



COOPERATIVE EDUCATION REPORT

Exploring Marketing Practices in the Smart Technology Industry: A Case Study at Digital Focus Co., Ltd.

WRITTEN BY

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We have approved this Cooperative Report as a partial fulfillment of the
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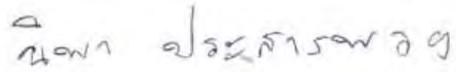
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Abstract

The report entitled “Exploring Marketing Practices in the Smart Technology Industry: A Case Study at Digital Focus Co., Ltd.” focuses on how the company develops and executes marketing strategies for AI and IoT security solutions. This cooperative education report details the professional experience gained and analytical tasks performed as a Marketing Intern over a six-month period.

The objectives of the study include: (1) to implement theoretical marketing knowledge in a professional B2B environment. (2) To gain a deeper understanding of the AIoT and smart technology industry. (3) To assist in setting standards for branding and marketing communication. During the internship, the main duties performed involved analyzing approaches to improve brand messaging, conducting competitor analysis, researching high-potential client leads, and creating digital content for product catalogs and social media launches.

The study identifies a key challenge regarding the complex communication of technical features to non-technical decision-makers. To solve this, the AIDA (Attention, Interest, Desire, Action) model was applied to restructure marketing content to focus on business benefits and Return on Investment (ROI). All duties and responsibilities assigned during the cooperative education are explained in detail in this study. Problems encountered were solved with guidance from company mentors and team collaboration. Working rigorously for the organization has taught me

professional responsibility and enhanced my time management skills. This practical program also helped me understand the procedures of different functions relating to market analysis, brand creation, and B2B client engagement.

Keywords: Brand development, Analysis of competitors, AIDA Model, Digital Focus, B2B Marketing.



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I wish to express my deepest appreciation to the institutions and individuals who contributed significantly to the success of my Cooperative Education program and the completion of this formal report. This six-month tenure has been a cornerstone of my professional growth, providing a vital bridge between academic theory and the complexities of the marketing industry.

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I am equally grateful to Digital Focus Co., Ltd. for the opportunity to intern within their Marketing Department. This experience allowed me to gain a deeper understanding of real-world industry dynamics. A special note of thanks is reserved for my job supervisor, Miss Nipa Prasanphung, who provided unwavering professional direction. I am grateful for the trust she placed in me to handle meaningful campaign tasks, which allowed me to sharpen my strategic thinking and creative execution skills.

Finally, I thank the entire team at Digital Focus Co., Ltd. for their cooperative spirit. I also owe a debt of gratitude to my family and friends for their constant motivation. Their belief in my potential was a driving force behind the successful completion of this program.

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LIST OF ABBREVIATION:

BBA: Bachelor in Business Administration

KCM: Kathmandu College of Management

AIDA: Attention, Interest, Desire, Action

DGF: Digital Focus Group

AI: Artificial Intelligence

B2B: Business-to-Business

B2C: Business-to-Consumer

CCTV: Closed-Circuit Television

Co., Ltd.: Company, Limited

IoT: Internet of Things

KPI: Key Performance Indicator

SEO: Search Engine Optimization

CHAPTER 1: INTRODUCTION

This chapter provides a comprehensive overview of Digital Focus Co., Ltd., a leading provider of AI, IoT, and robotics-based security solutions in Thailand. It includes the company's profile, history, mission, vision, core values, strategic approaches, product offerings, organizational structure, and the rationale behind my decision to undertake my Co-op studies with Digital Focus. Additionally, this chapter presents a strategic analysis of the company and outlines the specific objectives of this cooperative education experience.

1. 1. Company Profile



Established on March 8, 2002, Digital Focus Co., Ltd. is a Thai-based company specializing in the import and distribution of advanced security equipment, including CCTV systems, AI-powered surveillance solutions, drones, and robotics. With a registered capital of 60 million baht, the company has grown to become a prominent player in the security technology sector, achieving annual sales exceeding 500 million baht. Digital Focus operates with a network of over 500 dealers and service technicians nationwide, ensuring comprehensive support and service coverage across Thailand. The company is headquartered at Bang Kapi, Bangkok.

Digital Focus smart solutions cover smart transportation, involving GPS and AI for fleet logistics; smart city projects for police enforcement and traffic monitoring; as well as smart home systems including automation and monitoring applications. The company is ISO 9001:2015 certified for quality management and has received ASEAN Business Awards, reflecting their commitment to

excellence. With a skilled team of engineers and professionals, Digital Focus offers high-quality products and after-sales service to ensure customer satisfaction and operational success.

1.1.1. Mission of the Company

Digital Focus Group's mission is to deliver top-quality security and AI IoT products by partnering with world-leading brands, ensuring professional system design, consultation, and installation services through its skilled and continuously trained engineers and technicians. The company aims to drive the digital transformation of smart cities, buildings, and homes with a strong focus on innovation, customer satisfaction, and sustainable practices. By maintaining ISO 9001:2015 certification for over 14 years, Digital Focus commits to uphold international standards of quality and reliability while contributing to ASEAN's regional growth as a technology leader. Their mission supports the sustainable development and adoption of advanced, future-ready technologies to meet customer needs efficiently across Southeast Asia.

1.1.2 Vision of the Company

Digital Focus Group envisions becoming the ASEAN leader in smart technology solutions with over 20 years of experience since 2002. They have achieved ISO 9001:2015 certification for quality management for 14 consecutive years and generate sales exceeding 500 million baht with assets above 300 million baht. The company focuses on delivering smart condo, smart building, and AI IoT solutions, supported by expert engineers dedicated to driving innovation and customer satisfaction across the region.

1.1.3 Strategies of the Company

Digital Focus employs a comprehensive strategic framework to maintain competitive advantage and drive sustainable growth in the smart technology and security solutions market. The company's strategies are designed to optimize organizational performance and ensure business competitiveness in the rapidly evolving technology landscape.

1.3.1 Generic Competitive Strategy

Digital Focus adopts a differentiation strategy focused on providing premium, technologically advanced security and IoT solutions. The company distinguishes itself through:

- Superior product quality by partnering exclusively with world-leading brands such as Hikvision, DJI, Uniview, and Keenon
- Advanced technical expertise through continuous training and certification programs
- Comprehensive after-sales service and technical support infrastructure
- ISO 9001:2015 certification demonstrating commitment to international quality standards

1.3.2 Intensive Growth Strategies

The company implements multiple intensive growth strategies to expand market presence and revenue:

Market Penetration:

- Expanding dealer and service technician network beyond 500 partners nationwide
- Strengthening relationships with existing B2B clients through superior service delivery
- Increasing market share in smart building and smart city projects

Product Development:

- Continuously integrating cutting-edge AI and IoT technologies into product portfolio
- Developing customized smart solutions for specific industry verticals
- Expanding into emerging technology areas such as robotics and drone surveillance

Market Development:

- Targeting new customer segments in healthcare, education, and retail sectors
- Expanding geographical coverage throughout ASEAN region
- Participating in government digitalization and smart city initiatives

1.1.4 Product and Services of Digital Focus

CCTV Cameras and Surveillance Equipment

Product/ Service Name	Description	Product Image
Hikvision DS-TD10N-1	Fixed-angle 24GHz speed radar with microstrip antenna, ideal for precise vehicle speed measurement in traffic law enforcement.	 <p data-bbox="1052 842 1406 873"><i>Figure 2: Hikvision DS-TD10N-1</i></p>
IDS-2VS435-F840-EY	4MP surveillance camera featuring DarkFighter low light technology for clear imaging night or day.	 <p data-bbox="1052 1205 1398 1236"><i>Figure 3: IDS-2VS435-F840-EY</i></p>
IDS-TCV900-BI	9MP camera with 1" GMOS sensor and 3D Digital Noise Reduction for high-quality video in complex light conditions.	 <p data-bbox="1052 1514 1333 1545"><i>Figure 4: IDS-TCV900-BI</i></p>

<p>Hikvision DS-2CD6416FWD-10</p>	<p>4MP outdoor dome camera with DarkFighter technology delivering excellent low-light and wide dynamic range video.</p>	 <p><i>Figure 5:DS-2CD6416FWD-10</i></p>
<p>Uniarch Network Video Recorder (NVR)</p>	<p>High-capacity, centralized IP camera video recording and management system with remote accessibility.</p>	 <p><i>Figure 6 : Uniarch Network Video Recorder</i></p>

Access Control Systems

Product/ Service Name	Description	Product Image
<p>DS-K1A8503MF</p>	<p>2.4-inch LCD display with TCP/IP support. Fast, accurate fingerprint recognition for up to 1000 users and 100,000 event records. Supports multiple attendance shifts and USB report download.</p>	 <p><i>Figure 7 : DS-K1A8503MF</i></p>

Digital Smart Solar	Complete, all-in-one solution! Digital Focus installs solar systems to help reduce CO2 and costs sustainably, while also helping you plan the efficient use of clean energy. This solution meets the needs of businesses and promotes a better quality of life for people in society.	 <p data-bbox="1109 510 1422 541"><i>Figure 8: Digital Smart Solar</i></p>
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Smart Robot

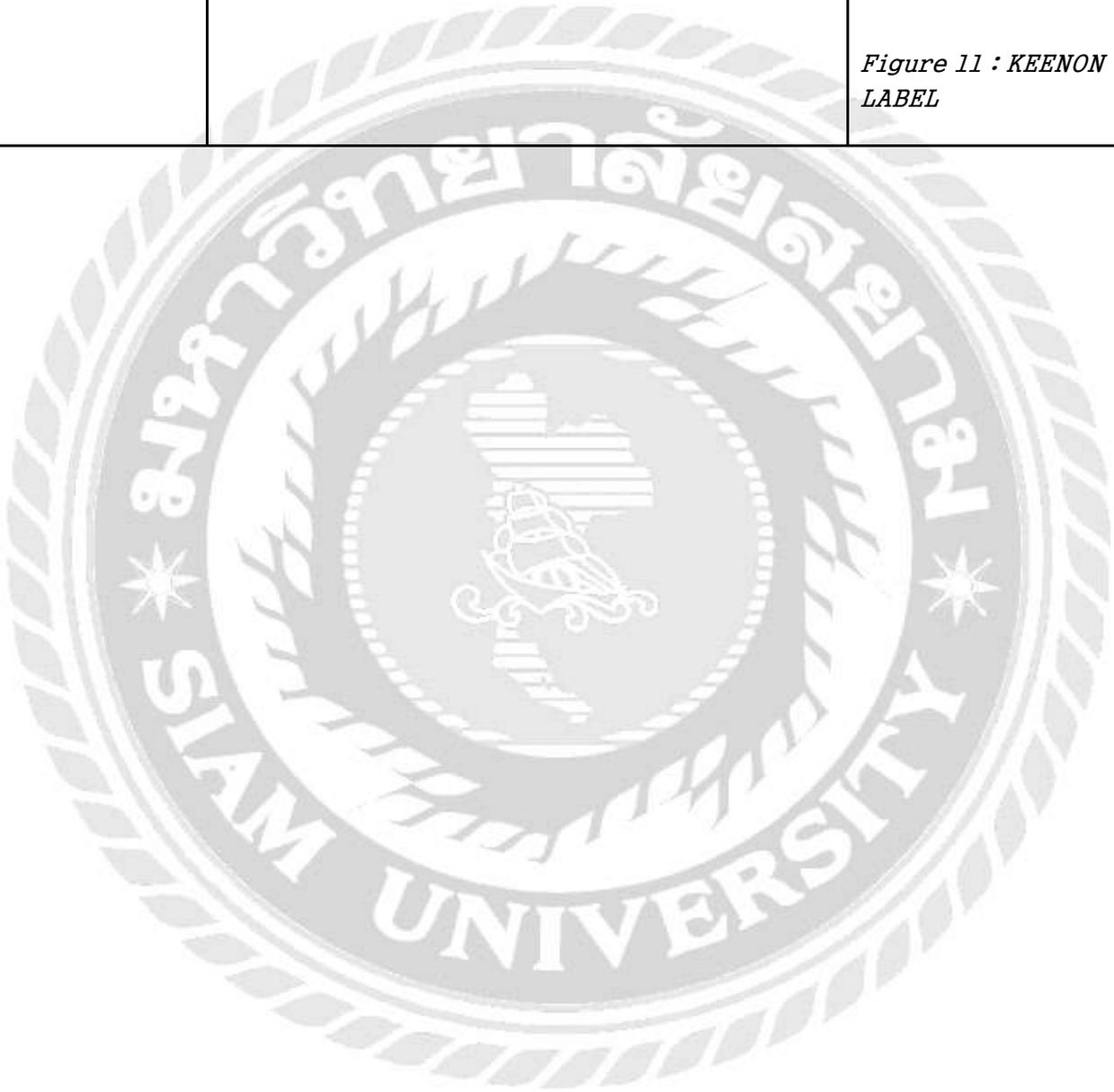
Product/ Service Name	Description	Product Image
KEENON T5 – LABEL	An all-in-one delivery robot designed for multi-purpose use, capable of delivering food and serving as a reception guide.	 <p data-bbox="1149 1325 1474 1392"><i>Figure 9 : KEENON T5 – LABEL</i></p>
KEENON T6 – LABEL	A multi-tray food service robot featuring Multi-Robot Collaboration, allowing multiple units to work together seamlessly.	 <p data-bbox="1149 1745 1490 1812"><i>Figure 10 : KEENON T6 – LABEL</i></p>

KEENON T8 – LABEL

A food-serving robot with superior flexibility and autonomous navigation, capable of maneuvering through spaces as narrow as 55 cm.



Figure 11 : KEENON T8 – LABEL



DS-TMG520-H/B	Product in Smart City	 <p><i>Figure 12 : DS-TMG520-H/B</i></p>
DS-TCP440-B(E) (2.8MM) (O-STD)	Product in Smart City	 <p><i>Figure 13 : DS-TCP440-B(E) (2.8MM) (O-STD)</i></p>
IDS-2CD7A26G0/P- IZHS(Y)	Resolution: 2 MP Lens: 2.8-12mm Max: 1920 x 1080 Water and dust proof (IP67) and intrusion proof (IK10)	 <p><i>Figure 14 : IDS-2CD7A26G0/P-IZHS(Y)</i></p>
DS-TVL224	Frame material: Plastic-sprayed steel frame (dark armored glass for display)	 <p><i>Figure 15 : DS-TVL224</i></p>
DS-KV8113-WME1(B)	Support Wifi, easy to set up, no need to run wires. Aluminum alloy, good industrial design, IP65, IK08, integrated 3-digit indicator.	 <p><i>Figure 16: DS-KV8113-WME1</i></p> <p>(B)</p>

IDS-2VS435-F840-EY	High quality images with 4 MP resolution, excellent low-light performance with DarkFighter technology.	 <p><i>Figure 17: IDS-2VS435-F840-EY</i></p>
IDS-TCV900-BI	High quality photography with 9 MP resolution (1"GMOS) 3D DNR technology provides clean and sharp images	 <p><i>Figure 18: IDS-TCV900-BI</i></p>
SMART DOORLOCK	It is possible to open or close your door anywhere and anytime without keys.	 <p><i>Figure 19: Smart door lock</i></p>
DGF XQUICKTRON	Both versatile robots are highly adaptable to different tasks and can quickly adapt to changing demand patterns. This division of labor between the robots improves operational efficiency.	 <p><i>Figure 20: DGF XQUICKTRON</i></p>

1. 2. Organizational Structure of Digital Focus Group

1.2.1 Diagram of the Organizational Structure

Digital Focus operates with a functional organizational structure designed to facilitate agility, collaboration, and responsiveness to market changes. The structure comprises the following key divisions:

Division	Key Functions
Executive Leadership	Strategic direction, overall company operations, and high-level decision-making
Finance & Administration	Accounting, taxation, reconciliation, documentation, and financial operations management
Technical and Engineering Services	System design, installation, maintenance, product support, and technical consultation
Sales & Marketing	Branding, customer engagement, product distribution, business development, and digital marketing
Research & Development	Innovation, intelligent technology solutions, and product development aligned with market needs

This organizational model facilitates open communication, swift decision-making, and responsiveness to market changes, reinforcing Digital Focus's position as a trusted leader in technology distribution and services.

1.2.2 Diagram of the Organizational Structure of Digital Focus Group

Functional Divisions and Key Roles:

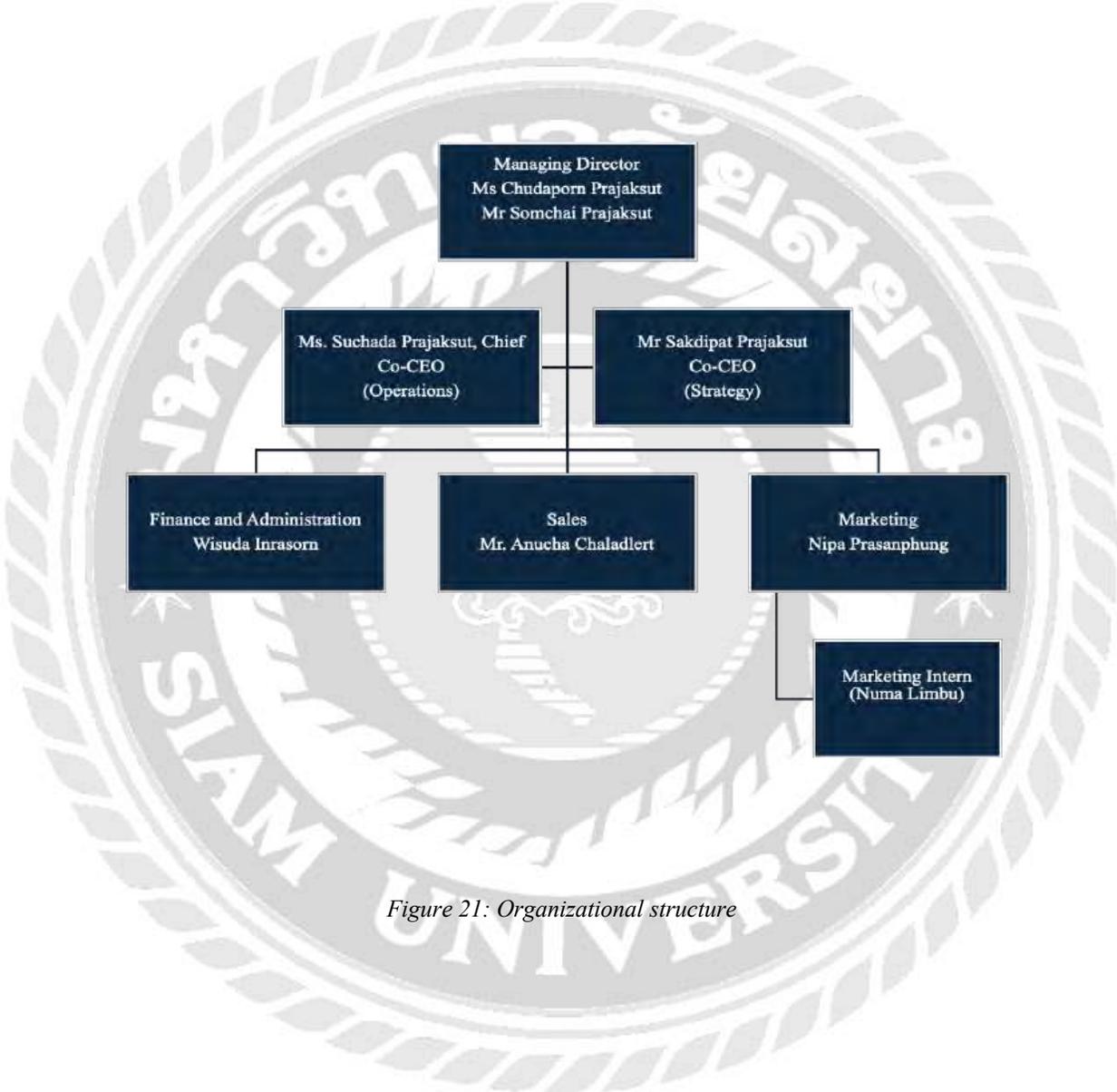


Figure 21: Organizational structure

1.2.3 My Job Position in the Company's Organizational Structure

As a Marketing Intern, I was positioned within the Sales & Marketing Division, reporting directly to the Marketing Manager. My role fit into the overall company organization as follows:

- **Hierarchical Reporting:** I reported to the Marketing Manager, who oversees all marketing activities and strategies
- **Collaborative Role:** My position required close coordination with the Sales team for product launches, the Technical Services team for accurate product information, and external partners for content distribution
- **Strategic Alignment:** My work directly supported the company's market penetration and brand awareness objectives by creating digital content and conducting competitive analysis
- **Cross-Functional Integration:** The Marketing Intern position served as a bridge between technical product knowledge and customer-facing communication, requiring input from multiple divisions

1.3 My Intention and Motivation to Choose This Company as Your CO-OP Studies Workplace

My decision to undertake my cooperative education at Digital Focus Co., Ltd. was motivated by several key factors that aligned with my academic goals and professional development objectives:

- **Industry Growth and Innovation:**

The smart technology and IoT security market represents one of the fastest-growing sectors in Southeast Asia. Digital Focus's position as a leader in this space offered me the opportunity to gain exposure to cutting-edge technologies and innovative business practices. I was particularly interested in understanding how AI-powered solutions and smart city technologies are marketed and distributed in the Thai market.

- **Professional Reputation and Market Leadership:**

Digital Focus's strong reputation as a trusted distributor with over 20 years of experience, ISO 9001:2015 certification, and partnerships with global brands like Hikvision and DJI demonstrated a commitment to excellence that I wanted to learn from. The company's track

record of serving major clients and handling large-scale projects indicated a professional environment where I could develop high-quality marketing skills.

- **Diverse Learning Opportunities:**

I was eager to explore a new industry sector and gain diverse experience that would broaden my professional skills as a marketing student. Although I was not initially particularly focused on technology companies, the growing market around smart technology and IoT created curiosity for me to try this internship opportunity. Digital Focus presented an appealing chance to challenge myself and learn in a fast-growing sector while applying my marketing knowledge in practical ways such as graphic design, marketing plan development, and campaign support.

- **Skill Development in Digital Marketing:**

The Marketing Department at Digital Focus works extensively with digital channels including social media, e-commerce platforms, and online content creation. This aligned perfectly with my interest in developing skills in graphic design, digital content creation, and online marketing strategies—competencies that are increasingly essential in modern marketing practice.

- **B2B Marketing Experience:**

I recognized that gaining experience in B2B marketing would complement my academic studies and provide a different perspective from consumer marketing. Digital Focus's focus on serving corporate clients, system integrators, and government projects offered valuable insights into relationship-based marketing, technical sales support, and long-term client engagement strategies that are critical in technology distribution.

1.4 Strategic Analysis of the Company (SWOT Analysis)

A comprehensive SWOT analysis provides strategic insight into Digital Focus Co., Ltd.'s competitive position and the internal and external factors influencing its strategic direction in the security and AIoT market.

Strength	Weakness
<p>1. Established Market Trust: Over 20 years in the market, building high credibility with large enterprises and system integrators</p> <p>2. Quality Certification: Possession of ISO 9001:2015 certification validates adherence to international quality management standards</p> <p>3. Strong Technical Support: In-house specialized engineers provide reliable design, consultation, and installation support</p> <p>4. Exclusive Distribution Rights: Secures exclusive rights to distribute certain cutting-edge international brands, limiting competitor access</p> <p>5. Deep B2B Relationships: Long-standing partnerships with developers ensure a predictable revenue base and early project access</p>	<p>1. Currency Volatility: Costs are highly sensitive to foreign exchange rate fluctuations due to reliance on imported products</p> <p>2. Supplier Dependence: Innovation is limited by the R&D cycles of international brand partners, restricting proprietary development</p> <p>3. Low End-User Awareness: Brand recognition is low among general end-users, limiting direct sales growth as it is primarily B2B focused</p> <p>4. Administrative Burden: Managing a complex, diverse portfolio increases internal process complexity and may slow down responsiveness</p>

Opportunities	Threats
<ol style="list-style-type: none"> 1. Smart City/Building Growth: Increasing national focus on digital transformation and smart infrastructure creates a vast market for AIoT solutions 2. AI Security Adoption: Industry shift toward AI-powered surveillance and predictive analytics aligns with the company's high-end product portfolio 3. Government Sector Bidding: Opportunities exist to secure large-scale projects through successful bidding on government digitization initiatives 4. Digital Marketing Trends: High corporate reliance on online research allows the company to scale marketing and outreach through digital channels 5. Cross-Sector Integration: Ability to expand the market by integrating security solutions into healthcare, logistics, and industrial automation 	<ol style="list-style-type: none"> 1. Intense Price Competition: Competitors offering more affordable, basic security alternatives can undercut the premium pricing strategy 2. Regulatory Compliance: Strict enforcement of data privacy laws adds significant compliance and operational costs 3. Technological Obsolescence: The rapid pace of change means current inventory risks becoming obsolete quickly, requiring precise inventory management 4. Geopolitical Supply Chain Risk: Global tensions can disrupt the supply chain of core components, affecting delivery times and costs 5. Economic Downturn: General economic slowdown can cause corporate clients to delay or downsize major capital expenditure projects

Figure 22: SWOT Analysis

The above SWOT analysis confirms that Digital Focus Co., Ltd.'s strategic position is anchored by its established market trust, ISO 9001 certification, and specialized, high-margin AIoT product portfolio. This internal strength is partially counterbalanced by significant external vulnerabilities, particularly the volatility introduced by currency fluctuations due to heavy imports and the constant threat of intense price competition. Future success hinges on the company's ability to capitalize on major external opportunities, such as the growth of Smart City projects and strategic

cross-sector integration, while proactively managing risks related to supply chain disruption and stringent data privacy compliance

1.5 Objectives of This Cooperative Studies

This cooperative education report represents a significant academic endeavor that bridges theoretical knowledge with practical industry experience. The objectives of this report and the broader co-op studies program are multifaceted and designed to maximize learning outcomes and professional development.

1. Academic and Professional Development Objectives

- To gain practical experience in marketing operations and the implementation of marketing strategies within a technology distribution company
- To apply theoretical knowledge from BBA marketing studies in real-world marketing activities, including creating marketing plans, strategies, and promotional materials
- To develop technical skills in graphic design and digital content creation, supporting marketing campaigns and corporate communications
- To assist in the execution and analysis of marketing campaigns to enhance branding, customer engagement, and product promotion
- To learn market research techniques and contribute to data collection and analysis for informed marketing decision-making
- To coordinate with sales and other departments to ensure alignment of marketing efforts with business goals

2. Skills Enhancement Objectives

- To strengthen professional competencies in digital marketing tools, advertising, and content creation in a corporate environment
- To develop time management skills, priority setting abilities, and deadline adherence in a fast-paced and dynamic work setting
- To build understanding of risk management concepts that aid in planning and executing marketing campaigns successfully

- To improve communication and collaboration skills by working closely with different teams across the company

1.5.1 Report Significance and Research Interest

This report is significant because it documents the practical application of marketing principles in the rapidly evolving smart technology and security solutions industry. I am particularly interested in exploring how marketing practices must adapt to promote highly technical B2B products that require both technical expertise and creative presentation.

The report examines several key areas of interest:

- How digital marketing strategies are employed in B2B technology distribution
- The role of content creation and technical translation in supporting product launches
- The importance of competitive intelligence and market research in a technology-driven sector
- The challenges and opportunities of marketing AI and IoT solutions to corporate clients
- The integration of academic marketing theory with industry best practices in a real-world setting

Through this comprehensive documentation and analysis, the report aims to contribute valuable insights to both academic understanding and professional practice in technology marketing, while demonstrating the practical value of cooperative education in bridging the gap between classroom learning and industry requirements.

CHAPTER 2: CO-OP STUDY ACTIVITIES

This chapter details my operational experience at Digital Focus Co., Ltd., covering the breadth of my duties, the systematic processes I employed, and the coordination required to succeed in a fast-paced technology environment. It provides granular detail on all major activities performed during the placement, serving as the core documentation of my work-integrated learning experience.

2.1 My Job Description

I was officially assigned the role of Marketing Intern within the Marketing Department. My core function was to support the digital presence and technical content creation for the company's extensive portfolio of CCTV, Artificial Intelligence (AI), and Internet of Things (IoT) security products. This role required a fusion of creative skills for visual content and analytical skills for market positioning within a competitive B2B and B2C landscape.

My responsibilities were formally divided into the following four key areas:

Digital Content Production: Creating and optimizing high-impact visual and written content for various proprietary and external platforms, including social media (Facebook, LINE and TikTok) and major e-commerce channels (Shopee, official website).

Product Marketing Translation and Localization: Executing highly accurate adaptation of complex technical documentation, detailed sales presentations, and user manuals from source languages (English/Chinese) into professional, market-ready Thai, and vice versa.

1. **Market Intelligence and Competitive Analysis:** Conducting consistent competitive analysis, monitoring industry trends, and tracking competitor digital activity related to emerging security technologies to inform product positioning strategies.
2. **Logistical and Sales Support:** Assisting the planning and execution of large-scale B2B corporate seminars, new product launch events, and internal sales training sessions.

2.2 My Job Responsibilities and Work Duties

My daily schedule was intentionally varied, designed to expose me to multiple facets of a specialized technology marketing operation. The high volume of simultaneous tasks required constant prioritization, placing me directly within the operational marketing workflow and significantly exceeding general administrative support.

2.2.1 The Marketing Department

The Marketing and Communications Department at Digital Focus Co., Ltd. serves as the central hub for all product positioning, brand management, and demand generation activities. Its core responsibility is to translate the complex technical capabilities of our diverse CCTV, AI, and IoT product lines into clear, persuasive market value propositions. The department is crucial for acquiring new customers, managing digital channels, and driving sales leads.

The core team consists of approximately six permanent employees, reporting directly to the Department Head (Marketing Manager). The team's structure is functional, segmented primarily by channel and product complexity to handle the diverse portfolio efficiently:

- **Channel Segmentation:** Focus areas include B2C e-commerce platforms (Shopee, Lazada), B2B corporate outreach via sales materials and events, and social media engagement (LINE, Facebook).
- **Product Segmentation:** Employees are often divided based on the level of technical content required. For example, some focus heavily on the advanced, technical AI and IoT solutions, while others manage content for the more traditional CCTV solutions.

I reported directly to the Marketing Supervisor, who provided daily task assignments, quality control, and strategic feedback. This direct reporting structure ensured that my daily activities—from content creation to translation—were immediately aligned with current marketing campaigns and priority business goals. I worked collaboratively with all members of the team, dividing responsibilities based on the specific asset type and campaign urgency.

I. Digital Content Creation and Standardization

This area directly contributed to brand visibility and online revenue generation. The process required balancing creative design with strict e-commerce platform specifications and managing brand continuity.

- **Visual Asset Design and Segmentation:** I created high-impact promotional banners and brief feature animations for over distinct product lines. This involved using professional design software (primarily Adobe Creative Suite and Canva) to adhere to strict brand guidelines. The crucial challenge was tailoring the content: B2B visuals (targeting system integrators and large enterprises) consistently emphasized technical specifications, long-term ROI, and compatibility. In contrast, B2C visuals (targeting individual consumers) prioritized benefits like ease of installation, data privacy features, and user-friendly operation. I was responsible for ensuring the visual communication aligned with the psychological profile of each buyer segment.
- **Pioneering AI Image Generation:** To accelerate the conceptualization phase of advertising campaigns and reduce dependency on external designers, I successfully utilized AI image generation tools. This allowed for the rapid prototyping of various advertising mock-ups and stylized concepts in response to immediate market trends. By quickly testing visual direction before committing resources, this method allowed for the rapid prototyping of various advertising mock-ups and stylized concepts, reducing initial creative cycle time by approximately 30%. This introduction of new technology demonstrated an innovative approach to marketing asset creation.

II. Technical Translation and Documentation

This function was critical for sales enablement and corporate communication, requiring a mastery of technical jargon and persuasive marketing language.

- **Technical Presentation Translation and Enhancement:** I spent significant time translating and visually enhancing technical PowerPoint presentations from Thai to English and vice versa. This work was strategically important as it supported the company's need to share its product knowledge with international suppliers (English presentations) and internal sales teams (Thai presentations). The most challenging aspect was translating complex, high-level technical phrases, such as those related to how computers talk to each other ("proprietary networking protocols") or advanced Artificial Intelligence ("deep learning" AI algorithms), and redesigning the slides to follow modern presentation best practices.
- **Catalog and Manual Production:** I was responsible for the structure and design of updated product catalogs. This task required extreme care to ensure that key details—like the type of processor, the communication standards ("network protocols"), and specific sensor models - were correctly and clearly written in a visually easy-to-read format. Furthermore, the goal was to perform localization, not just simple word-for-word translation. This meant adjusting the overall tone and typical phrases in the original manuals to sound better and more natural to a professional Thai audience, thereby effectively supporting both the sales team and external partners.

2.2.2 Supported internal controls:

During my internship, I learned the importance of following clear rules and standards to keep marketing tasks organized and efficient. Whether working on graphic designs, creating presentations, doing market research or preparing social media plans, I made sure to follow company guidelines and get necessary approvals to ensure quality and consistency. Keeping accurate records and staying on schedule helped avoid mistakes and improved teamwork. Collaborating with different departments also showed me how communication and coordination are key internal controls to make marketing efforts successful.

2.3 Activities in Coordinating with Co-workers

Success in this role depended on seamless inter-departmental collaboration, which was structured into formal and informal communication channels to ensure accuracy, strategic alignment, and operational efficiency. These experiences helped me develop valuable communication, teamwork, and project management skills essential for professional growth.

- **Coordination with Sales (Strategy Alignment and Feedback Loop):**

I participated in weekly sales strategy meetings to understand immediate market needs, competitor price drops, and excess inventory requiring promotional push content. Crucially, I coordinated with the sales team to gather **customer data and feedback** from the field. This direct input helped refine marketing messages and improve the targeting of promotional activities, ensuring our content was always perfectly aligned with current revenue opportunities and the sales team's immediate objection-handling requirements.

- **Coordination with Technical Team:**

To uphold the company's credibility as a technology distributor, all external-facing content was subject to mandatory technical vetting. I also communicated with the technical department to understand detailed product specifications and technological updates. Before any graphic, social media post, or catalog description was finalized, I formally submitted it to the Supervisor. They verified complex data points such as camera resolution (megapixels), IP ratings, and data compression standards to prevent costly technical misinformation, making this collaboration the ultimate quality control mechanism.

- **Coordination for Seminar Logistics and Event Support:**

When assisting with large-scale B2B corporate seminar arrangements, I collaborated closely with the Administration and Sales leadership. My duties went beyond resource compilation to include active event support, such as:

- Conducting relevant market research and compiling executive contact databases for venues.
- Supporting in organizing logistics and preparing materials for the events.
- Supporting technical execution for event components like Shopee Live streaming events (where I managed on-screen graphics or chat moderation).
- Assisting with event clean-up and follow-up tasks to ensure smooth post-event execution. This full participation provided me with essential event management experience.

● **Internal Marketing Team Collaboration:**

I actively collaborated extensively with fellow marketing colleagues on creating digital content and social media posts, sharing creative ideas and supporting the design process to enhance overall campaign quality. Furthermore, I assisted senior graphic designers by producing graphic materials according to brand guidelines, adhering strictly to design standards, following approval workflows, and maintaining the company's visual identity.

2.4 My Job Process:

Task Name	Step 1	Step 2	Step 3	Step 4

<p>Idea Generation and Brainstorming</p>	<p>Participate in team brainstorming sessions to generate creative ideas for marketing content and campaigns.</p>	<p>Discuss and refine ideas with senior marketers and graphic designers.</p>	<p>Select promising ideas and prepare initial sketches or concepts.</p>	<p>Present ideas for feedback and approval before development.</p>
<p>Graphic Design Support</p>	<p>Collaborate with senior graphic designers by contributing to design concept development.</p>	<p>Assist in creating drafts for social media graphics, banners, and promotional materials.</p>	<p>Revise designs based on feedback from supervisors.</p>	<p>Prepare final graphics for use in marketing campaigns or events.</p>
<p>Video Shooting Participation</p>	<p>Help coordinate video shoot setups for marketing content such as promotions and live events.</p>	<p>Assist during shoots by managing props, equipment, or on-camera support if needed.</p>	<p>Review raw footage with the team for quality and alignment with marketing goals.</p>	<p>Participate in post-shoot discussions for improvements and next steps.</p>
<p>Content Research and Support</p>	<p>Conduct basic research related to marketing and customer trends as requested by the team.</p>	<p>Compile research findings in reports or presentations.</p>	<p>Share insights with the marketing team to inform content creation.</p>	<p>Assist in updating content calendars or social media schedules based on research.</p>

Event Support	Assist in organizing and preparing for promotional seminars or online events.	Help with logistics, setup, and coordination before and during events.	Support event activities such as managing online streaming or customer interactions.	Handle post-event clean-up and feedback collection.
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Figure 23: Job process table

2.4.1 Job Process Diagram:

A. Idea Generation and Brainstorming



Figure 24: Idea generation & Brainstrom

B. Technical Translation and Localization

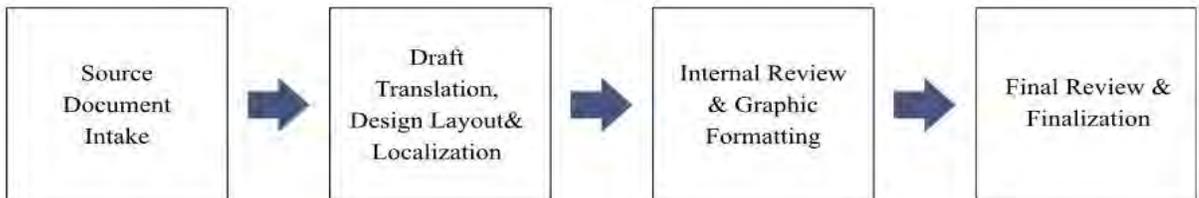


Figure 25: Technical Translation & Localization

C. B2B Seminar Guest Sourcing

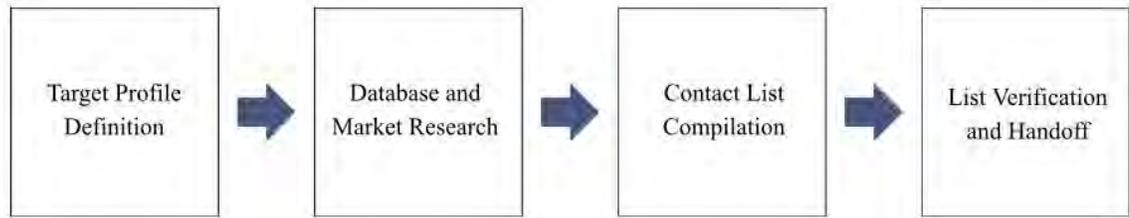


Figure 26: B2B Seminar Guest Sourcing

D. Visual Asset Design for E-commerce

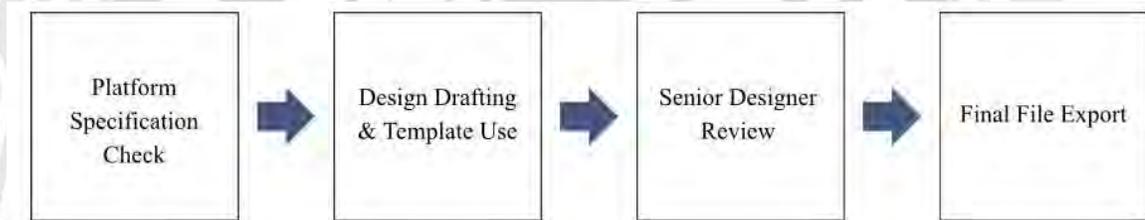


Figure 27: Visual Asset Design for E-Commerce

E. Market & Competitive Intelligence Reporting

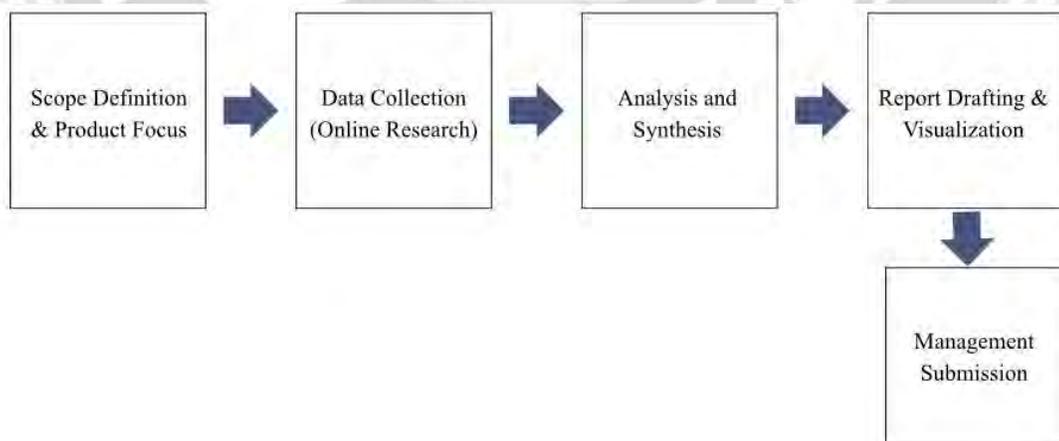


Figure 28: Market & Competitive Reporting

2.5 Contributions as a Co-Op Student in the Company

My six-month tenure resulted in tangible contributions that enhanced the efficiency of the Marketing Department and professionalized the company's external communication. My work focused on stabilizing brand presentation, accelerating the production of sales materials, and providing strategic support to management.

- **Standardization of Digital Visual Identity:**

I designed and implemented a consistent set of professional visual templates for all digital product banners and e-commerce listing covers across platforms like Shopee and Lazada. This effort improved brand coherence and visual consistency, ensuring a unified corporate image in the highly competitive online marketplace.

- **Accelerated Sales Enablement through Technical Localization:**

I managed the high-volume translation and graphic enhancement of presentations and product manuals. By taking full ownership of this localization effort, I ensured the timely delivery of essential sales materials and allowed senior technical and sales staff to prioritize direct engagement and higher-level strategic planning.

- **Strategic Market Intelligence and Reporting:**

I executed detailed competitive and market analysis (as outlined in Process 6), systematically collecting data on competitor pricing, product specifications, and emerging industry trends. This strategic intelligence was synthesized into formal reports that equipped the Marketing Manager and Sales leadership with current, data-backed insights for refining campaign strategies and product positioning.

- **Enhanced Operational Efficiency for Events:**

I provided focused logistical support for corporate seminars by building reusable organizational assets. This included compiling a comprehensive database and systematically segmenting high-value target corporate guests, which collectively streamlined the initial research and preparation phases for future events.

- **Introduction of Creative Technology Integration:**

I used AI image generation tools for rapid creative asset development. This innovative approach accelerated the conceptualization and testing speed for new advertising campaigns, establishing a proof-of-concept for integrating efficiency-driving generative technology into the standard marketing workflow.

Summary of Impact:

By managing these diverse operational and strategic responsibilities, I was able to apply theoretical marketing knowledge to immediate business needs. My contribution extended to improving team output, ensuring the timely and professional delivery of assets, and directly supporting key strategic and sales objectives, effectively bridging the gap between theory and professional practice.

CHAPTER 3: LEARNING PROCESS

This chapter presents a comprehensive and analytical account of the learning process undertaken during the cooperative education period at Digital Focus Co., Ltd. It begins by formally outlining the key operational and strategic problems identified through observation and participation in the Marketing and Sales support functions. Based on these selected issues, the chapter details the theoretical frameworks and practical methodologies, including a review of relevant academic literature, that were rigorously applied to develop effective solutions. Furthermore, this chapter highlights the successful application of knowledge from academic coursework to the real working situation, details the acquisition of new, marketable professional skills, and concludes with a set of actionable recommendations for the company to enhance its efficiency and strategic market position.

3.1 Problems statement of the Company

This section establishes the core operational and professional challenges observed during the internship, which served as the focus for my learning and problem-solving efforts. These problems were directly related to my job process diagram in Chapter 2 and significantly impacted the effectiveness of marketing operations at Digital Focus Co., Ltd.

Problem 1: Limited Market Data and Information Fragmentation

Problem Statement:

One of the biggest hurdles during the Market Research phase (Process 3 in Chapter 2) was the limited availability and fragmentation of reliable market data for highly specific industrial products, particularly in the robotics and AIoT security sectors. Unlike general consumer goods, the data required for effective pricing, product positioning, and campaign targeting was often scarce or inconsistent across different sources.

Significance of the Problem:

This made it inherently difficult to prepare the type of comprehensive, data-driven reports that management needed for strategic decision-making. The process required intense cross-referencing and verification to synthesize actionable market intelligence, adding significant time and complexity to my research tasks. Without accurate market data, the company risked making pricing decisions that could either undercut profitability or price products out of the competitive range, directly impacting sales performance and market positioning.

Problem 2: The Credibility Barrier in Visual Communication

Problem Statement:

In the security technology sector, trust is the foundation of the sales cycle. I observed that design quality directly correlates with perceived product reliability. Inconsistent or visually unprofessional graphics unintentionally created a credibility barrier, causing B2B clients to question the quality and reliability of the underlying technology before they even read the specifications.

Significance of the Problem:

This issue necessitated a continuous focus on achieving professional-grade, flawless visual execution in every marketing asset created during Process 1 (Digital Content Creation). Poor visual quality could lead to immediate loss of potential clients, as first impressions in B2B marketing are critical. The company was losing opportunities not due to product quality, but due to inadequate visual presentation that failed to communicate the sophistication of the technology offerings.

Problem 3: Time Management and Workload Adjustment

Problem Statement:

At the beginning of the internship, I struggled with managing overlapping responsibilities, such as simultaneously handling research, design, and presentations. The professional workload was

heavier and more fast-paced compared to the segmented nature of academic projects. This initial difficulty in prioritizing tasks efficiently was a significant personal challenge.

Significance of the Problem:

Poor time management resulted in delayed deliverables and increased stress levels, which could potentially impact work quality and professional relationships. The inability to effectively prioritize tasks meant that urgent projects might be delayed while less critical tasks consumed valuable time. This affected not only my personal performance but also the overall efficiency of the marketing team, as other members depended on timely completion of my assigned tasks.

Problem 4: Language and Communication Barriers

Problem Statement:

Since Digital Focus operates in Thailand, communication was sometimes a challenge due to language differences. At first, I felt hesitant during meetings and when interacting with customers at events, as well as with my colleagues. This language barrier initially restricted my ability to fully participate in collaborative brainstorming and client interactions.

Significance of the Problem:

Communication barriers limited my effectiveness in coordinating with co-workers (Section 2.3) and reduced my ability to gather accurate information from technical staff and sales teams. This could lead to misunderstandings about project requirements, incorrect technical information in marketing materials, and missed opportunities for valuable input during team discussions. The barrier also affected my confidence and professional development during the early stages of the internship.

3.2 Solving Problems

This section details the systematic and evidence-based approach I used to solve the problems, demonstrating the necessary integration of academic knowledge, theoretical frameworks, literature review, and practical workplace solutions. The solutions implemented drew from established marketing theories, research methodologies, and professional best practices documented in academic and industry literature.

3.2.1 Literature Review and Theoretical Foundations

Before implementing solutions, I conducted a comprehensive review of relevant academic literature and established theoretical frameworks in marketing, research methodology, design psychology, and organizational behavior. This literature review informed my approach to solving the identified problems and provided evidence-based foundations for the strategies I employed.

Research Methodology and Data Triangulation

The concept of data triangulation, originally proposed by Denzin (1978), refers to the use of multiple data sources, methods, investigators, or theories to develop a comprehensive understanding of phenomena. According to Patton (2002), triangulation strengthens a study by combining multiple methods, which can mean using several kinds of data collection methods or sources. This approach is particularly valuable when dealing with incomplete or fragmented information, as it allows researchers to cross-verify findings and increase confidence in the results.

In the context of market research, Malhotra and Birks (2007) emphasize that secondary data sources should be evaluated for accuracy, currency, and relevance before being incorporated into strategic decision-making. When primary sources are limited, as in niche B2B markets, combining multiple secondary sources through systematic comparison and verification becomes essential for reliable intelligence gathering.

Furthermore, Kotler and Keller (2016) in their seminal work on marketing management argue that effective market intelligence systems require both formal and informal information-gathering processes. They suggest that competitive intelligence should be gathered from diverse sources including competitor websites, industry publications, sales force feedback, and customer interactions, then synthesized into actionable insights for strategic planning.

Visual Communication and the Aesthetic-Usability Effect

The Aesthetic-Usability Effect is a well-documented phenomenon in design psychology and user experience research. Tractinsky, Katz, and Ikar (2000) conducted empirical studies demonstrating that users perceive aesthetically pleasing interfaces as more usable, even when actual usability metrics are controlled. Their research showed that visual aesthetics significantly influence user perceptions of system quality and functionality.

Norman (2004) in his influential book on emotional design argues that attractive things work better because they create positive emotional responses, which in turn affect cognitive processing and problem-solving abilities. In marketing contexts, this translates to the principle that professional, aesthetically pleasing visual presentation enhances brand credibility and customer trust.

Research by Lindgaard et al. (2006) found that users form first impressions of websites within 50 milliseconds, and these initial judgments are based primarily on visual appeal. This finding is particularly relevant for B2B marketing where potential clients often evaluate vendors based on their digital presence before making contact. The study emphasizes that visual professionalism must be achieved immediately to capture and maintain credibility.

In the specific context of technology marketing, Van der Heijden (2003) demonstrated that perceived visual attractiveness influences trust formation in online environments, which is critical for companies marketing complex technical products where buyers cannot physically inspect the offerings before purchase.

Persuasion Models in Marketing Communication

The AIDA Model, first proposed by E. St. Elmo Lewis in 1898 and refined over decades, remains one of the most widely applied frameworks in marketing communications. The model suggests that effective persuasive messages should move audiences through four stages: Attention (awareness), Interest (engagement), Desire (preference), and Action (purchase or conversion). According to Barry and Howard (1990), the AIDA framework provides a useful structure for organizing marketing messages and ensuring that content addresses all stages of the customer decision journey.

Contemporary research by Strong (2006) has validated the continued relevance of hierarchical persuasion models like AIDA, particularly in digital marketing contexts where content must quickly capture attention in crowded information environments. The study emphasizes that each element of marketing content should be purposefully designed to advance prospects through these stages.

Fill (2013) in his comprehensive text on marketing communications notes that while the AIDA model has limitations in representing complex buyer behavior, it remains practically valuable for

structuring individual marketing assets and ensuring that communications have clear objectives and calls to action.

Time Management and Productivity Theory

The Eisenhower Matrix, also known as the Urgent-Important Matrix, is a time management framework popularized by Stephen Covey (1989) in his influential work on effective personal management. The matrix categorizes tasks into four quadrants based on their urgency and importance, helping individuals prioritize activities that contribute to long-term goals while managing immediate demands.

Research by Claessens et al. (2007) on time management behaviors found that individuals who use structured prioritization techniques report higher job satisfaction and lower stress levels. Their meta-analysis of time management literature concluded that the most effective time management interventions include setting goals and priorities, making task lists, and organizing work systematically.

Lakein (1973), one of the pioneers in practical time management theory, emphasized the 80-20 principle (Pareto Principle) in task management, suggesting that 20 percent of activities typically account for 80 percent of results. This principle supports the importance of identifying and focusing on high-impact tasks, particularly relevant when managing multiple simultaneous responsibilities in professional environments.

Allen (2001) in his Getting Things Done methodology advocates for creating external systems to track tasks and commitments, arguing that relying on memory alone creates cognitive burden and stress. This systematic approach to organizing work has been shown to improve productivity and reduce anxiety in complex work environments.

Cross-Cultural Communication and Language Adaptation

Hofstede's (1980) cultural dimensions theory provides a framework for understanding how cultural differences affect workplace communication and behavior. His research emphasizes that effective cross-cultural communication requires awareness of cultural contexts and adaptation of communication styles to match cultural expectations.

Research by Harzing and Feely (2008) on language barriers in international business contexts found that language differences significantly impact knowledge transfer, relationship building, and operational efficiency. They recommend that organizations support language learning and create mechanisms to facilitate communication across language boundaries.

Tenzer, Pudelko, and Harzing (2014) in their study of language barriers in multinational corporations found that proactive communication strategies, including asking for clarification and using multiple communication channels, significantly reduce misunderstandings and improve collaboration effectiveness in multilingual environments.

Gudykunst and Kim (2003) in their theory of effective intercultural communication emphasize that successful adaptation requires both language competence and cultural understanding. They argue that individuals who actively seek to learn local languages and cultural norms demonstrate respect and commitment, which facilitates better professional relationships.

Marketing Mix and Strategic Positioning

The Marketing Mix framework, originally conceptualized by McCarthy (1960) as the 4Ps (Product, Price, Place, Promotion), provides a foundational model for marketing strategy development. Kotler and Armstrong (2018) emphasize that effective marketing requires integrated decision-making across all elements of the marketing mix, with each component supporting and reinforcing the others.

In B2B contexts, Webster and Wind (1972) argue that the marketing mix must be adapted to address the complexity of organizational buying behavior, longer sales cycles, and the importance of relationship building. Their research emphasizes that B2B marketing requires detailed understanding of customer needs, technical specifications, and decision-making processes.

Porter's (1980) competitive strategy framework suggests that companies must choose between cost leadership, differentiation, or focus strategies to achieve sustainable competitive advantage. For technology distributors like Digital Focus, differentiation through service quality, technical expertise, and brand reliability is typically more sustainable than competing solely on price.

3.2.2 Solution to Problem 1: Data Triangulation and Multiple Source Verification

Application of Literature Review:

Based on the literature review above, I implemented rigorous academic research principles known as data triangulation as proposed by Denzin (1978) and elaborated by Patton (2002). This approach involves systematically collecting information from multiple, varied sources and then cross-checking and analyzing these different data points to synthesize reliable, actionable insights. This methodology is particularly valuable when dealing with incomplete or inconsistent data sources, as it allows researchers to identify patterns and verify information through multiple reference points.

Practical Application:

Following the guidance of Malhotra and Birks (2007) on evaluating secondary data sources, I collected information from multiple sources including competitor websites, e-commerce platforms (Shopee, Lazada), industry white papers, sales team feedback, and technical specifications from manufacturers. For each research report, I cross-referenced at least three independent sources to verify pricing information, product specifications, and market trends. When sources conflicted, I consulted with the sales and technical teams to determine which information was most current and reliable.

Research Activities:

Implementing the recommendations of Kotler and Keller (2016) regarding formal and informal information-gathering processes, I conducted informal interviews with sales professionals who had direct customer contact to understand market pricing expectations and competitor positioning. I also consulted with technical employees to verify the accuracy of product specifications found in competitor materials. These interviews provided valuable context that was not available in published sources and helped me interpret data more accurately, creating a comprehensive market intelligence system as recommended in the literature.

3.2.3 Solution to Problem 2: Application of the Aesthetic-Usability Effect

Application of Literature Review:

To successfully overcome the credibility barrier, I applied the Aesthetic-Usability Effect as documented by Tractinsky, Katz, and Ikar (2000) and Norman (2004). This principle states that users perceive aesthetically pleasing designs as more usable and trustworthy, even when the actual functionality is identical. The research by Lindgaard et al. (2006) showing that first impressions form within 50 milliseconds reinforced the critical importance of immediate visual professionalism in creating credibility.

Practical Application:

Following the principles established in the literature, this psychological framework guided my design process for all marketing assets. I prioritized cleanliness, high-resolution visuals, consistent brand colors, and adherence to professional design standards. Every graphic element was carefully selected to communicate sophistication and reliability. I ensured that all product images were high-quality, layouts were balanced and professional, and typography was clear and appropriate for the B2B audience, implementing Norman's (2004) emphasis on emotional design and positive user experiences.

Best Practices Implemented:

Applying Van der Heijden's (2003) findings on visual attractiveness and trust formation in online environments, I ensured that the over 20 marketing assets I produced were visually professional and consistent with industry standards. I consulted with experienced graphic designers within the company and reviewed examples of successful marketing materials from leading technology companies to establish design benchmarks that would instantaneously boost the audience's confidence in the product's quality and functionality.

3.2.4 Solution to Problem 3: Structured Time Management Using the Eisenhower Matrix

Application of Literature Review:

I addressed the time management challenge by implementing principles from the Eisenhower Matrix as popularized by Covey (1989) and supported by research from Claessens et al. (2007). This time management framework categorizes tasks based on urgency and importance, helping individuals focus on high-impact activities while managing immediate demands. The research showing that structured prioritization techniques improve job satisfaction and reduce stress provided strong justification for this approach.

Practical Application:

Following Lakein's (1973) 80-20 principle, I developed daily task lists where I categorized assignments into urgent-important, important-not urgent, urgent-not important, and neither urgent nor important. I clarified priority levels with my supervisor at the beginning of each week and adjusted my schedule accordingly. This systematic approach allowed me to focus on high-priority marketing campaigns and critical deadlines (the 20 percent that would produce 80 percent of results) while still completing routine tasks efficiently.

Organizational Systems:

Implementing Allen's (2001) Getting Things Done methodology, I created organized digital folders with clear naming conventions and maintained meticulous notes on the status of each project to reduce cognitive burden. I used project management tools to set reminders for deadlines and track progress on ongoing assignments. This external organizational system streamlined my workflow and reduced time spent searching for files or remembering task details, as recommended in the time management literature.

3.2.5 Solution to Problem 4: Proactive Communication and Language Learning

Application of Literature Review:

To address the communication barrier, I adopted a proactive approach informed by Hofstede's (1980) cultural dimensions theory and the research of Tenzer, Pudelko, and Harzing (2014) on overcoming language barriers in multinational corporations. Their findings emphasize that proactive communication strategies significantly reduce misunderstandings and improve collaboration effectiveness in multilingual environments.

Practical Approach:

Following the recommendations of Harzing and Feely (2008) on supporting language learning in international business contexts, I focused on improving my professional vocabulary relevant to the security technology industry, learning key Thai business terms and technical phrases that were frequently used in meetings and documentation. This approach aligned with Gudykunst and Kim's (2003) emphasis on demonstrating commitment through active language learning.

Learning from Colleagues and Previous Practices:

Implementing the proactive communication strategies recommended by Tenzer et al. (2014), whenever I was unsure about project details, deadlines, or complex content requirements, I initiated communication with other marketing staff or the sales and technical teams for clarification. I frequently asked for clarification when I did not understand instructions completely and relied on supportive colleagues for guidance. I also observed how experienced team members communicated in professional settings and adapted their communication strategies, learning from their previous practices and experiences.

Interviews with Professionals:

I conducted informal interviews with experienced employees about effective communication practices in the Thai business environment. These conversations with professionals provided insights into cultural communication norms, appropriate formality levels, and common business phrases. This approach gradually boosted my confidence in professional communication and allowed me to participate more actively in team discussions and client interactions.

3.3 Recommendations to the Company

Based on my operational observations, the strategic analysis conducted during the internship, and the application of theoretical frameworks reviewed in the literature, the following recommendations are proposed to enhance the company's marketing efficiency, organizational resilience, and effectiveness of the cooperative education program.

Recommendation 1: Expand Digital Marketing Initiatives with Interactive Content

The company has strong products and expertise in the security and robotics sector. However, expanding digital marketing initiatives, especially through interactive content such as live product demonstrations, video tutorials aligned with current trends and culture, and customer engagement campaigns, could significantly strengthen the brand's visibility and deepen customer connection in a digital-first market. This recommendation aligns with Fill's (2013) emphasis on integrated marketing communications in digital environments.

Recommendation 2: Subscribe to Industry Intelligence Services

Following Kotler and Keller's (2016) recommendations on formal market intelligence systems, the company should explore subscribing to a centralized industry intelligence service for technical market data to eliminate reliance on fragmented sources. Services such as Gartner, IDC, or industry-specific market research firms could provide standardized, verified data on competitor pricing, market trends, and technology adoption rates, addressing the data fragmentation problem identified in this study.

Recommendation 3: Formalize Knowledge Transfer and Documentation

The company should formalize the process of documenting the most efficient digital marketing and content creation workflows. Creating standard operating procedures and templates would ensure continuity and faster onboarding for future interns and new staff members. This documentation should include best practices for design standards, translation processes, and research methodologies that have proven effective during this internship.

Recommendation 4: Implement Structured Feedback and Clear Deadlines

Consistent with research by Claessens et al. (2007) showing that clear goal-setting and deadlines improve productivity and reduce stress, management should always provide clear deadlines when assigning roles to interns. Furthermore, implementing a more formal mid-term feedback session for cooperative education students is recommended, allowing interns to understand their performance and adjust their approach before the end of the internship period.

Recommendation 5: Promote Language and Cultural Exchange Programs

Following Harzing and Feely's (2008) recommendations on supporting language learning in international business contexts, the company should encourage and potentially support the learning of basic local language skills for international interns. This could include providing access to language learning resources, offering introductory Thai language sessions, or pairing international interns with language buddies from the local staff, facilitating better integration and more productive contributions.

3.4 What I Have Learned During the Co-Op Studies

The internship was an invaluable experience that allowed me to transform academic knowledge into practical skills, transitioning successfully from a student mindset into a professional one. The learning outcomes were comprehensive and spanned technical skills, professional competencies, and personal development.

Professional Teamwork Skills and Time Management

Working in a corporate office environment allowed me to experience professional teamwork and workplace culture firsthand. I learned how to collaborate across departments, communicate effectively with supervisors, and take initiative on tasks when required. The most important skill I developed was time management, applying the Eisenhower Matrix principles learned from Covey (1989). Balancing multiple tasks such as research, design, and presentations within tight deadlines taught me how to prioritize important work first, stay organized, and complete work efficiently within a given time frame.

Customer and Event Engagement Skills

I had the opportunity to interact directly with customers during product seminars and promotional events. These experiences developed my communication and interpersonal skills, teaching me how to handle professional conversations, collect customer feedback, and represent the company in a formal setting. I learned the importance of active listening, asking clarifying questions, and adapting my communication style to different audiences, from technical experts to general consumers.

Workplace Professionalism and Adaptability

I developed a deeper understanding of how marketing teams function within a larger organization, which improved my adaptability and professional demeanor. This experience taught me the importance of teamwork, corporate communication protocols, and how to take initiative within a professional work culture. I learned to adapt to changing priorities, handle constructive criticism positively, and maintain professional relationships across different departments.

Technical Marketing Skills

I learned how to market highly technical products to both B2B and B2C audiences by translating complex technical specifications into benefits-focused messaging, applying principles from Webster and Wind's (1972) research on B2B marketing. I also developed expertise in creating content that meets the specific requirements of different digital platforms, from social media to e-commerce sites.

Overall Impact and Personal Growth

Collectively, these learning outcomes contributed to Digital Focus's marketing efforts by strengthening brand visibility, enhancing market knowledge, and supporting campaign execution. For me personally, the internship bridged the gap between academic theory and professional practice, equipping me with practical skills, industry knowledge, and workplace confidence that will guide my future career in marketing.

3.5 How I Applied the Knowledge from Coursework to the Real Working Situation

This section demonstrates the critical link between theoretical learning and professional application, showing how classroom concepts became practical tools for problem-solving in the workplace.

Market Research and Strategic Insights

My academic knowledge of research methodology was immediately applied, but adapted for the corporate setting. I learned to conduct research in a more professional manner, preparing concise, actionable reports tailored for management. The market research I completed informed the company's pricing and product positioning strategies, linking directly to the Marketing Mix theory (McCarthy, 1960) and strengthened my ability to link data with real-world business outcomes as described by Kotler and Keller (2016).

Marketing Planning and Campaign Development

I participated in developing detailed marketing plans for social media platforms and product promotion campaigns. This process utilized knowledge of market segmentation and target marketing to prepare precise, time-sensitive marketing schedules and integrate promotional content with business objectives. The theoretical STP (Segmentation, Targeting, Positioning) framework became a practical necessity when creating campaigns for different customer segments.

Visual Communication Theory and Design Principles

My academic knowledge of color theory and design principles was directly applied to creating marketing assets. I understood how each design and its elements should align with the company's visual identity, which directly influenced brand image and customer perception, implementing principles from Norman (2004) on emotional design and the Aesthetic-Usability Effect from Tractinsky et al. (2000).

Consumer Behavior and Persuasion Techniques

I applied the AIDA Model (Lewis, 1898; Barry & Howard, 1990) to structure all digital content effectively. I ensured every design element was optimized to capture Attention, the written content was crafted to build Interest and Desire by focusing on customer benefits, and every asset included a clear call to Action. This systematic approach became a practical framework for creating persuasive marketing materials.

Digital Marketing and E-commerce Strategies

Knowledge from my Digital Marketing course about platform-specific best practices, SEO principles, and online consumer behavior was essential for optimizing e-commerce listings and social media content. The theoretical understanding of how different platforms work became practical knowledge as I created and published content across multiple digital channels.

3.6 Special Skills and New Knowledge I Have Learned from This Co-Op Studies

The cooperative education program equipped me with specialized skills and knowledge that are highly valued in the modern digital marketing industry. These specific technical functions of my position went beyond general marketing knowledge and represent marketable professional competencies.

Advanced Graphic Design and Creative Skills

Through intensive hands-on practice, I developed a strong professional skill set in graphic design, including advanced techniques in color theory, design principles, and the use of professional design tools such as Adobe Creative Suite and Canva Pro. I created more than 20 marketing assets including social media graphics, product logos, brochures, and banners while maintaining brand consistency and visibility. This experience expanded my design expertise beyond basic academic projects into professional-quality work used in real campaigns.

Technical Translation and Localization Expertise

I learned how to accurately translate highly complex technical product specifications from CCTV, AI, and Robotics systems. This specialized skill goes beyond simple language translation to

include technical localization, adapting content for cultural context while maintaining technical accuracy. I developed expertise in translating between Thai, English, and Chinese for technical marketing materials.

B2B Marketing and Event Coordination

I acquired unique, hands-on experience in coordinating B2B event logistics, including supporting behind-the-scenes operations for live streaming events, managing guest databases for corporate seminars, and handling follow-up tasks. This specialized knowledge of B2B marketing practices differs significantly from B2C marketing, as supported by Webster and Wind's (1972) research on organizational buying behavior.

AI-Powered Content Creation Tools

I gained practical experience in using AI image generation tools for rapid creative asset development and concept testing. This emerging technology skill allowed me to accelerate the creative process and test multiple design directions quickly before committing to final production. Understanding how to effectively use AI tools for professional marketing is an increasingly valuable skill in modern marketing.

Corporate Reporting and Business Communication

I acquired the specialized skill of preparing concise, corporate-oriented reports and presentations, synthesizing complex market research data into easily digestible formats for management decision-making. This professional skill is distinct from academic report writing and includes understanding what information executives need and how to present data visually for quick comprehension.

Multi-Platform Digital Marketing Execution

I developed practical expertise in creating and optimizing content for multiple digital platforms simultaneously, including Facebook, LINE, TikTok, Shopee, Lazada, and corporate websites. Each platform has unique technical requirements, audience expectations, and best practices. Learning to adapt content strategy and creative execution for these different platforms while maintaining brand consistency is a valuable professional skill directly applicable to modern digital marketing roles.

CHAPTER 4: CONCLUSION

This final chapter synthesizes the outcomes, learning, and self-evaluation derived from the cooperative education period at Digital Focus Co., Ltd. It summarizes the highlights of the study, presents a detailed evaluation of the work experience including self-assessment and contributions to career development, discusses the key limitations encountered, and provides constructive recommendations for the company's future operations and cooperative education program enhancement.

4.1 Highlights of My Co-Op Studies at This Company

The six-month internship at Digital Focus Co., Ltd. from June 2025 to December 2025 was a highly valuable learning experience, successfully bridging academic marketing knowledge with real-world technology sector practices. The cooperative education program provided comprehensive exposure to professional marketing operations in a leading smart technology distribution company, resulting in significant personal and professional development.

Highlight 1: Strategic Marketing and Content Execution

I successfully participated in developing comprehensive marketing plans and executing over 20 unique marketing assets including social media graphics, product brochures, promotional banners, and e-commerce content. These assets were not just creative outputs but were structurally designed using the AIDA Model (Attention, Interest, Desire, Action) to ensure goal-oriented communication and maximize audience engagement. The systematic application of marketing theory to practical content creation demonstrated the successful integration of academic learning with professional practice.

Highlight 2: Problem-Solving Through Applied Theory

I successfully identified and addressed the company's credibility barrier in digital communication by applying the Aesthetic-Usability Effect principle to all design work. This theoretical framework, derived from design psychology research, guided my approach to creating professional-grade visual content that significantly enhanced the perceived reliability and sophistication of the company's complex AIoT and robotics products. The application of academic theory to solve real business problems exemplified the value of evidence-based marketing practice.

Highlight 3: Market Intelligence Contribution

I developed and presented concise, actionable corporate reports by overcoming the challenge of limited market data for niche products through a systematic process of data triangulation. By collecting and cross-checking information from multiple sources including competitor websites, e-commerce platforms, industry publications, sales team feedback, and technical specifications, I synthesized reliable market intelligence that informed strategic decision-making. This contribution directly supported the company's pricing strategies and competitive positioning.

Highlight 4: Professional Skill Acquisition and Technical Expertise

I gained advanced, professional-level proficiency in graphic design tools including Adobe Creative Suite and Canva Pro, learned to translate and localize complex technical product specifications into accessible marketing language across multiple languages (Thai, English, Chinese), and acquired hands-on experience in B2B event logistics including supporting Shopee Live streaming events. These specialized skills represent marketable competencies that extend well beyond basic academic knowledge and are directly applicable to professional marketing roles.

Highlight 5: Professional Development and Workplace Adaptation

I successfully transitioned from an academic workload to a corporate environment, mastering the crucial skills of time management and task prioritization using the Eisenhower Matrix framework. Managing overlapping responsibilities such as research, design, and presentations under strict corporate deadlines developed essential professional discipline. Furthermore, overcoming initial language and communication barriers through proactive learning and colleague support demonstrated adaptability and cultural awareness essential for international business environments.

4.2 My Evaluation of the Work Experience

This section provides a comprehensive evaluation of my work experience at Digital Focus Co., Ltd., including self-assessment of professional performance, analysis of contributions to career development and personal growth, and reflection on overall satisfaction with the cooperative education program

4.2.1 Self-Assessment as a Professional

My self-assessment indicates a significant improvement in professional capability throughout the six-month internship period. Initially, I struggled with the rapid pace of the corporate environment and the complexity of professional design tools and technical product information. However, through self-directed learning, proactive communication with colleagues, and systematic application of time management principles, I quickly adapted to professional expectations and demands.

I was able to successfully take initiative on tasks and collaborate effectively across multiple departments including Marketing, Sales, and Technical Services, demonstrating teamwork and professional discipline. I completed all major design and research assignments on time with quality that met or exceeded supervisor expectations, achieving the company's goals of strengthening brand visibility and enhancing market knowledge. The progression from requiring detailed guidance at the beginning of the internship to independently managing multiple projects by the conclusion demonstrates substantial professional growth.

Key areas of professional development include:

- **Technical Proficiency:** Advanced from basic design skills to professional-level execution in graphic design, technical translation, and digital content creation
- **Strategic Thinking:** Developed ability to apply marketing theories and frameworks to solve real business problems systematically
- **Communication:** Improved professional communication skills in multicultural environment, overcoming language barriers through persistent effort
- **Time Management:** Mastered prioritization and organization skills essential for managing multiple simultaneous responsibilities
- **Professional Demeanor:** Developed workplace professionalism including appropriate formality, reliability, and collaborative attitude

4.2.2 Contributions That the Work Experience Made to My Career Development, Goals, and Growth

This internship provided a foundational career launchpad by confirming my interest in marketing and brand development within the technology sector while providing concrete skills and experiences that will support future career advancement. The work experience contributed to my career development, goals, and personal growth in several significant ways.

Skill Validation and Portfolio Development

The internship moved my technical skills including graphic design, technical translation, market research, and report writing from theoretical competency to practical, professional application. The over 20 marketing assets I created, multiple market research reports I produced, and technical translations I completed represent tangible portfolio pieces that demonstrate professional capability to future employers. These deliverables provide concrete evidence of my ability to contribute value in professional marketing roles.

Strategic Insight into B2B Marketing

The experience provided a deeper, practical understanding of how core Marketing Mix principles (Product, Price, Place, Promotion) are applied in B2B environments, particularly concerning product positioning and pricing strategies for complex technical products. Working with AIoT and robotics products required understanding unique aspects of B2B marketing including longer sales cycles, relationship-based selling, technical decision-making criteria, and the critical importance of trust and credibility in the technology sector. This specialized knowledge differentiates my skill set and aligns with my career interest in technology marketing.

Confidence and Professional Resilience

The experience of successfully overcoming language barriers, managing complex projects under pressure, adapting to unfamiliar professional tools, and meeting corporate deadlines built essential workplace confidence and resilience. These experiences taught me that challenges can be overcome through systematic effort, proactive learning, and seeking appropriate support. This confidence in my ability to adapt and succeed in demanding professional environments will be crucial for any future professional role and career advancement.

Career Direction Clarification

The internship confirmed my interest in pursuing a career in marketing, specifically in technology or B2B sectors. The combination of creative content development, strategic analysis, and technical communication aligned well with my interests and strengths. Understanding what I enjoy and excel at in a professional setting provides valuable direction for future career decisions including graduate study options, job search focus, and long-term career planning.

Professional Network Development

Working at Digital Focus allowed me to develop professional relationships with experienced marketing professionals, sales managers, technical experts, and company leadership. These connections provide valuable references for future employment, potential mentorship opportunities, and industry insights. The professional network established during this internship represents an important career asset that extends beyond the immediate learning experience.

4.2.3 My Level of Personal Satisfaction with the Co-Op Studies

My level of personal satisfaction with the cooperative education experience at Digital Focus Co., Ltd. is exceptionally high. The internship successfully achieved my primary objectives of gaining practical marketing experience, applying academic knowledge in professional contexts, developing marketable skills, and clarifying career direction.

The high level of personal satisfaction stems from several factors. First, I successfully bridged my academic knowledge with real-world marketing practices, seeing theoretical concepts from the classroom become practical tools for solving business problems. The application of frameworks such as the AIDA Model, Marketing Mix, and data triangulation methodology in actual work contexts validated my academic learning and demonstrated its professional relevance.

Second, the immediate and observable impact of my work provided significant satisfaction. Seeing the marketing assets I designed go live on e-commerce platforms and social media, having my market research reports inform strategic pricing decisions, and watching presentations I translated being used in corporate seminars created a tangible sense of contribution and accomplishment. This visible impact on real business operations exceeded expectations and provided meaningful professional validation.

Third, the supportive work environment at Digital Focus contributed significantly to satisfaction. Colleagues and supervisors provided guidance, feedback, and encouragement that facilitated learning and development. The opportunity to work on diverse projects across digital content creation, technical translation, market research, and event support kept the experience engaging and allowed me to discover different aspects of marketing that I enjoy.

Fourth, overcoming challenges including language barriers, time management difficulties, and technical skill gaps provided a sense of personal growth and achievement. The progression from struggling with basic communication and tool usage to confidently managing multiple complex projects demonstrated clear development that exceeded my initial expectations.

This internship has unequivocally helped me better understand my career interest in marketing and brand development within the technology and security sector. The experience and insights I gained during this period, including both successes and challenges overcome, will continue to be invaluable for my future career. I believe the cooperative education program at Digital Focus provides exactly the type of practical, challenging, and meaningful experience that prepares students for successful professional careers.

4.3 Limitation of My Co-Op Studies

Despite the overall success achieved during the cooperative education period, several factors limited the scope, efficiency, and depth of learning during my Co-Op studies. Identifying these limitations provides valuable insights for future improvement and realistic assessment of the experience.

Limitation 1: Limited Market Data for Niche Products

The most significant operational limitation was the limited availability of reliable, consolidated third-party market data for niche products including robotics and AIoT security systems. Unlike general consumer goods where market research firms provide comprehensive data, the specialized industrial technology market lacked easily accessible pricing information, market size estimates, and competitive analysis. This forced me to spend excessive time on data triangulation, manually collecting and verifying information from multiple fragmented sources. While this process was educational and taught valuable research skills, it diverted time and resources that could have been

used for more creative or execution-focused tasks such as campaign development or advanced design work.

Limitation 2: Initial Communication and Language Barriers

The initial language and communication barriers presented a significant professional limitation during the first several weeks of the internship. Operating in a Thai-speaking workplace with limited Thai language proficiency initially slowed down my onboarding process, reduced my participation in rapid-fire brainstorming sessions with local colleagues, and created uncertainty about project requirements and expectations. While I successfully mitigated this challenge by improving my professional vocabulary, seeking constant clarification, and learning from supportive colleagues, the initial barrier delayed my ability to contribute at full capacity and required additional time investment in language learning rather than technical skill development.

Limitation 3: Lack of Formalized Intern Guidelines and Structured Onboarding

The absence of highly formalized, structured mentorship guidelines or comprehensive intern onboarding documentation meant that a portion of my time was spent navigating operational uncertainties and corporate approval processes that could have been streamlined with clearer guidelines. Questions about which design tools to use, what approval workflow to follow, how to access certain systems, and what quality standards to maintain required individual inquiry rather than reference to standardized documentation. While supervisors and colleagues were helpful when asked, the lack of formalized procedures created inefficiencies and occasional rework when my understanding of requirements did not match expectations.

Limitation 4: Limited Exposure to Strategic Planning Processes

As an intern, my involvement was primarily focused on tactical execution including content creation, translation, and research rather than strategic planning processes such as annual marketing strategy development, budget allocation, or long-term brand positioning decisions. While the tactical experience was valuable, limited exposure to strategic decision-making processes represented a learning opportunity that could have enhanced understanding of how marketing strategies are developed and resources allocated in corporate environments. Greater

involvement in strategic planning meetings or projects would have provided a more comprehensive understanding of professional marketing management.

Limitation 5: Time Constraints for Deep Specialization

The six-month internship period, while substantial, limited the depth of specialization possible in any single area. The diverse responsibilities across content creation, translation, research, and event support provided a breadth of experience but prevented deep expertise development in specialized areas such as advanced video production, comprehensive campaign management, or sophisticated data analytics. More time would have allowed progression from competent execution to expert-level mastery in specific marketing domains.

4.4 Recommendations for the Company

Based on my comprehensive assessment of the work experience, operational observations, and identified limitations, I propose the following recommendations to Digital Focus Co., Ltd. to enhance its operations, improve the effectiveness of future cooperative education programs, and address the challenges encountered during my internship.

Recommendation 1: Invest in Centralized Market Intelligence Resources

The company should explore subscription to a centralized industry intelligence service specifically focused on AIoT, robotics, and security technology sectors. Services such as Gartner, IDC, or industry-specific market research firms could provide standardized, verified data on competitor pricing, market trends, technology adoption rates, and industry forecasts. This investment would significantly reduce the time spent by the marketing team including interns on fragmented manual market research, leading to faster and more accurate strategic reporting. The cost of such subscriptions would likely be offset by improved efficiency and better-informed strategic decisions. This addresses Limitation 1 regarding limited market data availability.

Recommendation 2: Develop Comprehensive Intern Onboarding Program

Implement a structured orientation program for cooperative education students that includes systematic introduction to all key professional software tools, clear documentation of content

creation and approval workflows, brand guidelines and design standards, and organizational procedures. This program should include a comprehensive intern handbook covering frequently asked questions, standard operating procedures, key contacts for different types of support, and examples of high-quality work. Providing this foundation during the first week would accelerate intern productivity and reduce time spent navigating operational uncertainties. This addresses Limitation 3 regarding lack of formalized guidelines.

Recommendation 3: Implement Clear Deadline and Feedback Systems

Management should establish a practice of providing specific deadlines and clear time frames for all tasks assigned to interns. Working without deadlines diminishes task importance and does not cultivate necessary professional urgency and time management skills. Furthermore, implementing formal mid-term and final feedback sessions for cooperative education students would provide interns with clear understanding of their performance, identification of areas for improvement, and opportunity to adjust approach before internship conclusion. Regular feedback enhances learning outcomes and ensures intern development aligns with company expectations.

Recommendation 4: Establish Language Support Program for International Interns

For international interns, the company should provide structured support for local language learning including access to Thai language learning resources, offering introductory business Thai sessions during the first month, or implementing a language buddy system pairing international interns with Thai colleagues willing to provide language support. Even basic Thai language competency significantly improves communication effectiveness, integration into team culture, and overall intern productivity. This investment in language support would accelerate international intern onboarding and enhance their ability to contribute. This addresses Limitation 2 regarding communication barriers.

Recommendation 5: Formalize Content Strategy and Design Standards

Implement an internal content strategy document that establishes the theoretical frameworks guiding marketing communications such as the AIDA Model, aesthetic design principles, and brand positioning guidelines. This formalization ensures all content is strategically designed for conversion and maintains the high professional standard required to overcome credibility barriers in B2B technology marketing. The document should include examples of excellent work, common

mistakes to avoid, and decision frameworks for different types of content. This creates consistency across team members and provides clear quality benchmarks.

Recommendation 6: Expand Digital Marketing Initiatives

The company should expand digital marketing initiatives beyond static content to include more interactive and engaging formats such as live product demonstrations, tutorial videos, customer testimonials, and interactive webinars. These formats align with current digital marketing trends and consumer preferences while providing additional learning opportunities for marketing interns. Developing multimedia content creation capabilities would enhance brand visibility, deepen customer connections, and differentiate Digital Focus in the competitive technology distribution market.

Recommendation 7: Create Opportunities for Strategic Exposure

While maintaining appropriate boundaries regarding confidential information, the company could provide cooperative education students with greater exposure to strategic planning processes through participation in strategy meetings as observers, involvement in annual planning projects, or presentation of strategic recommendations based on their research. This exposure would enhance intern learning by providing context for tactical execution and demonstrating how marketing strategies are developed in professional environments. This addresses Limitation 4 regarding limited strategic exposure and would significantly enhance the educational value of the cooperative program.

4.5 Recommendations for the co-op program

Based on my assessment, I propose the following recommendations to Digital Focus Co., Ltd. to enhance its operations and improve the Co-Op experience for future students:

- 1. Formalize Theoretical Content Guidelines:** Implement an internal content strategy document that mandates the use of communication models (like AIDA) and aesthetic principles. This ensures all content is strategically designed for conversion and maintains the high standard required to overcome the credibility barrier.
- 2. Invest in Market Intelligence Resources:** The company should explore a subscription service for centralized industry intelligence relevant to the AIoT and robotics sectors. This would

significantly reduce the time spent by the marketing team (including interns) on fragmented market research, leading to faster, more accurate strategic reporting.

3. Enhance Onboarding and Feedback for Interns: Implement a structured orientation for Co-Op students that includes an introduction to all key professional software tools and a clear flow diagram for content creation and approval. Furthermore, ensuring that interns are given **specific deadlines** and a clear time frame for all tasks will boost productivity and instill essential professional time management discipline.



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APPENDICES A:

Appendix A: Weekly Log

Name of the Student: Numa Limbu

Name of the Organization: Digital Focus Co. Ltd.

Name of the Organization's Supervisor:

Date: June 23- December 23 2025

Week 1 (June 23 - June 27)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting Office tour, Orientation and Introduction.	Research on new tech. Product, made ppt for seminar.	Shopee Live selling, Research and ppt, preparation for seminar.	Seminar hall assistance, took note of seminar ppt for future note and learned about new products.	Made a design for a video thumbnail, did market research on product/ competition.

Week 2 (June 30 – July 4)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting	Product(Zentopia) Video shoot for social media content,	Created Product PPT slides, Graphic designing for Content video.	Made PPT slide, Made a marketing plan sample for 6 months.	Continue work on PPT slide, Product Photo shoot done.

Week 3 (July 7- July 11)

Monday	Tuesday	Wednesday	Thursday	Friday
Attendant weekly meeting, Graphic design- Post, Attendant meeting with client.	Product graphic design, research on competitors market data.	Created (mkt. plan)content calendar 6month.	Holiday (Asalha Bucha Day)	Made changes on calendar according to supervisor advice, help in graphic designing work.

Week 4 (July 14 – July 18)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting and note keeping.	Leave for Visa processing at immigration	Planned mkt. plan, Design new Brand Logo sample.	Continued with Brand logo design sample (more than 20).	Made poster and product post design for social media.

Week 5 (July 21- July 25)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting, Generated AI pictures for presentation.	Worked on PPT for a seminar. Generated AI image for slides.	AI image generation, Continue work PPT accordingly.	Updated PPT according to the suggestion.	Worked on graphic designing, helped content creation for Tiktok and shopee live (bts)

Week 6 (July 28 – Aug 1)

Monday	Tuesday	Wednesday	Thursday	Friday
Holiday (Birthday of King Maha Vajiralongkorn)	AI generated pictures with prompts for designing posts and editing accordingly.	Continue with the work.	Worked on the research part and created a PPT for some seminars.	Continued with the research.

Week 7 (Aug 4- Aug 8)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting, Graphic designing.	Worked on PPT for a seminar. Generated AI image for slides.	AI image generation, Continue work PPT accordingly, Helped arrange seminar hall.	Updated PPT according to the suggestion.	Worked on PPT for a seminar. Generated AI image for slides.

Week 8 (Aug 11- Aug 15)

Monday	Tuesday	Wednesday	Thursday	Friday
Attendant weekly meetings.	Holiday (H.M. Queen Sirikit The Queen Mother's Birthday)	Sick Leave	Generated product catalog focusing on each product features.	Continue working on Product Catalog and attendant meetings.

Week 9 (Aug 18 - Aug 22)

Monday	Tuesday	Wednesday	Thursday	Friday
Whole day Seminar assistance.	Seminar day, Registration desk assistance.	Worked on social media post designs.	Continue and change according to the needs of the supervisor.	Assisted for TikTok live behind the scenes.

Week 10 (Aug 25 – Aug 29)

Monday	Tuesday	Wednesday	Thursday	Friday
Worked on Deepsick AI image design and PPT.	Sick Leave	Continued to work on PPT.	Started working on designing the C33 catalog.	Created C33 Catalog.

Week 11 (Sep1 – Sep 5)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting, Worked on social media content with other interns.	Product graphic designing assistance, Meeting with university supervisors.	Graphic design for roll ups.	Product manual book design organization and translation.	Continue with the other day work.

Week 12 (Sep 8 – Sep 12)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting.	I worked on the translation of a catalog from Chinese to Thai language.	Sick Leave	Sick Leave	Sick Leave

Week 13 (Sep 15 – Sep 19)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting, assisted on shopee live (bts technical part).	Worked on AMA graphic designing of posters and banners,	Continue with the AI image generation and designing.	Updating the design according to feedback from seniors.	Additional new design requested.

Week 14 (Sep 22- Sep 26)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting.	Was asked to work on new design for product AMA3 and generate a completely new image	Continue designing the posters, etc.	I worked on a company bag design mockup.	Sick Leave

Week 15 (Sep 29 – Oct 3)

Monday	Tuesday	Wednesday	Thursday	Friday
Continued working on bag mockup.	Asked to make a new design for the bag, worked on a new design.	Worked on Product catalog, research on new products.	Festival Leave	Worked on Product catalog features.

Week 16 (Oct 6 – Oct 10)

Monday	Tuesday	Wednesday	Thursday	Friday
Translated Catalog to Thai.	Worked on EEG facebook banner designs.	Continued with new designs and Translated Catalog from English to Thai.	Sick Leave	Translated Chinese PPT slides to Thai language x2.

Week 17 (Oct 13- Oct 17)

Monday	Tuesday	Wednesday	Thursday	Friday
Holiday (H.M. King Bhumibol Adulyadej The Great Memorial Day)	Worked on the design for product cover. And product feature animation.	Worked on Brainco product AI image generation, Started designing feature based catalog.	Continued with the work.	Worked on PPT slides beautification and translation.

Week 18 (Oct 20- Oct 24)

Monday	Tuesday	Wednesday	Thursday	Friday
Leave immigration for Visa work.	Continued with PPT.	Asked to work on PPT slides for Company use, Translated PPT from Thai to English.	Public holiday (Chulalongkorn Memorial Day)	Continued with PPT.

Week 19 (Oct 27 – Oct 31)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting	I researched and looked for hotel information for a seminar around Bangkok.	Sick Leave	Continued with the research.	Atleased looked for 200 hotels, its name, executive members, no.,etc info for seminar.

Figure 29: My Weekly Job description

APPENDICES B:



Figure 30: Supervisor Visit to Digital Focus

Figure 31: Supervisor Visit to Digital Focus



Group

Figure 32: Marketing Team Meeting

Figure 33: Product Photoshoot



Figure 34: Self- Introduction

Figure 35: Meeting with the Client

SAMPLE OF SOME OF MY WORK:





MY CO-OP PRESENTATION:

NOVEMBER 11, 2025

MARKETING INTERNSHIP EXPERIENCE AT DIGITAL FOCUS CO., LTD



Co-op Supervisor: Srisuda Chongsithiphol
Dean of Siam University

Presented by:

Name: Numa Limbu
ID: 6508040009
BBA (Marketing), Siam University
Batch: 2022-2026 (Spring)



Interned Company: Digital Focus Co., Ltd.

Internship Period: June 23 – December 23, 2025

Co-op Supervisor: Nipa Prasanphung
Head of Marketing

Company Overview

- Established in 2002, Bangkok, Thailand
- Specializes in CCTV, AIoT, robotics, and smart security systems.
- Works with global brands like Hikvision, DJI, Keenon, Quicktron.

Vision:

- To become the ASEAN leader in smart technology solutions.
- Focus on smart cities, smart buildings, and smart homes.
- Driven by innovation, sustainability, and customer satisfaction.

Mission:

- Deliver high-quality AI, IoT, and security products through global partnerships.
- Provide professional design, installation, and consultation services.
- Promote digital transformation with innovation and reliability.



— Internship Roles & Responsibilities —

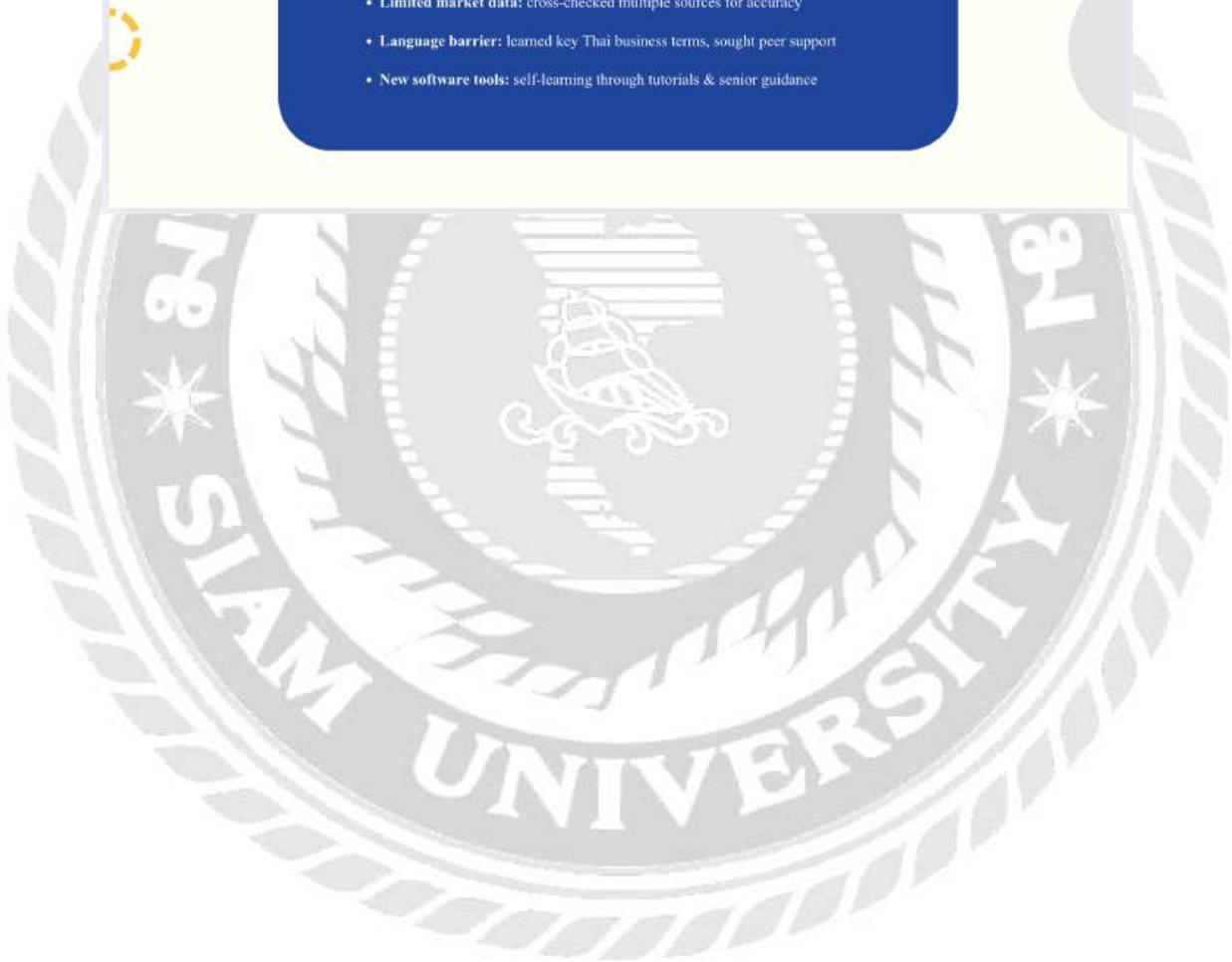
- **Market Research** - Competitor and Product trend analysis (CCTV, robotics, AIoT); etc....
- **Marketing Planning** - Creating marketing plan according to product calendar.
- **Graphic Design** - Created marketing materials: posters, brochures, social media posts, banners, etc
- **Event and Seminar Support** - Assisted in Shopee Live (either behind or front camera), seminar coordination
- **Translations**- Thai ↔ English ↔ Chinese catalog and PPT...



Challenges & Solutions



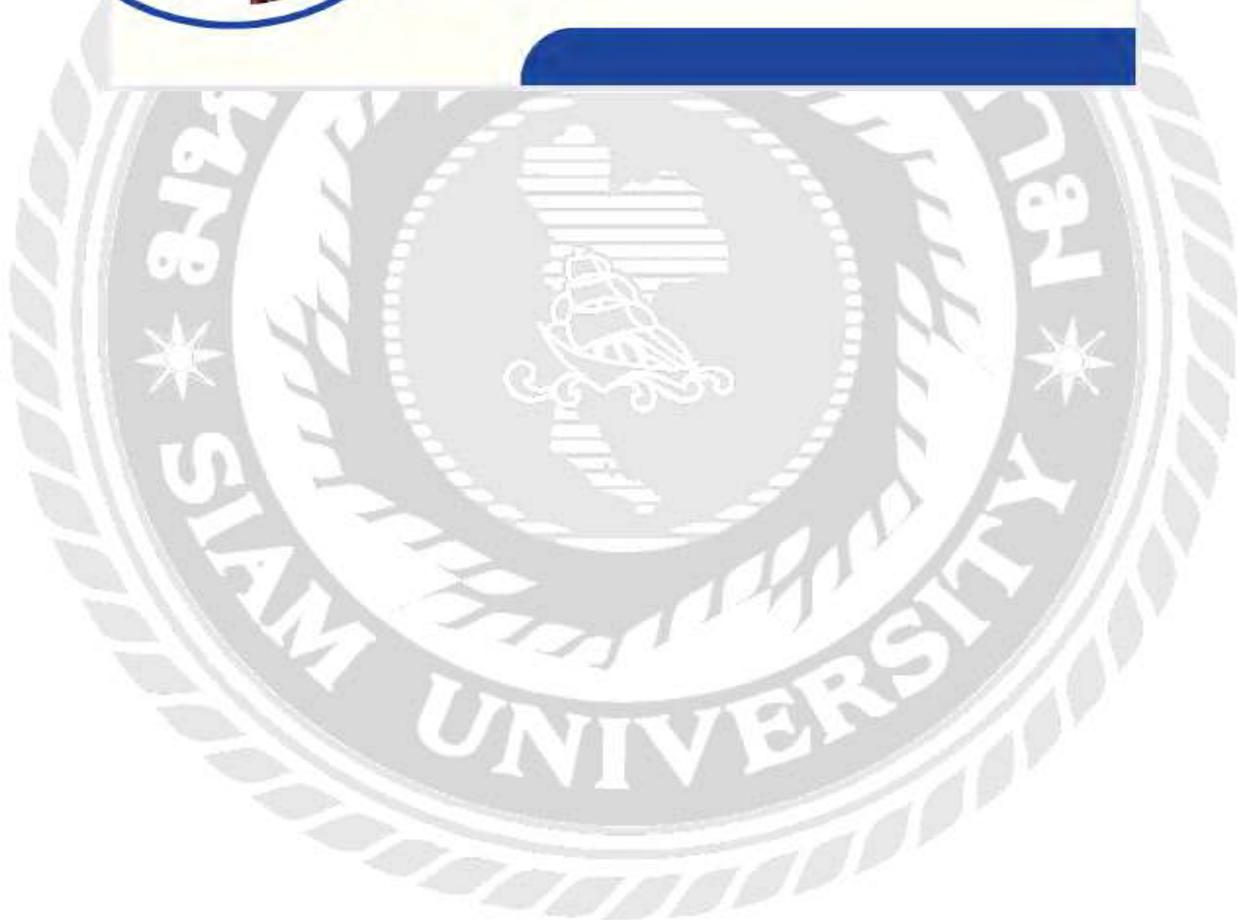
- **Time management:** handled overlapping design & research deadlines
Solved by daily task scheduling & supervisor coordination
- Found it difficult to create effective AI prompts for generating images and content ideas.
- **Limited market data:** cross-checked multiple sources for accuracy
- **Language barrier:** learned key Thai business terms, sought peer support
- **New software tools:** self-learning through tutorials & senior guidance





Achievements and Contributions

- Market and competitor research to support data-driven marketing decisions.
- Created professional research presentations for seminars and product launches.
- Enhanced social media visuals and strengthened brand identity through creative design.
- Supported events and live campaigns, including Shopee Live and product demos.
- Improved team efficiency through organization and collaboration.
- Applied AI tools to modernize marketing materials and boost creativity.



Key Learnings and Development

- Professional market research & report writing,
- Graphic design proficiency and creative communication,
- Real-world understanding of digital marketing operations,
- Improved time management & teamwork,
- Built confidence in corporate communication.



