WEEK 7

Monday 24/02/2025	Tuesday 25/02/2025	Wednesday 26/02/2025	Thursday 27/02/2025	Sunday 28/02/2025
Bank holiday	Studied about the top 5 social media management tools in 2025 and choose the best one for the company	Introduced with the new terminology “ Mailchimp” which is the best tools for the email marketing to sent the personalized email to the target audience	Continued to research about the mailchimp through youtube, google, and chatgpt how it works and what is that for and why we used and the process	Took leave this day because I was invited as a inspirational speaker in the football event and one more event since I am the National Football Player of Nepal so Everyone wanted

				to meet me and say about my story
--	--	--	--	---

WEEK 8

Monday 03/03/2025	Tuesday 04/03/2025	Wednesday 05/03/2025	Thursday 06/03/2025	Friday 07/03/2025
Since the Mailchimp thing is new to me, I took a long time to understand and use this for the company. Since I was responsible for sending the email and the newsletter to the carer and clients, I took a long time to learn it so that I might not make a mistake.	I also learned how to created the facebook ads for lead generation, awareness etc again using the mailchimp tools	I made the first newsletter using the mailchimp platform to send to the Carer and the clients. And sent it to the target audience and was very happy to know how to email so I might not make a	Among the top 5 social media tool the buffer account I chose for the company since this tools is useful for the	Research about the Buffer account since this also was a new tool for me.

		mistake.		
--	--	----------	--	--

WEEK 9

Monday 10/03/2025	Tuesday 11/03/2025	Wednesday 12/03/2025	Thursday 13/03/2025	Friday 14/03/2025
I created the buffer account and play with the tools	I created the advertising poster for recruitment and post in the social media	Went to London for business seminar with my supervisor	Created the Advertising for the recruitment and post in the social media	Make the weekly report to submit to the company what I have learned. Celebrate the birthday of the staff of the company and did networking session

WEEK 10

Monday 17/03/2025	Tuesday 18/03/2025	Wednesday 19/03/2025	Thursday 20/03/2025	Friday 21/03/2025
<p>Took leave to play football tournament and also have done work like spreading word of mouth at the same time with the youth about the company and incase if they wanted to work in the company as a Live-in Care</p>	<p>Had a online meeting with the marketing manager since she was from Hungry and work from there and sometime she come to the office in the Uk</p> <p>I gave the suggestion to use the tiktok as well as a marketing tool for brand recognition and for recruitment</p>	<p>Start branstromer about the contain ideas for the tiktok</p> <p>Made the first tiktok video about the company and its value</p>	<p>Made the advertising poster for the instagram and facebook and videos for the tiktok</p>	<p>Made the advertising poster and the videos for both the facebook and the tiktok</p>

	<p>since all kinds of audience nowadays are in the tiktok so recommend them to use the tiktok tools.</p>			
--	--	--	--	--

WEEK 11

Monday 24/03/2025	Tuesday 25/03/2025	Wednesday 26/03/2025	Thursday 27/03/2025	Friday 28/03/2025
Visited the temple and community event for the promotion of the company	Attended the training session of the Carer and took a picture and videos for the tiktok	<p>Planned for the recruitment campaign</p> <p>Research about the event, carere affairs and the job recruitment event in the southern</p>	Prepared the list of the event in the excel sheet along with the date and the location	<p>Prepared the elevator pitch like how we can talk to the different kind of audience while we are visiting the events</p> <p>Finalized the</p>

		part of uk		pitch and method to use while communicating with the audience in the events
--	--	------------	--	---

WEEK 12

Monday 31/03/2025	Tuesday 01/04/2025	Wednesday 02/04/2025	Thursday 03/04/2025	Friday 04/04/2025
Prepared the Registration form for the recruitment. Prepared the QR for the registration	Prepared the flyers and pamphlet	Created the advertising poster and the videos for tiktok, instagram, and facebook	Collect all the equipments required for the campaign	Visited the university and put our stall there and communicated with a lots of student and talk about the benefit of joining our company, our services etc

WEEK 13

Monday 07/04/2025	Tuesday 08/04/2025	Wednesday 09/04/2025	Thursday 10/04/2025	Friday 11/04/2025
Research and collect the mailing list of medical sector, hospitals, Care homes etc of all the places like Surrey, Farnham, Aldershot, London	Set up my own foundation and started brainstorm for the effective name that can represent the girls and womens of my Country Nepal	Finalized the name for the foundation Start designing the logo for the foundation	Talk with the designer and discussed what kind of logo to make to look attractive	Made the final logo for the foundation

WEEK 14

Monday 14/04/2025	Tuesday 15/04/2025	Wednesday 16/04/2025	Thursday 17/05/2025	Friday 18/05/2025
----------------------	-----------------------	-------------------------	------------------------	----------------------

Meet the community leaders, youth leaders and talk about the mission of my own foundation and the reason to open the foundation.	Meet the many of the youth of different clubs and talk with them about how we can raise money for the foundation Took long time to decide which event to organize to raise money.	Finalized the event to organized and that was Charity dinner since sometime quality matter rather than quantity	Started to seek the sponsors who can support the mission of my foundation Had a lots of meeting with the sponsors and other community leaders about the events	Did Planning for the event Researched about the best hall for the event and booked it
--	--	---	---	--

WEEK 15

Monday	Tuesday	Wednesday	Thursday	Friday
21/04/2025	22/04/2025	23/04/2025	24/05/2025	25/05/2025

Start doing the marketing and promotion for the event	Made the poster and videos about the foundation and its goal	Designed the t-shirt for the foundation	Started to seek the sponsors who can support the mission of my foundation	Did Planning for the event
Made the social media page for the foundation	Prepared the advertising posters for the event	Research the best vendor to print out the t-shirt in Nepal	Had a lots of meeting with the sponsors and other community leaders about the events	Researched about the best hall for the event and booked it

WEEK 16

Monday	Tuesday	Wednesday	Thursday	Friday
28/04/2025	29/04/2025	30/04/2025	01/05/2025	02/05/2025

Attende the DYG event as a speaker	Went to many clubs for the invitation for the charity dinner event	Prepare the invitation letter for the Mayor, member of Parliament, and many other leaders of the community Sent the invitation letter via email	Searched the volunteers for the raffle, stall of tshirt,registratio n, host, and logistic	Had a meeting with the volunteers and talked about the event Assigned the task to each volunteers for the event
---------------------------------------	--	---	---	---

WEEK 17

Monday 05/05/2025	Tuesday 06/05/2025	Wednesday 07/05/2025	Thursday 08/05/2025	Friday 09/05/2025
----------------------	-----------------------	-------------------------	------------------------	----------------------

Made the videos of the Sponsors	Made the promotion videos for the each sponsor for their social media and tiktok	Went to the event to sell the tickets where I used my marketing skills and selling skills	Print out the tickets for the event Print out the banners of the foundation for the events	Went to the different clubs and community to sell the tickets
---------------------------------	--	---	---	---

WEEK 18

Monday 12/05/2025	Tuesday 13/05/2025	Wednesday 14/05/2025	Thursday 15/05/2025	Friday 16/05/2025
Invited and meet the different great singers and the dancers for the event	Prepared the presentation for the event Prepared dance for the event	Attended the Charity ladies night as a speaker and guest Attend the seminar in the day time	Requested all the shops and jewelry shops to do the sponsors for the raffle for our events	Prepared everything for the event Went to london to attended the seminar where a lots of professor of the

				<p>universities of london and other professional were there to share the things that they experience in their life</p> <p>Had a good time for the networking and connections</p>
--	--	--	--	--

Appendix II

