AN INTERNSHIP REPORT ON

COMPARISON OF TRADITIONAL MARKETING VS DIGITAL MARKETING

Submitted in accordance with the requirement for the degree of B.A

Under the Faculty Guidance of
Dr M Sundara Rao

V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

Submitted by:
Aluri. Sai Durga
Reg No 2029223036001

V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

KRISHNA UNIVERSITY

PROGRAME BOOK FOR LONGTERM INTERNSHIP

LOCAL PHYSICAL

Name of the Student : Aluri. Sai Durga

Name of the College : V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

Registration No : 2029223036001

Period of Internship From : APR 23rd to July 23 2023.

Name & Address of the Intern Organization: ANJANAAS FOUNDATION

AVANIGADDA / HYDERABAD

KRISHNA UNIVERSITY

2022-2023

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Submitted in Partial fulfillment of requirements for the award of the degree B.A

Under the Faculty Guidance of

Dr. M. SUNDARA RAO M.A; B.Ed. PhD

HEAD OF THE DEPARTMENT

V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

Submitted by:

Aluri. Sai Durga

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V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

CERTIFICATE

This is to certify that is the bonafide record of the project work carried out by **Aluri. Sai Durga**, Reg.No**2029223036001** partial fulfillment of the requirement for the award of the degree B.A

Lecturer

Head of the Department

(Dr. M. SUNDARA RAO)

V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

DECLARATION

I **Aluri. Sai Durga**, Reg No : **2029223036001** hereby declare that the project report title COMPARISON OF TRADITIONAL MARKETING VS DIGITAL MARKETING under the guidance of **Dr M Sundara Rao** is submitted in partial fulfillment of the requirements for the award of the **B.A.** This is a record of bonafide work carried out by me and the results embodied I this project report not been reproduced or copied from any source. The results embodied in this project report nave not been submitted to any other university or institute for the award of any other degree.

A. Saidurga
Signature of the Student

ANJANAAS
FOUNDATION

EDUCATION I HEALTH I AGRICULTURE I ENLIGHTENMENT

CERTIFICATE

OF INTERNSHIP

This is to certify that

Mr./Miss *Aluri. Sai Durga*

has successfully completed Internship
for long term in project titled
COMPARISON OF TRADITIONAL MARKETING VS DIGITAL MARKETING

by Anjanaas Foundation From April-23 to July-23.

CERTIFIED

CERT NO: CERT NO AF/INT/1669

Date : 26-07-2023

Anjanaas Foundation
ISO 9001:2015

G. Naveen

Naveen Batchu
Founder
Anjanaas Foundation

ANJANAAS FOUNDATION
Regd. No. 4/2020 BK4
R.C PURAM, AVANIGADDA

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Aluri. Sai Durga
REG NO. **2029223036001**

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Abstract:

The advent of digital technology has revolutionized the marketing landscape, providing businesses with new avenues to reach and engage their target audiences. This abstract examines the comparison between traditional marketing and digital marketing, exploring the advantages and implications of each approach in the context of modern business practices.

Through an analysis of industry research, case studies, and expert insights, this study highlights the key differences between traditional marketing and digital marketing. Traditional marketing refers to conventional marketing methods such as print advertisements, television commercials, billboards, and direct mail, while digital marketing encompasses a wide range of online strategies including search engine optimization (SEO), social media marketing, content marketing, email marketing, and influencer collaborations.

The analysis reveals that traditional marketing has a broad reach and can effectively target local audiences. It is suitable for businesses targeting older demographics or industries with a slower adoption rate of digital technologies. Traditional marketing also offers tangible forms of communication, allowing for physical interaction with promotional materials. However, it often lacks precise targeting capabilities, has limited measurability, and can be relatively expensive compared to digital marketing.

On the other hand, digital marketing provides businesses with the ability to reach a global audience, target specific demographics, and track and analyze campaign performance in real-time. It offers cost-effective advertising options, allows for personalized communication, and provides opportunities for interactivity and engagement. Digital marketing enables businesses to leverage data-driven insights and leverage various platforms and technologies to optimize their marketing efforts. However, it requires continuous adaptation to evolving digital trends, competition for online visibility, and the need for expertise in digital tools and analytics.

The study further explores the implications of traditional marketing and digital marketing for modern businesses. It emphasizes the importance of an integrated marketing approach that combines both traditional and digital strategies to maximize reach and impact. While digital marketing has gained prominence, traditional marketing still holds value in certain contexts, such as building brand awareness through mass media campaigns or targeting specific local markets.

Understanding the advantages and implications of traditional marketing and digital marketing is essential for businesses in crafting effective marketing strategies. This abstract serves as a resource for marketers, business owners, and decision-makers, providing insights into the strengths and limitations of both approaches. By evaluating their target audience, marketing goals, and available resources, businesses can develop a comprehensive marketing mix that capitalizes on the strengths of both traditional and digital marketing to achieve optimal results in the dynamic business landscape.

ORGANIZATION PROFILE

ANJANAAS FOUNDATION is anon-profit organization that strives to empower common folks. It is created with a view to ameliorate the living standards of people by bringing forth finer opportunities in association with government. We focus on furnishing high quality services to people by its viable interventions in Education Health,AgricultureandLivelihood/Enlightenmentsectors.Itprovidessublimesolutionstoe nrichthewayoflivesofyouth, their families and communities.

VISION:

Tobringaboutaphenomenaltransformationinthelivesofneedfulindividualsbyhelpingthemfi ndbetteropportunitiestoaidtheir development.

MISSION:

Toimprovethestandardsoflivingbyprovidingawindowofopportunitiesandtherebyhelpingp eopletoattainsocialprotection.

We are elated to inform you that we gained expertise by working on skill-upgrading initiatives and competitive exam coaching under the guidance of **APSSDC, EGMM, MEPMA, NDLM** and **Rajiv YuvaKiranalu** for the past 12years under our Anjanaas Educational Institution's. Under the direction of our APSSDC, we recently finished the training

Program for 660 students for DSC /Competitive at Paderu Pool Center, Paderu YTC, and Chintapalli YTC in Visakhapatnam District. WeareproudtoannouncethatthetargetofYTC'sprogrammeundertheleadership of APSSDC received a pass percentage of 67.16 and that our pool center, Paderu, received an average pass percentage of91.66 with tribal youth. Out of these,**50 individuals have been selected for government teaching positions, almost are selected for Gram / Ward Sachivalayam posts**.

Furthermore, we successfully completed our ITCP, Web developer, PPTT, DDEO, Assistant Fashion Designer and Etc., batches in our Andhra Pradesh with 92 percent pass rate and 78 percent placements/ Self-employment. More over you might have heard about how our **Avanigadda** Coaching Institutions are pioneers in AP and Telangana states for DSC, TET, SI, Constable and other competitive examinations.

Had the best training experience in Ms office, Tally, **SAP (Systems Applications and Products in data processing)** and other emerging IT technologies like **Azure, My SQL, Data Science, Python, Service Now, Devops, Tableau, Web Technologies, Full Stack, Cloud Computing, Informatica and**

Digital Marketing etc. When it comes to training materials, we'll furnish the students with well-updated materials, and we offer a top-notch group of knowledgeable instructors for all of the aforementioned technical trainings,

We provide the valuable certification whichever required the academic and industrial acceptance. As you are aware now a day's all IT Companies are recruiting a greater number of fresher's as part of their recruitment policy and it's very difficult for companies to find the trained fresher's as per their requirement. Taking this into consideration **"Anjanaas Foundation"** is building a bridge between companies and trained fresher's. As part of this we are connecting with many numbers of colleges and organizations so that we will train every student as per the company's requirement and place them in different MNCs.

We work with top Companies across India and have been undergone an MOU with all of them and those companiesagreedtorecruitwhoaretrainedfromourinstituteorourunder-go'sinstitutionswillbegivenfirstpreferenceintheir recruitment drive, if the students are up to the mark in the interview, they will be given offer letter with good salary as per the industry norms.

I hope with your support we will get a good opportunity to interact with your students and explain them the real scenarios in the IT world and other industries, once they step out of your college. we will train your students in the technology suitable for them and prepare them to face the interviews and try to place them in the companies which we are have been tie up.

We provide training as per our convenience and required projects accepting the colleges as well as students in preferable mode. Following are the training programs we can undergo.

1. **In house training :** Our trainers will come to your premises and train your students.
2. **Training at our premises**: Your students can come to our institute and get trained at our premises.
3. **Online training**: Students can attend classes at their convenient place and trainers will beat their convenient place and classes will be conducted virtually and every class will be recorded ,and the recordings will be sent to them immediately and they can use them for their future reference.

Anjanaa's Foundation the real trend setters with a large network in the state of A.P. in the field of technical and competitive education along with placement. Its objective is to carry on with ritual of superiority in the respective field for Tomorrow's challenges.

AN INTERNSHIP ON

Comparison of traditional marketing vs digital marketing

Introduction

Digital marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online. Digital marketing utilizes multiple channels such as content marketing, influencer marketing, SEO, social media and online advertising to help brands connect with customers and uncover performance of marketing programs in real-time. Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website it to a business's online branding assets -digital advertising, email marketing, online brochures, and beyond - there's a spectrum of tactics that fall under the umbrella of "digital marketing."

Traditional marketing is a rather broad category that incorporates many forms of advertising and marketing. It's the most recognizable types of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

This marketing strategy is inexpensive when examining the ratio of cost to reach of the target audience. Also allow customers to research the product conveniently according to their criteria.

Importance include: Digital devices, Digital platforms, Digital media, Digital data and Digital technology.

Lifecycle include: Plan, Reach, and Act, Convert and reach.

4P"s of marketing is basically business oriented, the 7P"s of service marketing and 4 Cs is customer oriented. Additional 8th P"s is based on Productivity and Quality

The categories are: Inbound Marketing (SEO, Blog, Webinar, Social Media) and Outbound Marketing (SEM, Display Ads, Affiliate Programe). Benefits include: Global reach, lower prices, measurable consequences, personalization, openness, social currency, improved conversion prices, etc. Objectives: The objective of this study is to focus on different strategy of marketing mix and their importance, categories, etc.

Digital Marketing

- Identifying the right audience segment
- Understanding their behavior
- Providing the proper incentive to get them to buy a product or service location or channel consideration

Digital marketing

- To create Brand Awareness
- To generate potential leads through advertising
- To increase engagement amongst the audience related to your domain or business.
- Reducing bounce rate on your website.
- Market segmentations on basis of your product.
- Increasing customer satisfaction and brand loyalty.
- Understanding your consumers" needs and connecting with them directly.
- Promote your new services or product launches.
- Surveys your audience to validate your product and its application in long run

Importance Traditional marketing

Traditional marketing has always been defined by the 4P"s–Product, Price, Place and Promotion. 4P's of Traditional marketing: Includes: Product, Price, Place and Promotion

Product: A product is an item that is built or produced to satisfy the needs of a certain group of people. To develop the right type of product the marketer must do extensive research on the life cycle of the product that they are creating.

Every product has certain life cycle: growth phase, the maturity phase, and the sales decline phase.

Customer Touch points – Functionality, Quality, Appearance, Packaging, Brand, Service, Support, and Warranty.

Price: Price is a very important component of the marketing mix definition. It is also a very important component of a marketing plan as it determines your firm"s profit and survival.

Customer Touch points – List Price, Discounts, Financing, Leasing Options, and Allowances.

Place: Placement or distribution is a very important part of the product mix definition. You must position and distribute the product in a place that is accessible to potential buyers. There are many distribution strategies, including:

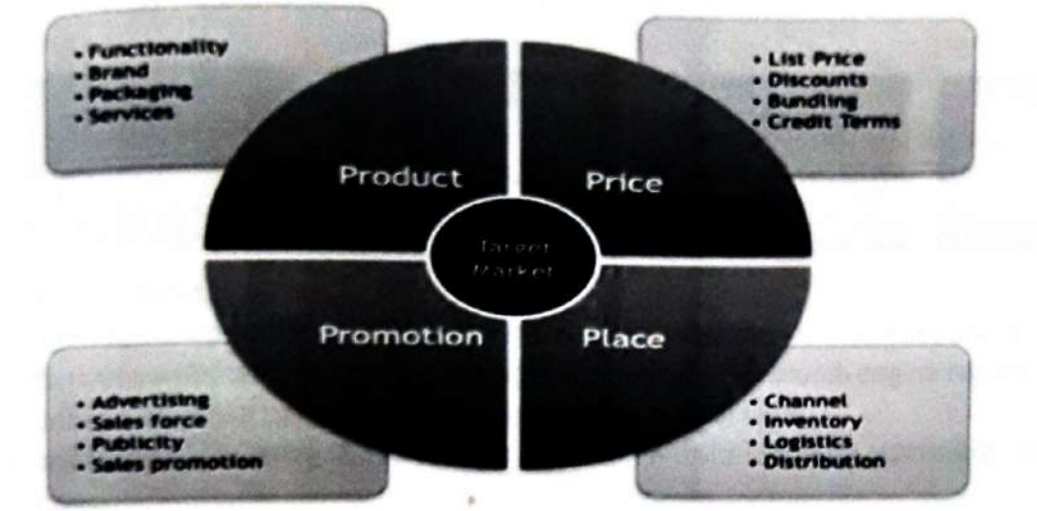
- o Intensive distribution
- o Exclusive distribution
- o Selective distribution
- o Franchising

Customer Touch points: Locations, Logistics, Channel members, Channel Motivation, Market Coverage, Service Levels, Internet, Mobile.

Promotion: Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like:

- Sales Organization
- Public Relations
- Advertising
- Sales Promotion

Customer Touch points – Advertising, Public Relations, Message, Direct Sales, Sales, Media, and Budget



Digital marketing:

Digital Marketing is based to understand and manage our clients. It's more than website or email interaction. It involves managing and harnessing these „5Ds of Digital" which are listed below:

- Digital devices
- Digital platforms
- Digital media
- Digital data
- Digital technology

Digital devices: audiences experience brands as they interact with business websites and mobile apps typically through a combination of connected devices including smartphones, tablets, desktop computers, TVs and gaming devices.

Digital platforms: most interactions on these devices are through a browser or apps from the major platforms or services, that"s Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn.

Digital media: different paid, owned and earned communications channels for reaching and engaging audiences including advertising email and messaging, search engines and social networks.

Digital data: the insight businesses collect about their audience profiles and their interactions with businesses, which now needs to be protected by law in most countries.

Digital technology: the marketing technology or martech stack that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns.

Categories Traditional marketing
Print: Includes advertisements in newspapers, newsletters, magazines, brochures, and other printed material for distribution
Broadcast: Includes radio and television commercials, as well as specialized forms like on-screen movie theatre advertising
Direct mail: Includes fliers, postcards, brochures, letters, catalogues, and other material that is printed and mailed directly to consumers
Telemarketing: Includes requested calling and cold calling of consumers over the phone

Digital marketing
Search Engine Optimization (SEO): Is the practice of increasing the number and quality of visitors to a website by improving rankings in the algorithmic search engine results. For E.g.: websites on the first page of Google receive almost 95% of clicks.
Search Engine Marketing: Is the process of gaining website traffic by purchasing ads on search engines.
Pay per Click Advertising (PPC): Here, we bid for advertising space for certain keywords which are most popular on search engines.
Social Media Marketing: It includes Facebook, Twitter, Instagram, Snapchat, and YouTube to market product brand to an increasingly large audience.
Influencer Marketing: Provides a large and direct platform to use influencers' reputations to sell your products by tagged in FB post.
Public Relations Content: People are more convinced by others who complement your products or services rather than by your own advertising.

Email marketing: Provide updates, exciting news, reminders, etc. to your customers in a matter of minutes. At the same time, you can use these newsletters as printable, direct mail pieces or even flyers. Customizable email is also use to promote business.
Mobile Marketing: AdWords allows for mobile-specific marketing campaigns, which are likely to perform noticeably better than more general campaigns.
Brand Journalism: Brand journalism involves creating content that your audience finds interesting, with less aggressive calls-to-action supplementing this content. Generally, the content is targeted at your business or brand's target audience, covering their interests rather than just your products. Also known (Content Marketing)
Video Marketing: By combining words and imagery into an intuitive package, video catches the eye of online users.
Audio Marketing: Audio advertisements on these platforms are an effective way to market your products and services but not as fruitful as Video Marketing.
Affiliate Marketing: Process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others (usually through your blog), and earn a piece of the profit for each sale that you make.

Native Advertising: It involves advertisements that are positioned organically within articles and websites, rather than distractingly in sidebars that pull attention away from the content of the webpage.

Live Chat: Marketing is not only about getting people to your site; it is also about ensuring that a purchase takes place. It's a very helpful medium to clear doubts amongst customer who purchase product.

Augmented/Virtual Reality Marketing: Augmented Reality is as an ideal way of delivering persuasive messages to a technological minded audience.

Advantages includes: Personalization, Socialization, Novelty and Accessible.

Virtual Reality Marketing is all about immersion-a strong feeling of being physically present in a virtual world.

Frequently Asked Questions (FAQs): It's basically help to get customer into our site and thereby increase the sale of a product by solving their queries online.

Instant Messaging Marketing: People use instant messaging apps such as WhatsApp and Facebook Messenger to post relevant information about product.

Advantages:

The advantages of online marketing over traditional marketing are that online marketing can save money and help reduce the marketing budget, due to the fact that on the Internet the transmission of information from the company to the customer or the potential customer is significantly more profitable. For example, an online catalogue can be updated at any time, it can be sent to a very large number of people, all costing almost nothing, while the classic method requires printing costs, postage, shipping staff this, plus the very long time to perform these procedures. The same happens in the case of direct marketing through classic mail, unlike email, which has minimal costs, where only one employee can perform the task for which a team was previously required. The email also reduced telephone calls involving large staff and high costs for companies in service or customer service departments, due to the fact that an email can be answered in a timely manner, unlike a classic letter, with the advantage that the message remains in the memory of the servers of the email service, thus being useful to both customers and the company. Some companies also offer online chat support, thus reducing the cost of fixed or mobile telephony.

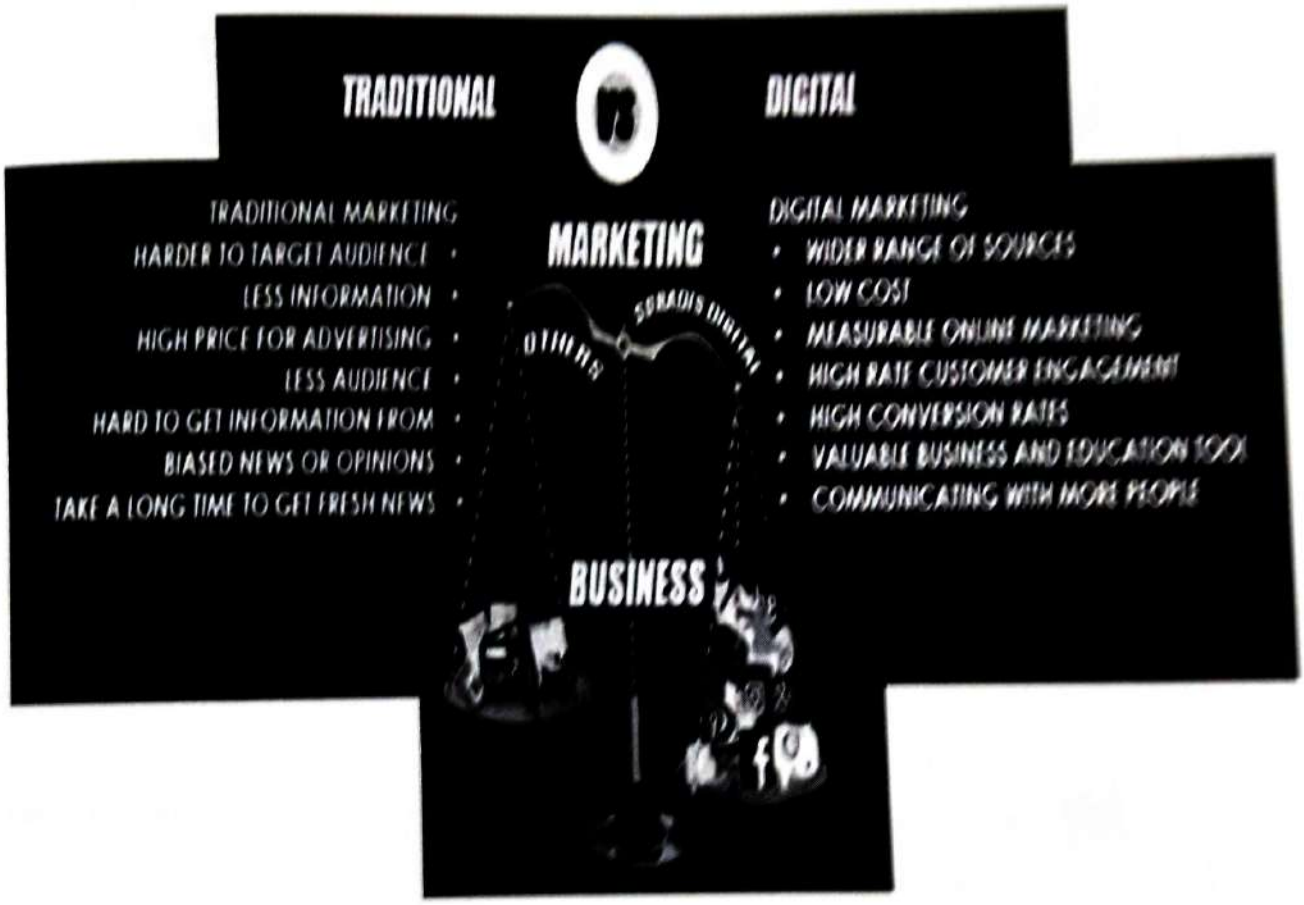
Online marketing can save time and reduce the steps of the marketing process, so marketing materials no longer have to wait a long time for printing, they can be uploaded to servers immediately, becoming accessible all the time for potential customers. In the case of the company's customer service, they no longer must write letters or call; now, by sending a simple email this problem is solved much faster.

Practically, internet marketing puts you in touch with the market much faster, guaranteeing instant access to marketing information: presentation website, catalogues and brochures, online video presentation spots, etc. thus, the online marketing process is much simpler, more accurate and more efficient. Adopting digital technologies, online marketing is continuously available.

Online presence of marketing materials is guaranteed by the servers that make up the Internet infrastructure 24 hours a day, 365 days a year, and changes to these materials or updates can be made also at any time of the day. This allows a much higher accuracy of the information, so the customer can be better informed about the various promotions, price reductions, special offers and their availability.

Online marketing is interactive and offers customers another way to shop. Interactivity is achieved mainly through personalization, which leads to the interaction between the potential customer and the company. Customers in modern society want much more information about

the product, they are much more analytical. And the category of customers who purchase products and services online is a very dynamic one, usually with higher education, with a very high analytical spirit, often documenting themselves long before purchasing a product. This whole category of customers is looking for opinions written by other users of a product on forms, blogs or in the comment sections of online stores. All these elements presented provide a much greater interactivity of the online environment, but there are several methods of companies to achieve it, one being the so-called cookies that remember the pages visited from a website and what products attracted the visitor's attention, thus making recommendations or remind him when he enters another time on the site what were he was interested last time.



The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers

Digital marketing uses digital media, such as social media or websites.

Of course, traditional marketing doesn't mean it's old-fashioned. Traditional marketing still plays an important role in people's lives with the ever growing need to step out of the digital world. The immersive experience of an impactful TV commercial and the tactile nature of a copy of Rolling Stone magazine are as important today as they were 20 years ago because of their lasting effects on our memory.

In the same token, digital marketing is just as important as traditional if not even more so. Digital marketing uses every touch point of our daily use of the internet to reach you. If you are Google searching holiday ideas for your next weekend getaway, the chances are that soon after you will see a tailored sponsored ad from Travels Guide. Using the internet for several hours each day is a normal part of most people's day-to-day life. Digital marketing just uses this to its advantage by cleverly weaving in marketing communications into every digital channel.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the Microsoft office word 2007	I have learned how to open microsoft office word 2007 1. Start button in all programs in ms office	
Day - 2	I have learned about title bar, Ribbon tab, Quick access tool bar, window Controllers.	-> I learned how to use them -> I knew where they are.	
Day - 3	I have learned about document section, Ruler bar, Scroll bar, Status bar Zoom in zoom out.	-> I learned how to use them -> I learned how to use them as a show cursor left	
Day - 4	I have learned about office button	-> I have learned how to use all the options like new, open, Save in the office button	
Day - 5	I have learned about office button in new option	-> I have learned how to open a new document I have learned how to open a blank document and how to open	
Day - 6	I have learned about office button in open option	• I have learned how to open the document even if they are already saved	

WEEKLY REPORT

WEEK - 1 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

- I have learned about the introduction o the microsoft office
- I have learned how to open microsoft office word
- 1. Microsoft office word 2007 in microsoft office in all
- 2. Search box in microsoft office
- 3. Short cut key window + R = window
- I have learned about title bar, Ribbon tab, Quick
- I have learned how to use them, know where they are.
- I have learned about the Ruler bar, document Section,
- I learned how to use them, know where they are. how to use
- I have learned about the office button and the options they Contain and how to use them as a short cut keys.
- In a office button I have learned about the new, open,
- I learned how open a dcment. I have learned how to open a blank document and How to open a templates and how
- I have learned how to open the documents even if they
- After I have created a document I have learned how to save
- if they are any mistakes in the document I have created and saved or when I enter any new data. I have learned to Save us.
- I have learned how to print the document I created

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the Ribbon tab. In the ribbon tab have explained the home tab	-) I learned about the clipboard group in the home tab and the Cut, Copy, Paste	MSR
Day - 2	I have learned the font group in the home tab of the Ribbon tab	-) I have learned how to change font style at home option and font style of text	MSR
Day - 3	I have learned about the font group in home tab	-) I learned how to apply bold, italic, and underline to the document I created in the font group	MSR
Day - 4	I have learned about the paragraph in home tab	-) I have learned how to use paragraph alignment in the home tab	MSR
Day - 5	I have learned about the paragraph styles and change styling	-) I have learned about styling in the home tab and how to apply the document text styling I have created	MSR
Day - 6	I have learned bout the editing group in the home tab	-) I have learned how use find, Replace, Select in editing option in the home tab	MSR

WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

- I have learned about the home tab their have I can use a short cut keys to copy past thus are a (ctrl+c), (ctrl+v)
- I learned about the font style of the text
- I have learned how to apply italic while typing a letter or creating a document in the font group. I have learned how to apply bold.
- I have learned how to use change case to change the font group of creating a document. I have learned how to apply the color of the created document.
- I have learned how to use paragraph alignments Alignment and also learned short cut keys.
- The paragraph alignments have use to the left.
- I have learned paragraph in home tab when creating bullets option is used to create a document
- I have learned how to use the editing group in home find option
- I have learned how to search for any word in find
- I have learned how to insert anthor word instead of
- I have learned how to search for any word in find
- I have learned how to insert another word instead of
- I have learned how to document select in editing
- I have learned the change the style of the letters

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the insert tab	-> I have learned about the Pages groups in insert -> I have learned about cover page and how	MSR
Day - 2	I have learned how to creat a table in the insert tab	-> I have learned about the table group in the insert tab -> After create a table how to use	MSR
Day - 3	I have learned about the table group in the insert tab	-> I have learned about the layout tab that appears after creating a	MSR
Day - 4	I have learned about the illustration group in the insert tab	-> I have learned about the picture option, the illust-ration group in the insert tab	MSR
Day - 5	I have learned about the illustration in the i have a picture, clipart.	-> I have learned about the illustration have a picture styles thuse which	MSR
Day - 6	I have learned about the illustration in their have a shapes, smart art, chat.	-> I have learned how to insert a picture into shapes -> I have learned how	MSR

WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

- I have learned about the insert tab in Pages group
- I have learned about how to use the blank page and
- I have learned about how to draw a table in a use the insert tab.
- I have learnd. how to use the design tab to the.
- I have learned how to use all the groups like.
- I have learned about the Picture option in the.
- I have learned how to insert a picture in the. To edit a picture in the illustration group
- I have learned how to insert Clip arts and how
- I have learned to draw shapes in the insert tab and how to insert pictures. in them And edit them
- I have learned about smart art in the insert in the insert tab. microsoft excel sheet will
- open to create charts in micro soft word. According to the data entered in excl sheet charts are created in micro soft word
- I have learned how to use the design tab to the to the design the table and tab tab tools for that table

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the insert tab in the links group.	-> I have learned about the links -> link that we can any link from the Google	
Day - 2	I have learned about the insert tab in the header and footer, Page number	-> I have learned about header and footer how to use them	
Day - 3	I have learned about the insert tab in text group	-> I have learned about the text group in text box quick parts, word art signature line	
Day - 4	I have learned about the insert tab in equations symbols	-> I have learned about the symbols how to use them -> I have learned about the	
Day - 5	I have learned about the page layout tab in micro soft word	-> I have learned about page layout tab and how to use them I have	
Day - 6	I have learned about themes groups and how to use them in the page layout tab	• I have learned about the what colors to use for text in themes	

WEEKLY REPORT

WEEK - 4 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

- I have learned about hyperlinks in the links group.
- That have a hyperlink that we can add link from
- I have learned how to use header and footer and
- I have learned how to edit the Page number option
- I have learned how to use the Symbols in the Symbols
- I have learned how to use the equations in the
- I have learned how to insert a new equations
- I learned about how to use the text boxes
- I learned about how to use quick parts option
- I have learned about how to use the quick.
- I have learned about the drop Cap option in insert Signature line. date & time and object how to use
- I have learned about the themes layout we will use background shading how to use them and edit them
- I learned about page set Up group in page layout tab
- I learned how to create margins for a Page in the page set Up group.
- I have learned how to use header and

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about orientation in the Page Set UP group.	-> I have learned how to do landscape and portrait how to create Page.	
Day - 2	I have learned how to set page size in Page Set UP group	I have learned that when we take a printout of any document.	
Day - 3	I have learned about Columns option in Page set UP group	After I create a document in the columns option in the Page SetUP	
Day - 4	I learned about breaks option and line numbers options in Page set UP	I have learned about break option how to use them how to edit them	
Day - 5	I have learned how to use watermarks option	I have learned how to edit your watermark on the Page and how to	
Day - 6	have learned about the Page Color option	-> I have learned how to apply Color to a Page and how to change	

WEEKLY REPORT

WEEK - 5 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

- I have learned how to do landscape and portrait how to create page how to set land And how to set
- I learned how to create the txt in that that documents the columns we want.
- we should use the Page size and create the
- I have learned that when we take a printout of any document
- I have learned about break options, how to
- I have learned how to edit your watermark
- I have learned about how to set page Colours then how to use them
- I have learned about the indents option how to use and edit them
- There are two types of indent left indent.
- I have learned about the paragraph group how to use edit them
- I have learned about arrange group in align option, text wrapping and position use and edit them

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about references tab in microsoft word	I have learned about the table of contents group in references tab	
Day - 2	I have learned about footnotes group in references tab	I have learned about the footnotes how to use the insert footnote use the.	
Day - 3	I have learned about citations & bibliography group	I have learned about insert citation option manages sources style bibliog	
Day - 4	I have learned about Captions, index, table of authorities groups	I have learned about captions, index, table of authorities groups how to use them	
Day - 5	I have learned about the mailings tab in microsoft word	I have learned about the mailings tab in create start mail merge write & insert fields	
Day - 6	I have learned about the review tab and view tab	I learned about the options in the review tab and view tab how to use them how to edit	

WEEKLY REPORT

WEEK - 6 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

- I have learned about the to change the spelling grammar in micro soft word
- I have learned about the options in the proofing group in the review tab and how to use them
- Learned about comments groups and how to use then and edit then
- Learned about the tracking group, how to edit show markup. track changes, balloons, options in that group and how to use them
- I have learned about the changes group. Compare protect groups in options how to use, and edit
- I have learned about the document views group in print layout, full screen reading how to use.
- I have learned about the zoom group in one page
- I have learned about the window group in macros how to use and them
- I have learned about outline options how to use and edit them. arrange all how to use and edit them. hide group in split, sliding how to use and edit them

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the introduction to digital marketing.	I have learned about the what are the topics and sub topics names	
Day - 2	I have learned about online brand analysis	I have learned the online presence, reputation and perceptionamong	
Day – 3	I have learned about brand identity. website analysis. Social media online reputation	I have learned the examine the brands website in terms of design, user experience and	
Day – 4	I have learned about online reputation competitive analysis. SEO analysis.	I have learned the Evaluate the brand's activity and engagement on social	
Day – 5	I have learned about the competition analysis	I have learned the Assess the brand's reputation management efforts by	
Day –6	I have learned about the identify your Competitors basic information	I have learned the Compare the brand's online performance with that	

WEEKLY REPORT

WEEK – 7 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

I have learned about the Analyze Customer Sentiment Assess the brand's reputation management efforts Evaluate the brand's website for design, user Look for trends in positive and negative sentiment Identify negative press or reputation issues that Identify opportunities to optimize the website Review the brand's Content marketing strategy Compare the brand's online performance with that Evaluate the brand's search engine optimization strategy to understand its visibility and ranking in search engine results.

Assess keyword usage, backlink profil website Analyze the brand's online advertising Campaigns. Assess Bein by identifying your competitors in visit your competitors' websites and analyze their Evaluate your competitor's social media Commonly look at the type including platform Producing Evaluate your competitor's social media account including twitter, instagram, linkedin Identify the advertising channels your competitors

ACTIVITY LOG FOR THE EIGTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the focus keywords research.	I have learned the keyword research in digital marketing is crucial for	
Day - 2	I have learned about the page wise keywords finalization.	I have learned when it comes to finalizing key words for digital marketing	
Day - 3	I have learned about the define goals. identify your target audience.	I have learned the create valuable and engaging content that meets.	
Day - 4	I have learned about the long tail keywords, analyze and refine.	I have learned the Determine what you want to achieve through your	
Day - 5	I have learned about the initial ranking analysis.	I have learned the Clearly define your target audience and	
Day - 6	I have learned about the SERP analysis. back link analysis.	I have learned the long-tail keywords are more specific and usually	

WEEKLY REPORT

WEEK – 8 (From Dt..... to Dt : Dt.....)

Objective of the Activity Done:

Detailed Report:

I have learned about the while I can't provide you this will help you tailor your keywords to Consider what your audience might be searching They often have lower search volume but higher Continuously monitor the performance of your chosen keywords.

in digital marketing. Conducting an initial use keyword research tools like Google keyword Analyze their Content, meta tags, URLs, and this analysis will help you uncover opportu these tools can provide insights into the Assess the technical aspects of your website Use tools like Google page speed insights Identify gaps where additional Content if you have a local business, analyze your Use backline analysis tools like Ahrefs, Optimize your website for local keywords. Remember that ongoing monitoring and I have learned about the while I can't This will help you tailor your keywords.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the on-page SEO techniques -	I have learned the optimization strategies and practices implement	MSV
Day - 2	I have learned about the keywords research title tags meta description	I have learned the use keywords research tools to find high-volume	MSV
Day - 3	I have learned about the keywords optimization image optimization.	I have learned the how to avoid keyword stuffing as it can negatively	MSV
Day - 4	I have learned about the user experience optimization.	I have learned the A good UX leads to longer on-site engagement and	MSV
Day - 5	I have learned about the website page structure.	I have learned the website page structure optimization	MSV
Day - 6	I have learned about the clear and logical hierarchy (structu	I have learned the create a clear and logical hierarchy	MSV

WEEKLY REPORT

WEEK - 9 (From Dt..... to Dt .....)

Objective of the Activity Done:

Detailed Report:

I have learned about the Here are some key create unique and compelling title tags for keep it concise (around 50-60 characters) and craft meta descriptions that accurately include relevant keywords in your headers optimize images by compressing their size add internal links within your website it enhances website navigation and help improve your website's loading speed by A faster website provide a better user encourage social sharing of your content it should be complemented by off-page SEO it involves organizing the content and str create a clear and logical hierarchy Creat a clear and for your websites Incorporate internal links within your related information

This helps search engines understand the formatting techniques to enhance readab By optimizing your website's page structure

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the content/article's optimization.	I have learned the crucial aspect of digital marketing that involves in	[signature]
Day - 2	I have learned about the valuable and relevant. readability	I have learned the create content that providens value to your	[signature]
Day - 3	I have learned about the internal and external linking social media	I have learned the incorporate internal links within your content to	[signature]
Day - 4	I have learned about the user experience optimization. analytics	I have learned the A positive user experience leads to longer on	[signature]
Day - 5	I have learned about the	I have learned the keep your content fresh and up to date. Update	[signature]
Day - 6	regular updates	outdated information. refresh statistics refers statistic and	[signature]

WEEKLY REPORT

WEEK - 10 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

I have learned the quality and relevance of your there are some key areas to focus on when optimizing your content for digital marketing Hur are some Conduct thorough keyword research to identify the terms.
use tools like Google keyword planner. Seamush optimize your content for search engines Ensure the keyword appears in the Page title focus on addressing their Pain points. answering high-quality Content is more like make your Content easy to read and understand Consider the use of multimedia such as with many internet users accessing Content optimize your Content for different screen incorporate internal links without too Content Additionally. Seek opportunities for external keep your Content fresh and up to date update outdated information add new insights A Positive user experience leads to longer Continously monitor your Contents performance.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the website URL optimization.	I have learned the optimizations is essential aspect of	
Day - 2	I have learned about the keep it Concise and descriptive use hyphe -ns	I have learned the best URL should be concise descriptive and	
Day - 3	I have learned about the create a logical structure. Consider user experience, avoid URL	I have learned the organize your URL in a logical structure that.	
Day - 4	I have learned about the browser Cache Speed optimization	I have learned the Browser Caching is an effective technique for	
Day - 5	I have learned about the set proper Cache headers leverage brow -ser	I have learned to configure your web servers to send appropriate	
Day - 6	I have learned about the test and related Performance	I have learned the Regularly test your website	

WEEKLY REPORT

WEEK - 11 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

I have learned about the Avoid long and complex URLs that are difficult for users to read and when structuring your URLs use hyphens (-) to separate words instead of underscores incorporate relevant keywords your URLs to help search engines understand the lead search engines treat uppercase and lowercase as numbers. dates. of special short URL are generally more user-friendly if you have multiple versions of the same canonical tags help search parameters. as if you need to use parameters, as they are SEO. friendly and avoid excessive. if you change a URL or move content to a new location use 301 redirects it is essential to consider other factors when the user revisits website the browser. This reduces the number of requests made to the server and returns his visions when a user visits your website the CDN

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the meta tags' optimization html sitemap integration	I have learned the optimization is an important aspect of market	
Day - 2	I have learned about description tag meta keywords	I have learned. the tag appears as the headline in search	
Day - 3	I have learned about the robot's meta tag. header tags	I have learned the this tag instructs search engine crawlers	
Day - 4	I have learned about the SEO benefits	I have learned the search engine crawlers use sitemaps	
Day - 5	I have learned about the accessibility Content strategy	I have learned the HTML sitemaps help improve.	
Day - 6	I have learned about the internal linking	I have learned the HTML sitemaps facilitate	

WEEKLY REPORT

WEEK - 12 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

I have learned about the meta that the we have meta tags are HTML elements it should accurately describe the content of the webpage and include relevant Although it doesn't directly impact ranking

Aim for a concise (around 150-160 characters These tags are used for social media optimization Page are displayed when it you have multiple versions of a webpage with similar content

while not technically meta tags. header tags are important for organizing create an HTML sitemap page Design a dicated page on your website that link the sitemap from your website. Ensure the sitemap is up to date or Submit the sitemap to search engines this helps search engines discover and By integrating HTML sitemaps into your

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the off-page SEO techniques, search engine submission	I have learned the SMO techniques refer to the your website to	[signature]
Day - 2	I have learned about the link buildings Social medial marketing	I have learned the this is the process of acquiring high-quality	[signature]
Day - 3	I have learned about the search engine submission	I have learned the process of submitting your web-site to search	[signature]
Day - 4	I have learned about the automatic crawling, YM/sitemaps	I have learned the search engines such as Google, have advanced	[signature]
Day - 5	I have learned about the book marking links submission, article submission	I have learned the practice of saving or bookmarking web pages	[signature]
Day - 6	I have learned about the personal organization and link building	I have learned the Bookmarking helps you keep track of website or	[signature]

WEEKLY REPORT

WEEK - 13 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

I have learned about the focus on obtaining Engage with your audience on social media This can help generate traffic your website A positive online reputation can indirectly search engine such as Google, have a impact creating an XML sitemap is a more effective create high-quality, valuable content that focus on creating shareable content. Promotion Ensure it is mobile friendly, easy to navigate and provides Bookmarking helps you keep track of websites campaigns. By organizing and categorizing your bookmarks when needed, saving time and submitting your website to relevant online Ensure and submitting guest posts to relevant blogs in your generated writing and distributing press release can help generate media coverage and incorporate relevant keywords naturally throughout your article to optimize

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the social media marketing and optimization	I have learned the marketing is a key component of digital marketing	MSV
Day - 2	I have learned about the social profiles social sharing. social network.	I have learned the social profiles related to the accounts of	MSV
Day - 3	I have learned about the YOU tube optimization social media advertising blog	I have learned the YOU TUBE optimization. also known as YOU TUBE	MSV
Day - 4	I have learned about the social media strategy, content creation, paid	I have learned the Developing a well-defined social media	MSV
Day - 5	I have learned about the video title, video description tags.	I have learned the create compeling and keyword.	MSV
Day - 6	I have learned about the tags video engagement	I have learned the use relevant tag to provide additional and	MSV

WEEKLY REPORT

WEEK – 14 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

I have learned about the Social media optimization it involves identifying traget audience, Setting creating high-quality, engaging, and shareable many social medial platforms offer advertising Social profiles refer to the accounts or Pages when creating social profiles it's essential social sharing refers to the act of distributing images, videos, or other media through social networks are online platforms that Additionally, social networks often provide it's important to tailor your approach Conduct thorough keyword reaching in the keep the title Concise, engaging and enticing use high-resolutions and recommendations. create Catchy and descriptive titles that optimize meta tags, including the meta title and meta descripting each blog optimize images within your blog posts by within your blog Posts by Compressing best practices, and continuously refing

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I have learned about the internet marketing and SEM.	I have learnd the internet marketing also known as online marketing	
Day - 2	I have learned about the Paf Per Click campaigns. email/marketing. Paid blogging.	I have learned the Paf-Per click campaigns are a popular and	
Day - 3	I have learned about the remarketing, local search marketing	I have learned the Remarketing allows advertisers to target users.	
Day - 4	I have learned about the website SEO tools	I have learned the market that can assist you in optimizing your	
Day - 5	I have learned about the hands on various SEO online tools and technology, keyword	I have learned the popular tool provided by Google Ads that assists	
Day - 6	I have learned about the word press google Adsense.	I have learned about the word press and Google Adsenx be powe	

WEEKLY REPORT

WEEK - 15 (From Dt ..... to Dt .....)

Objective of the Activity Done:
Detailed Report:

I have learned about the it encompasses a wider
The goal is to improve the website's visibility
These ads can be targeted based on demogr
The goal is to provide a seamless user
This advertising model allows businesses
other popular platforms include Bing Ads.
organize your keywords into specific ad
Align the landing page content with
Google search console provides valuable insights
it offers actionable insights to optimize
keyword planner is a popular tool provided
keyword planner provides estimated average
wordpress in highly flexible and can be
wordpress making it simple to create and
Google Adsense is an advertising program
provides monetize their content by displaying
monetize their content by displaying targeted
ads. Adsense This combination allows you
to leverage content marketing SEO, and
monetization to enhance your digital marketing

REAL TIME TECHNICAL SKILLS USING BY DIGITAL MARKETING, MS OFFICE AND OTHERS

Digital marketing has become an integral component of modern business strategies, offering a diverse range of platforms and techniques to connect with target audiences. This abstract focuses on the real-time technical skills used in digital marketing, highlighting the key proficiencies required to succeed in this dynamic field.

Through an analysis of industry practices, job market trends, and expert insights, this study identifies the essential technical skills utilized in digital marketing:

Search Engine Optimization (SEO): Proficiency in SEO techniques, including keyword research, on-page optimization, link building, and analytics, enables businesses to improve their website's visibility in search engine rankings and attract organic traffic.

Pay-Per-Click (PPC) Advertising: Skills in PPC platforms like Google Ads and Bing Ads are crucial for running effective paid advertising campaigns. This includes keyword selection, ad creation, bid management, and performance analysis.

Social Media Marketing: Proficiency in social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok is essential for developing and implementing social media strategies, creating engaging content, managing ad campaigns, and analyzing social media metrics.

Content Marketing: Expertise in content creation and distribution is necessary for engaging target audiences. This includes writing compelling articles, creating videos, designing infographics, and utilizing content management systems (CMS) to publish and promote content.

Email Marketing Automation: Knowledge of email marketing platforms like Mailchimp or HubSpot enables businesses to create automated email campaigns, segment their audience, and measure campaign performance through analytics.

Web Analytics: Proficiency in web analytics tools, such as Google Analytics, allows businesses to track website performance, monitor user behavior, and gain insights into website traffic sources, conversions, and user engagement.

Conversion Rate Optimization (CRO): Skills in CRO involve understanding user experience (UX) design principles, conducting A/B testing, and optimizing landing pages and conversion funnels to maximize the conversion rate of website visitors into customers.

Data Analysis and Reporting: Competence in data analysis using tools like Excel, Google Sheets, or Tableau enables marketers to derive insights from marketing data, create meaningful reports, and make data-driven decisions.

Marketing Automation: Knowledge of marketing automation platforms such as HubSpot, Marketo, or Pardot allows businesses to automate repetitive marketing tasks, manage lead generation and nurturing, and create personalized customer journeys.

Mobile Marketing: Proficiency in mobile marketing strategies, including mobile app marketing, SMS marketing, and location-based advertising, facilitates effective engagement with mobile users and optimizes the mobile user experience.

Understanding and acquiring these real-time technical skills are essential for digital marketers to create effective strategies, implement campaigns, analyze data, and optimize performance. By staying updated with emerging trends and platforms, marketers can leverage their technical skills to navigate the ever-evolving digital marketing landscape successfully.

In conclusion, the real-time technical skills mentioned above are critical for digital marketers to thrive in the dynamic field of digital marketing. Mastering these skills empowers marketers to drive targeted traffic, engage audiences, analyze campaign performance, and optimize marketing strategies. Continuous learning and adaptation to emerging technologies and platforms are crucial for marketers to stay competitive and achieve optimal results in the ever-evolving digital marketing landscape.
MS Office skills refer to the proficiency in using the various applications within the Microsoft Office suite, which includes popular productivity tools such as Word, Excel, PowerPoint, Outlook, and more. These skills are highly valued in a wide range of professional settings and are essential for tasks such as document creation, data analysis, presentations, communication, and organization. Here's a description of key MS Office skills:

Microsoft Word:

Creating and Formatting Documents: Proficiency in creating, editing, and formatting professional documents, including text formatting, paragraph formatting, headers and footers, tables, and page layout.
Styles and Templates: Understanding and utilizing styles and templates to ensure consistency and efficiency in document formatting.
Collaboration and Review: Familiarity with features like track changes, comments, and collaborating on shared documents with multiple users.
Mail Merge: Knowledge of the mail merge function to personalize and send mass communications such as letters, envelopes, or labels.

Microsoft Excel:

Data Entry and Manipulation: Proficiency in entering and organizing data, using formulas and functions, sorting and filtering data, and creating basic calculations.
Data Analysis and Visualization: Understanding and utilizing tools such as pivot tables, charts, and graphs to analyze and present data effectively.
Conditional Formatting: Applying formatting rules based on specific conditions to highlight and analyze data.
Data Validation: Ensuring data accuracy and consistency by applying validation rules and restrictions to cell entries.
Macros and Automation: Basic knowledge of creating and running macros to automate repetitive tasks and enhance productivity.

Microsoft PowerPoint:

Creating and Designing Presentations: Proficiency in creating visually appealing and engaging slide presentations, including slide layouts, themes, and design elements.
Slide Transitions and Animations: Applying slide transitions and animations to enhance the delivery and visual appeal of presentations.
Multimedia Integration: Knowledge of incorporating multimedia elements such as images, videos, and audio into presentations.
Presenter Tools: Familiarity with presenter view, notes, and rehearsing timings to deliver effective presentations.
Collaboration and Sharing: Understanding how to collaborate with others on presentations and share them in different formats.
Microsoft Outlook:

Email Management: Proficiency in managing emails, including composing, replying, forwarding, organizing emails into folders, and using email rules and filters.
Calendar and Scheduling: Utilizing calendar features to schedule appointments, meetings, and reminders, and coordinating with others.
Contacts and Address Book: Managing and organizing contacts, creating distribution lists, and utilizing contact management features.
Task and Note Management: Creating and managing tasks and notes for personal organization and productivity.
Microsoft One Note:

Note-Taking and Organization: Proficiency in capturing and organizing notes, ideas, and information using different sections, pages, and tags.
Collaboration and Sharing: Understanding how to collaborate with others on shared notebooks, and sharing and syncing notes across devices.
Multimedia Integration: Incorporating multimedia elements such as images, audio, and

video into notes.
Having strong MS Office skills can enhance productivity, improve communication, and facilitate efficient data management and analysis. Continuous learning and exploration of advanced features within each application can further expand one's MS Office proficiency and productivity

Arithmetic and reasoning are two fundamental components of problem-solving and critical thinking skills. Here's a description of each:

Arithmetic:
Arithmetic refers to the branch of mathematics that deals with numbers, their operations, and calculations. It involves the fundamental mathematical operations of addition, subtraction, multiplication, and division, as well as concepts like fractions, decimals, percentages, and basic algebraic equations. Proficiency in arithmetic is essential in everyday life for tasks such as budgeting, financial planning, measurement conversions, and basic calculations.

Key aspects of arithmetic include:

Basic Operations: Performing addition, subtraction, multiplication, and division accurately and efficiently.
Number Systems: Understanding and working with different number systems, such as whole numbers, integers, fractions, decimals, and percentages.
Estimation: Approximating calculations to quickly assess reasonable outcomes or evaluate the reasonableness of results.
Problem Solving: Applying arithmetic skills to solve real-world problems, analyze data, and make informed decisions.
Mental Math: Developing the ability to perform calculations mentally, without relying heavily on calculators or written methods.
Reasoning:
Reasoning refers to the ability to think logically, analyze information, and draw conclusions based on evidence, facts, or patterns. It involves the process of making logical connections, identifying relationships, and drawing inferences or deductions from given information. Reasoning skills are crucial in problem-solving, decision-making, and critical thinking tasks.

Key aspects of reasoning include:

Logical Thinking: Applying logical principles to evaluate arguments, identify patterns, and draw conclusions.
Deductive Reasoning: Using general principles or rules to draw specific conclusions based on given information.
Inductive Reasoning: Making generalizations or predictions based on specific observations or patterns.

Critical Thinking: Evaluating information, questioning assumptions, considering alternative viewpoints, and forming reasoned judgments.
Analytical Skills: Breaking down complex problems or situations into smaller components, analyzing relationships and dependencies, and identifying solutions.
Strong arithmetic skills are essential for accurate calculations, data analysis, and quantitative reasoning. Reasoning skills complement arithmetic by enabling individuals to apply critical thinking and problem-solving strategies to arrive at logical solutions or conclusions. Both skills are highly valued in various academic, professional, and everyday life contexts, as they contribute to effective decision-making, problem-solving, and overall cognitive abilities. Continuous practice and development in arithmetic and reasoning can enhance problem-solving abilities and provide a foundation for further mathematical and logical thinking.

OUTCOME DESCRIPTION ON MANAGERIAL SKILLS

Soft skills refer to a set of personal attributes and interpersonal qualities that enable individuals to effectively interact and work with others. Unlike technical or hard skills, which are job-specific and tangible, soft skills are more general and transferable across various roles and industries. Here are descriptions of some common soft skills:

Communication: The ability to convey ideas, thoughts, and information clearly and effectively to others. It involves active listening, speaking articulately, and adapting communication style to suit different audiences and contexts.

Collaboration: The capacity to work cooperatively and harmoniously with others towards a common goal. Collaboration entails being a team player, respecting diverse perspectives, and contributing to a positive and inclusive work environment.

Problem-solving: The aptitude to identify, analyze, and find solutions to complex problems. It involves critical thinking, creativity, and the ability to make informed decisions by evaluating different options and considering potential consequences.

Adaptability: The flexibility and openness to adjust to new situations, challenges, and changing work environments. It includes embracing change, learning new skills, and being resilient in the face of obstacles or unexpected circumstances.

Time Management: The skill of effectively organizing and prioritizing tasks, resources, and deadlines to optimize productivity. Time management entails setting goals, planning, delegating when necessary, and efficiently utilizing available time.

Emotional Intelligence: The ability to understand and manage one's emotions and recognize and empathize with the emotions of others. Emotional intelligence includes self-awareness, self-regulation, social awareness, and relationship management.

Leadership: The capability to inspire and guide others towards achieving a common objective. Leadership involves demonstrating integrity, effective communication, decision-making, and empowering and motivating team members.

Conflict Resolution: The proficiency in resolving disagreements or conflicts in a constructive

and diplomatic manner. It involves active listening, negotiation, finding common ground, and seeking win-win solutions.

Networking: The skill of building and nurturing professional relationships to expand connections and opportunities. Networking includes effective communication, relationship building, and maintaining a professional presence.

Adaptability: The ability to learn and embrace new technologies, tools, and processes. It involves being open to change, continuously updating skills, and leveraging technology to enhance efficiency and productivity.

These are just a few examples of soft skills that are highly valued in various professional settings. Developing and honing soft skills can significantly contribute to personal and professional success, fostering effective collaboration, leadership, and growth

CONCLUSION

The analysis of technical skills used in digital marketing reveals their vital role in the success of modern marketing strategies. In the dynamic and technology-driven landscape of digital marketing, proficiency in various technical skills is essential for marketers to effectively connect with target audiences, drive engagement, and achieve business objectives.

Key findings indicate that technical skills such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing automation, web analytics, conversion rate optimization (CRO), data analysis and reporting, marketing automation, and mobile marketing are critical for digital marketers.

Proficiency in SEO techniques ensures visibility in search engine rankings, attracting organic traffic and increasing website visibility. Skills in PPC advertising enable marketers to run targeted paid campaigns, maximizing the return on investment. Proficiency in social media marketing allows for effective engagement, content creation, and performance analysis across various social media platforms. Competence in content marketing facilitates the creation and distribution of engaging content to connect with audiences and build brand authority.

Additionally, skills in email marketing automation enable personalized communication, segmentation, and measurement of campaign performance. Proficiency in web analytics provides insights into website performance, user behavior, and marketing effectiveness. Skills in CRO optimize conversion rates and enhance user experience. Competence in data analysis and reporting allows marketers to derive insights from marketing data and make data-driven decisions. Knowledge of marketing automation platforms automates repetitive tasks and streamlines lead generation and nurturing. Proficiency in mobile marketing strategies helps businesses engage with mobile users effectively and optimize the mobile user experience.

Understanding and acquiring these technical skills are crucial for digital marketers to create effective strategies, implement campaigns, analyze data, and optimize performance. The continuous evolution of digital marketing necessitates ongoing learning and adaptation to emerging trends and technologies.

In conclusion, proficiency in the mentioned technical skills equips digital marketers with the tools necessary to thrive in the fast-paced and competitive field of digital marketing. By leveraging these skills, marketers can drive targeted traffic, engage audiences, analyze campaign performance, and optimize marketing strategies. The acquisition and mastery of these technical skills contribute to the success of digital marketing initiatives and enable businesses to stay ahead in the digital landscape MS Office skills encompass the ability to effectively utilize applications such as Word, Excel, PowerPoint, Outlook, and OneNote, enabling efficient document creation, data analysis, presentations, communication, and organization.

Soft skills, including communication skills, are essential for effective interpersonal interactions, collaboration, and building relationships. These skills encompass verbal and written communication, active listening, empathy, teamwork, and problem-solving, enhancing overall productivity and fostering positive work environments.

Arithmetic skills are foundational in performing accurate calculations, analyzing data, and making informed decisions. Proficiency in arithmetic is necessary for tasks involving numerical operations, financial management, measurement conversions, and problem-solving in daily life and professional contexts.

Reasoning skills contribute to critical thinking, logical analysis, and problem-solving. These skills enable individuals to evaluate information, draw conclusions, make logical connections, and think analytically, enhancing decision-making abilities and facilitating effective problem resolution.

Overall, a combination of MS Office skills, soft skills, arithmetic skills, reasoning skills, provides individuals with a well-rounded skill set necessary for effective communication, problem-solving, data analysis, and efficient management of tasks and projects. Developing and honing these skills can greatly enhance professional competence and contribute to personal and organizational success.

Student Self Evaluation of the LONG-Term Internship

Student Name: **Aluri. Sai Durga**

Registration No: 2029223036001

Organization Name & Address: ANJANAAS FOUNDATION. AVANIGADDA / HYDERABAD

Term of Internship: **From:** 23-4-23 **TO :** 26/7/2023

Date of Evaluation: 26/7/2023

Please rate your performance in the following areas:

Rating Scale: **Letter grade of CGPA calculation to be provided**

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	**OVERALL PERFORMANCE**	**1**	**2**	**3**	**4**	**5**

Date:

A. Sai durga
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Alurl. Sai Durga

Registration No: 2029223036001

Term of Internship: long-term **From:** 23/4/2023 **To:** 23/7/2023

Organisation Details: Anjanaas Foundation

Name Of the Supervisor:

BHARATI PADAMATI, 7382072919

Date of Evaluation: 26/7/2023

Please rate the student's performance in the following areas:

Rating Scale: 1 is lowest and 5 is highest rank

1	**Oral communication**	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	**Proactiveness**	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	**Positive Attitude**	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	**Ability to learn**	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	**Professionalism**	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	**Quality of work done**	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	**Understanding the Community**	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	**OVERALL PERFORMANCE**	**1**	**2**	**3**	**4**	**5**

Date: 26/7/2023

B. Padmavathi

Signature of the Supervisor

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Aluri. Sai Durga

Programme of Study: COMPARISON OF TRADITIONAL MARKETING VS DIGITAL MARKETING

Year of Study: 2023

Group: B.A

Register No/H.T. No: 2029223036001

Name of the College: V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

University: KRISHNA UNIVERSITY

Sl.No	*Evaluation Criterion*	*Maximum Marks*	*Marks Awarded*
1.	Activity Log	10	07
2.	Internship Evaluation	30	25
3.	Oral Presentation	10	07
	GRAND TOTAL	50	39

Date: 26/7/2023

Signature of the Faculty Guide

MSP 90
(Dr. MSUNDHARA RAO)

XTERNAL ASSESSMENT STATEMENT

Name Of the Student: [redacted] ALURI SAI DURGA
Program of Study: COMPARISON OF TRADITIONAL MARKETING VS DIGITAL MARKETING
Year of Study: 2023
Group: B.A
Register No/H.T. No: 2020223036001
Name of the College: V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA
University: KRISHNA UNIVERSITY

Sl.No	*Evaluation Criterion*	*Maximum Marks*	*Marks Awarded*
1.	Internship Evaluation	80	75
2.	For the grading giving by the Supervisor of the Intern Organization	20	15
3.	Viva-Voce	50	40
	TOTAL	150	130
GRAND TOTAL (EXT. 50 M + INT. 100M)		**200**	130+39=169

Signature of the Faculty Guide (Dr. M. Subba Rao)

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

PRINCIPAL
V.S.R. Govt. Degree & P.G. College
MOVVA-521135, Krishna Dt., A.P.

ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION

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