Internship Report – Phase II

on

Explorra School of Design & Technology

Project Title

Promotion services of IRF in Corporates & Professional

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Mode of Internship	Work From Home
Organisational Mentor	Mr. Rohit Swarup
Internship Field	Marketing
Name of the Institute	Institute of Management, Nirma University, Ahmedabad.
Faculty Mentor	Prof. Sanjay Jain

Acknowledgement

I would like to express my gratitude to my mentor & director of Explorra School of Design & Technology, Ahmedabad, Mr. Rohit Swarup, for giving me chance to do an internship at his organization & the continuous guidance throughout these two months of Summer Internship. His guidance helps me in enhancing my knowledge, skills, remarks during the process, and achieving the task successfully. I would like to thank him for encouraging & constructive feedback on the task during the internship.

Along with my mentor, I would like to thank Mr. Ninad & entire team of Explorra School of Design & Technology for their support during this journey.

I also sincerely express my thanks to my faculty mentor Prof. Sanjay Jain for his continuous guidance and valuable suggestion during this journey.

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Executive Summary

This is a chance to applied theories in a practical situation. Being a student of an MBA, is a part of the curriculum to undergo a summer internship. For this, I got a chance of a summer internship at Explorra School of Design & Technology for the profile of Online Marketing.

In the profile, I needed to do the promotion of services of Innovation & Research Foundation, which is the Partner organization of Explorra, in Corporates & professionals.

In phase 1 of the report contains details about the organization and the industries from which the organization belongs.

Phase 2 of the report, contains the subjective study. The aim of the project to promote the services of Design Thinking in Corporates & Professionals.

Marketing Strategy is all about gaining a competitive advantage and with the help of limited resources gain big opportunities.

My focus was to identify the target audience and communicate the benefits of the services of the company. So, this report describes the task which I performed during the internship to move forward towards the goal. This report also tells the learning which I acquired during this journey.

Part-B

Project Work - Promoting IRF services in corporates & professionals

Innovation & Research Foundation (IRF) is a partnered organization of Explorra School of Design & Technology. IRF offers management development, research, and education. These services are all across to the academics and professional services like Design Thinking, Innovation, and management skills. The company works with many government projects, corporate, and universities and provides them workshops, seminars, and consulting. As my role is online marketer, and the project is about online marketing in corporate and professionals. The IRF offers verities of services based on design thinking and innovation. Some of the services are like a culture of innovation, creativity in the organization, resource and system optimization, etc.

The internship began with an Induction project to test the knowledge and competency level of us. The objective was to test the research knowledge of interns. After the induction project, an introductory session was taken by Mr. Ninad Shastri, the focus of this session to spread a word of operation flow of Explorra and its partner organization such as Innovation & Research Foundation (IRF).

Then each intern was assigned a specific project. My project was promoting the services of IRF in Corporates and Professionals. The whole project undergone under various tasks and each subsequent task had a dependency on the previous one. So, here I am describing each task that leads to the result.

Task 1 - Induction Project

In the beginning, to understand the firm and project, my mentor gave me an induction project. The induction project was all about who the users are, understanding, profiling, and expectation of users. This also included online activities and how can they be executed the dame. Also, the purpose behind this is to understand my competency level so that he will plan according to it.

The following were the subtask of this task

- Defining who the users / clients are (you may look at our clients and projects we have done for them)

- Understanding each of the user / client

- Profiling each of the user / client

- Listing the top 10 expectations of each of the user / client

- Mapping the organization, its programs, other aspects to the expectations of each user

- Prioritizing the programs

- Online activities in brief for the programs,
    - Listing various activities with pros and cons
    - How can they be executed i.e. mediums and tools

- Online Campaign for different users – different (common and specific)

The objective of this Induction project was to understand and analyze the current market in that we are. It requires information about the consumers, company, collaborators, and competitors. In the same line, I needed to understand the company, in which business we are? what do we do? Who is the target audience? What are our customer needs? What is our current collaboration? This detailed analysis helped me to understand the value that we can give to our consumers.

Task 2 – Needs of Users

After understanding the value then we need to create it. For better execution, I needed to narrow down our target audience because we do have limited resources. To do this I used segmentation and Targeting. This helped in reducing the size of the target audience. The main purpose to do this to increase the efficiency of the team. Cluster the customer according to the size and their need.

These days, all businesses are looking for a transition to online. In the way, their primary needs are also changing. To keep this in mind we have identified the target audience who may be interested to take services from IRF to come out this pandemic.

So, we identified on the scale of the small, medium, and large organizations according to our services to them.

Currently, the world is going through the coronavirus outbreak, which has impacted all. Whether it is business or it is an individual. This has changed the way of working in many industries and also changed consumer behavior. So, organizations need to understand it and align their strategy and business model according to it.

I researched on it the various need of the organization these days. This task is all about segmenting the target audience.

Task 3 – Identify the organizations

This task was about to identify the organization by names on the matrix of small, medium & large who will be ready to take services of IRF. Then I did a little bit of research from secondary sources about the organization and submitted the list according to the matrix.

Along with this, I also needed to design the services which are best suits according to their need.

Task 4 – Made a strategy to approach

This task was about to make a strategy on how to tap and organization in the time where everyone is going on digital. I needed to make a proposal along with what document we need to share with them according to the users. Every client is different from each other. All have different learning experience.

In this, I chose one organization and suggested sir to what are the week point of this organization where we can tap to the organization.

Task 5 – Draft a communication script

The channel we chose to tap the organization, was email marketing. In this task, I made a communication script along with what marketing collateral should be sent with this email.

Task 6 – Promote in mass

In this, I tried to find out the people who conduct seminars & workshops. I also found out trade bodies and organizations. The objective behind this is, many organizations are the member of these trade bodies and organizations so directly tapping to these bodies we can directly tap to a large number of organizations.

Task 7 – Marketing Collaterals

The email that documents need to send, I further worked on this. For collaterals, we thought to send a booklet of our organization with some marketing flyers. I designed some collaterals that we thought to send along with emails.

Fig 1. Sample of Marketing Collaterals

Task -8 Design the booklet

IRF has multiple documents that they use interchangeably. So, I worked on these documents to make it one for our booklet. I along with one of my team members designed a booklet for the marketing promotion of IRF programs for the target audience.

Task - 9 Design Part

In this, I made some infographics for the IRF booklet to make it more attractive and give a shape of visual appearance. This helps to prospect in the visual aspect. Because the world is heading towards digitization with every passing day so it has to be mandatory for the organization to make his decision in accordance with it.
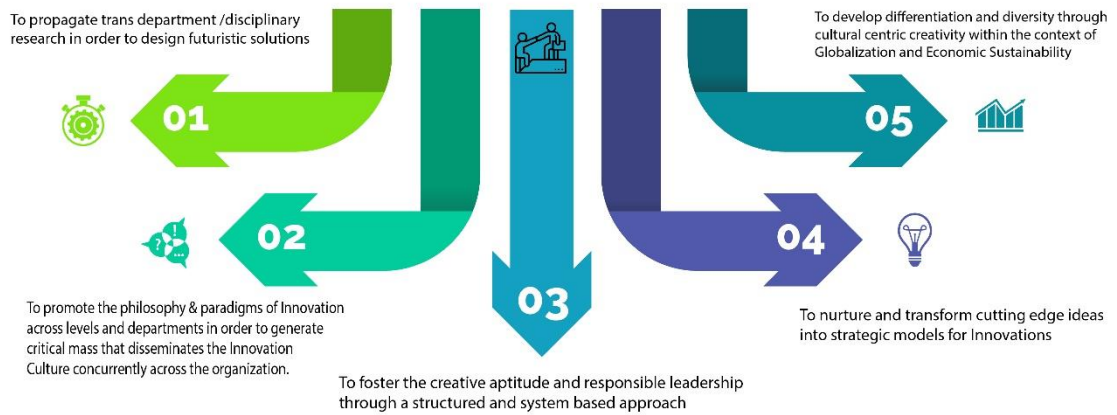

Fig. 2 - Booklet Infographic 1

Fig. 3 - Booklet Infographic 2

Task 10 - Post for Social Media

The world is going through many disruptions these days and it has impacted organizations and industries in multiple ways. Design thinking is the need of the hour in the current scenario for the organizations. To show how design thinking helps organizations, we made some posts related to this context for company social media pages to attract the right kind of audience.

Fig. 4 – Image for Post 1

Fig. 5 – Image for Post 2

Task 11- Infographics for the Points

To keep in the mind organizational current need, made some infographics of design thinking for the company. Which can be used on multiple platforms. The objective of this is to increase the traffic to our page and on our website. In this way, we will also able to brand engagements to the audience.
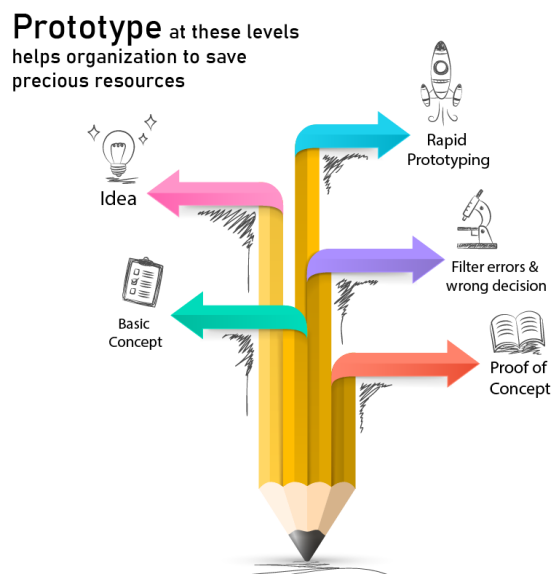

Fig. 6 – Infographic sample for points

Task 12 - Plastic organization

IRF has tie-up with All India Plastic Manufacturing Association (AIPMA) and most of the members of AIPMA are from MSME sectors. In this, I found some problems that are plastic organizations facing as a whole. I made a list of issues that mainly for MSME sectors are facing.

Suggestion

- The current website of the company is not so attractive/catchy. In today's time where every business is on a digital platform and the website works as the first interaction with the client. So, it needs to be user friendly.
- The company can work on the selectively social media handle to increase brand awareness and a showcase of products/services.
- During the internship, I had contact with Rohit Sir only, if I got a chance to interact with members from the different departments the I would have knowledge of the organization in deep.

- For further motivation of employees, they can do the recognition of their work in the form of awarding like Intern of the week or something in a similar line.

Part -C

About self-learning

Yes, Summer Internship definitely made an impact on my skill. I gained a corporate exposure and had a chance of hands-on of my first-year knowledge.

Marketing Concept

My task was the online marketing of the services of IRF. So, I learned various concept of marketing during this internship. I understood the following concepts: -

- The current market conditions
- Changing needs of industries
- Marketing Process
- Effective use of social media to build the awareness

I learned about the concept of marketing i.e. segmentation, targeting, their importance, and how to apply in the practical, strategy to approach the prospect for our service.

I also learned that our product should be design according to customer needs. Because we are not selling our product, we are giving the solution to their problem. it helps in achieving our target. Apart from that, we should always provide a good experience to our customers this would help us not only retain the customer or loyal to the company but also, he/she will share the experience with others in other words word of mouth publicity.

Graphics Design

During the internship I used various graphics design tools such as Photoshop, Illustrator, and Canva. I enhanced my graphics design skill during the internship and which is very crucial in these days of digitization. While designing, I got to know the importance of marketing flyers and collaterals. Collaterals help to deliver the benefits of products to prospects quickly. Good design collateral helps to create the first impression effectively.

First Year Course

It was great learning; I got a chance to apply the knowledge which I have learned in the first year that I gained from Marketing Management -1 and Organizational Behaviour.

Soft Skills

Soft skills in the corporates are equivalent to as important as hard skills. I have developed problem-solving skills, Time management, take criticism in a positive way, teamwork, and professional communication. In this internship, I was working independently, and this helps me in improving my decision-making skills. The importance of a contingency plan if the main plan failed, always should have multiple ways to solve the problem. When tap to any client first need to have thorough information about it, so what kind of info and from where to get it. As much as possible try to get information from the client beforehand.

Organizational Training

As I mentioned earlier the induction project was all about knowing my skill set & knowledge. Through this project, my mentor got to know about my competency level and he designed the rest of the work accordingly.

The supervision in the internship was one to one with the director of the organization. He used to give me the task regularly and I used to complete that and submit. Then he used to give me feedback and his suggestion on it. If the task was deemed completed then we moved forward because the next task was based on the previous one.

As our internship was on work from home mode so we did not get a chance to work in the offices and whole the interaction was happened on zoom and skype call.

During the two months we were received the task from mail, zoom session, and skype call. Any feedback or rework on the submitted work also conducted over zoom or normal call. Company used to provide us constructive feedback on each assignment allotted to us. Along with it, they used to take regular updates on the assigned work.

In this way, I was trained along the period with numerous tasks.

Ethnographic Study

As a participant-observer, I noticed that the organization culture is very supportive and provides ample of opportunities to its employees to learn and enhance skills. All the ideas and suggestions from the employee are welcome and also encourage them for transparent communication.

For constant motivation, company recognize the work of their employee and provide them constructive feedback on their performance.

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