



United International University
QUEST FOR EXCELLENCE

Internship Report on Digital Activities & IT Management



Submitted To:

Name: Ahmed Imran Kabir

Designation: Lecturer

School of Business Administration & Economics

United International University

Submitted By:

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Major: Management Information System

Trimester: 10th

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Letter of Transmittal

Date: 01/01/2023

To

Ahmed Imran Kabir

Lecturer

School of Business Administration & Economics (SOBE)

United International University

Subject: Internship Report on Digital Marketing Activities & IT Management from Spade Digital.

Honorable Sir,

With all due respect and immense pleasure & hope I, Farhin Islam would like to submit my internship report on “Digital Marketing Activities & IT Management”. I have completed my internship from Spade Digital which is a marketing agency, where I got the opportunity to work with our senior management of the Operations and IT department. Also, under direct supervision of the CEO. While writing this report, I have studied the marketing industry along with company’s digital marketing culture. I have also provided the work approach, analysis and feedback of the company.

Thus, I hope and pray that you would be kind enough to accept my internship report considering all my mistakes.

Sincerely yours,

Farhin Islam

ID: 111193063

BBA Program, MIS

School of Business and Economics (SOBE)

Declaration

My name is Farhin Islam, my student ID is 111193063, and I am a student at United International University pursuing a Bachelors of Business Administration with a concentration in Management Information System. I would like to emphasize that the report you are about to read, “Digital Marketing Activities & IT Management” was entirely my own creation.

In addition, I certify that no copyright restrictions were placed on the report's development, which I am submitting in order to satisfy my internship obligation.

Farhin Islam

.....

Farhin Islam

ID: 111-193-063

Major in Management Information System

School of Business & Economics (SOBE)

United International University

Acknowledgment

I'd like to begin by expressing my heartfelt gratitude to Allah for giving me the strength and dignity to complete the internship report.

First and foremost, I am grateful to Ahmed Imran Kabir Sir, the lecturer from the School of Business Administration & Economics Department at United International University, for his wise counsel as my academic adviser and instructor for continually encouraging and assisting me through all the difficult times. It was privilege to work under such a charismatic figure with extensive expertise in the major of Management Information Systems.

In addition, I would like to thank my company's supervisor, Chief Executive Officer of Spade Digital (CEO) Mr. Mojammal Haque Shihab, for giving me the opportunity to serve as an intern in their company. It was pleasure to work with an active and energetic leader from whom I have learnt a lot.

Lastly, I want to appreciate and be thankful to other people who have helped me to reach on this place. With their advice and important details I have finished this report on time.

Executive Summary

Here, in the report I have discussed my experience at Spade Digital as an intern and the influence I had while there. Other than day-to-day operations of digital business, the 4-month experience has gained me to grow professionally.

This topic is to make my internship report since it covers all the information technology along with the marketing sector of many sorts of businesses and systems. As a Management Information System student, my allocated endeavor helped me to learn a lot of software tools, marketing principles, planning, and strategies to work on different brands in an organization. Spade Digital puts in a lot of effort before providing a completed product to its clients, and its participation in marketing for its clients is extensive. An ad agency's function in promoting a product with an idea to customers is significant. The main style of this research is descriptive, as it explores the job of an ad agency and the methods that they use to sell. I have done various campaigns such as for a restaurant Cilantro, I gave some Christmas and Football World Cup ideas where I experienced new skills and how to design planning concepts and create strategies.

Here in this report, first, I have discussed the background and objectives along with the scope and limitations of the organization. In the second part, the report is about the company and industry preview. Third, I deliberated my experiences throughout my internship and finally wrote a detailed conclusion and some key facts.

Lastly, I have written a details review of Spade Digital with their operational culture in compare to the digital industry in Bangladesh and how it can be improved in a better way.

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Chapter 01: Introduction

1.1. Background of the Report

Students get the chance to apply their academic knowledge to challenging real-world contexts through internships. Additionally, if the internship is part of a bachelor's program and the students must return to school after finishing it, the skills they have acquired during the internship allow them to get a more reliable academic outcome.

United International University (UIU) give students a wonderful chance to do an internship as part of their bachelor's degree program. Being able to complete my internship at Spade Digital makes me one of the fortunate students at UIU. The expectations were high before I started, but as my internship is almost over, I have to confess that it was a truly amazing experience. It was not an easy path but I had to deal with a lot of challenges and cutting-edge technology, but after overcoming each one, I realized I had great potential.

Marketing must deal with new media outlets in a changing environment. On the other hand, the area of management information systems (MIS) focuses on how people, technology, and procedures are used. As a result, in order to communicate through marketing strategies, some management information must be handled before it can gradually become multidirectional and customer-focused. So, this is how social media or internet/online-based marketing may alter a brand's overall position. However, if we just approach things from the other direction, the outcome will be incredibly pleasant. Therefore, if a business can please one consumer in the real world, they will likely tell a select few about it, however online, they may inform others.

1.2. Objectives of the Report

Our company's online presence through websites and social media is the main goal of digital marketing. By addressing their concerns and questions, we can help our consumers and raise awareness of our business, which eventually boosts revenue, attracts new clients, and increases customer happiness.

This report's goal is to examine Spade Digital's management culture and the methods used to manage its information. The management structure and operations are the

main topics of this study. Furthermore, it continues by identifying specific issues the company confronts and then offers workable answers to those issues. Consequently, the main objective of this internship paper is to seek answers to the following questions.

- What are the main issues causing management to be inefficient?
- What is the ineffective management occurring?
- How are other organizations addressing these problems?
- How may effective and organized operations culture maintenance contribute to greater stakeholder outcomes?

1.3. Motivation of the Report

To make this report, my company's supervisor Chief Executive Officer of Spade Digital (CEO) Mr. Mojammal Haque Shihab has been a great motivator because I was very much influenced and encouraged by his hard work and designing details for the company. As a result, his plans and advises helped me to do this internship where I have learned many software tools and could make this research paper as well.

1.4. Scope and Limitations of the Report

1.4.1. Scope:

The scope of learning from this report is that it focuses on the management information system and addresses the software company's direct and indirect perspectives, difficulties, and marketing approach. Furthermore, the research focuses on Digital Marketing and the management of data and information for future purposes. Thus, the report is for educational purpose and to meet the internship association requirement.

1.4.2. Limitations:

I have received an excellent assistance from Spade Digital, however also had faced some challenges. I was unable to comprehend all activities as a part of our academic research because there were some similarities and differences. I was unable to obtain certain critical information since it was new to me.

Chapter 02: Company Profile

2.1. Overview and History

Spade Digital was created in 2015 with the goal of meeting the demands of Bangladesh's developing digital world. Spade Digital is a creative digital firm that focuses on digital platforms, providing services like media buying, content creation, online promotions and then social media management. The company has been working for the past 6 years with Ahmed Amin Group, BIC Bangladesh and there are more. The most unique feature between Spade and other agencies is that the company product Bangladeshi culture values and traditions with distinct advertising campaigns.



Figure 1: Logo of Spade Digital

2.2. Mission of Spade Digital

In this era of changing in business world every day, digital marketing agency creates awareness to the audiences in a clear, simple and accessible way. Providing impacts on brand marketing programs and media relations activities that increase their clients' exposure, boost their sales, and encourage their growth, as well as data that manages real-world business information. The mission of Spade Digital is “Delivering innovating ideas and increasing human worth.”

2.3. Management Practices

The company, Spade Digital's environment is incredibly positive and cohesive. Its outstanding management techniques are one of the primary reasons behind this. They adhere to an equal opportunity policy and make no distinctions based on gender equality or race. Spade Digital has a good teamwork structure that anybody at any level can come with an idea and proudly present it to the top management. The company has a high employee satisfaction rate with exceptional staff retention rate and increase in profitability with a great method of management process.

2.4. Marketing Practices

2.4.1. Customer Segmentation & Targeting

Spade Digital is a creative digital agency which solely serves B2B customers. They exclusively contact and do business with local and international companies who have a stronghold on the restaurant industry. The company does not discriminate their clients based on different segmentation such as demographic, psychographic groups because they are a B2B service firm; rather, they give services to any and all organizations wishing to become digital.

2.4.2. Marketing & Promotional tools

Spade Digital often promotes itself through digital media and on-field marketing. For the last 5 years, the company has been engaged with on-campus recruitments, different events with various sponsors. This has helped them to gain a grip among the young people and attract them to join Spade in their future. The company's major advertising method has been a positive and clear word of mouth from their clients. As a result, this has helped them get more and more clients and to establish the company as a flourishing creative digital business.

2.5. Financial Performance

Spade Digital was a sole proprietorship for the first four years, thus they were not obsessive about keeping their financial data private. They expanded their firm and received a significant additional investment last year. It has become a private limited company as well.

The company had a rough revenue of BDT 50 lakhs with a net profit margin of 18% in the previous year. As a result, they have passed their original breakeven point according to the head of accounting in Spade Digital Company. They have updated their financial instruments following last year's investment and the company expects a return of their new investment by 2023.

2.6. Operation Management

Spade Digital's everyday activities are managed by its main five departments. Each department collaborates with every other department to keep the company running efficiently, and each department has unique tasks. Spade Digital's organogram is as follows:

2.6.1. Organogram:

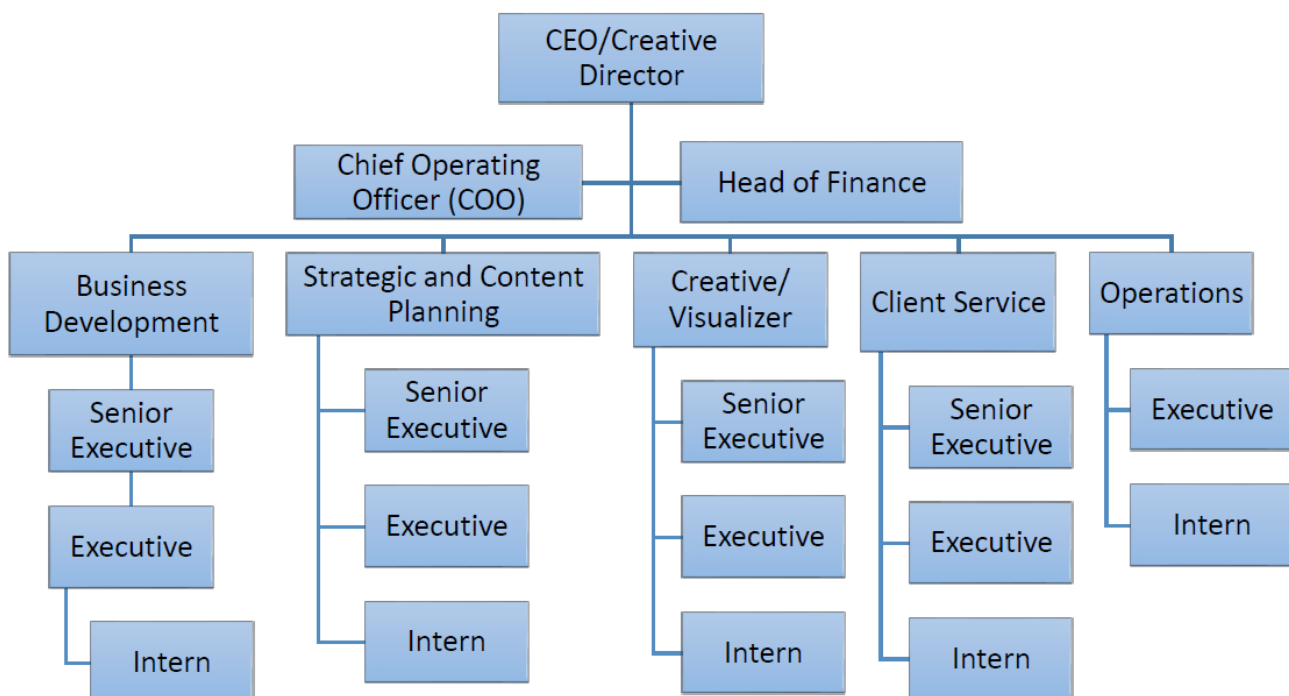


Figure 2: Organogram

2.6.2. Responsibilities of Departments:

- **Business Development:**

Business development is the most important part of company's growth and they are responsible for many different prospects with new clients, delivering and selling services to their existing clients. Another significant is to maintain a good and healthy relationship with the existing clients who are ready to spread good word and suggest other additional clients for the company.

- **Planning Strategic and Content Plan:**

This department is all about the brain of the entire organization. They are in charge of creating campaigns and coming up with fresh unique ideas and concepts that will connect to the customer's brand identity. This results, the purpose and exposure of the clients. Each member of the team should be well knowledgeable about their client's products and services and who are their targeted customer and behavioral pattern.

- **Creative Designer/ Visualizer:**

This is the organization's most innovative and inventive department. The department is in charge of producing and designing visual materials for clients based on the plans. Spade Digital creates static and dynamic strategy and content planning with brand identity and requirements. This team is about turning the planning department plans to digital design with some unique designs and digital form.

- **Client Service:**

The bridge between organization and client is known as client service. Here, the employees communicate with their client's team and company to ensure their high-end satisfaction. There is also another important task for the client service department which is to handle the social media account and to make sure if the contents are delivered properly or not in social media platform.

- **Operations:**

At this department Spade Digital works in both HR and Operations department. It manages the entire operations of the organization which is their main task and also sees how it runs and functions properly. The department watches the work flow of the organization of every department. As the department deals with very important, crucial and sensitive information, the members of this department work directly under the supervision of the CEO.

- **Finance**

The company does not have a different finance department, so there is only one Head of Finance who directly work and reports under to the CEO.

2.7. SWOT Analysis

Strength	Weakness
<p>Spade digital has been operating since 5 years and its core strength is that employees are young and energetic team. As it is a growing industry in Bangladesh so having youth team will always benefit the team. Moreover, they provide a very good service and have many loyal clients so the word of mouth is very useful for them.</p>	<p>The company is not a very big agency like other competitors so they do not have a sufficient digital infrastructure and also have less knowledge about workforce in some departments and this will lag them behind their competitors.</p>
Opportunities	Threats
<p>Spade digital has a very high chance of growing in this industry and moreover during pandemic a lot of businesses has transformed to online and that was the main turning point for Spade. A lot of companies were looking for such service so advertisement concepts and social media trends became very bright future for Spade which is a very good opportunity for them.</p>	<p>One of the threat the employees and clients are facing is that, it has less government support. This is one the major drawback and also there are problems in handling client stability since it has increasing number of options, the clients and employees now shift more.</p>

Table 1: SWOT Analysis

Chapter 03: Technology Employing

3.1. Fundamental Technologies

HTML, CSS, and JavaScript are the foundations of all web development. These technologies are used in everything you see in your browser window.

- **HTML (Hypertext Mark-up Language)**

This uses the tags to define the structure of a web page. It includes tags for links, photos, tables, movies, and so on. It can also create a whole web page by combining these tags. Thus, in digital marketing agency firm, we sometimes uses this basic technologies to make a web page. Search engine examine the HTML source of the web page to allow you to "Google" for what we want to see.

- **CSS (Cascading Style Sheets)**

This language is used to specify the items that will create with HTML and which will show in the window browser. CSS describes the position, then the size and also the color of each element with different resolutions. As a result, before the final work to be posted at first the company goes through a demo to see how it appears.

- **JavaScript:**

The company uses JavaScript to make a web page work with different elements and these are done by firstly HTML and CSS. This is a computer language which add logic and actions of the page components to run on the "user end" which is (as a viewer).

3.2. Supportive Technologies

Some supportive technologies used to see the user experience of the customers feedback and the designs they have liked. Then for employee management, the company uses slack app for communication.

3.3. Used Technologies

As technology is emerging, we have now many software and different techniques to work on that made our daily life more easy. For keeping up the consistency, Spade Digital uses

Adobe Photoshop, Adobe Illustrator, and Adobe InDesign to create contents for the clients.

3.4. Logistic Support

ILS stands for Integrated Logistics Support and refers to a comprehensive set of service methods that includes everything from basic care to particular preservation and repairing work. It helps to assist our clients in ensuring that their systems operate securely, efficiently, and with maximum space.

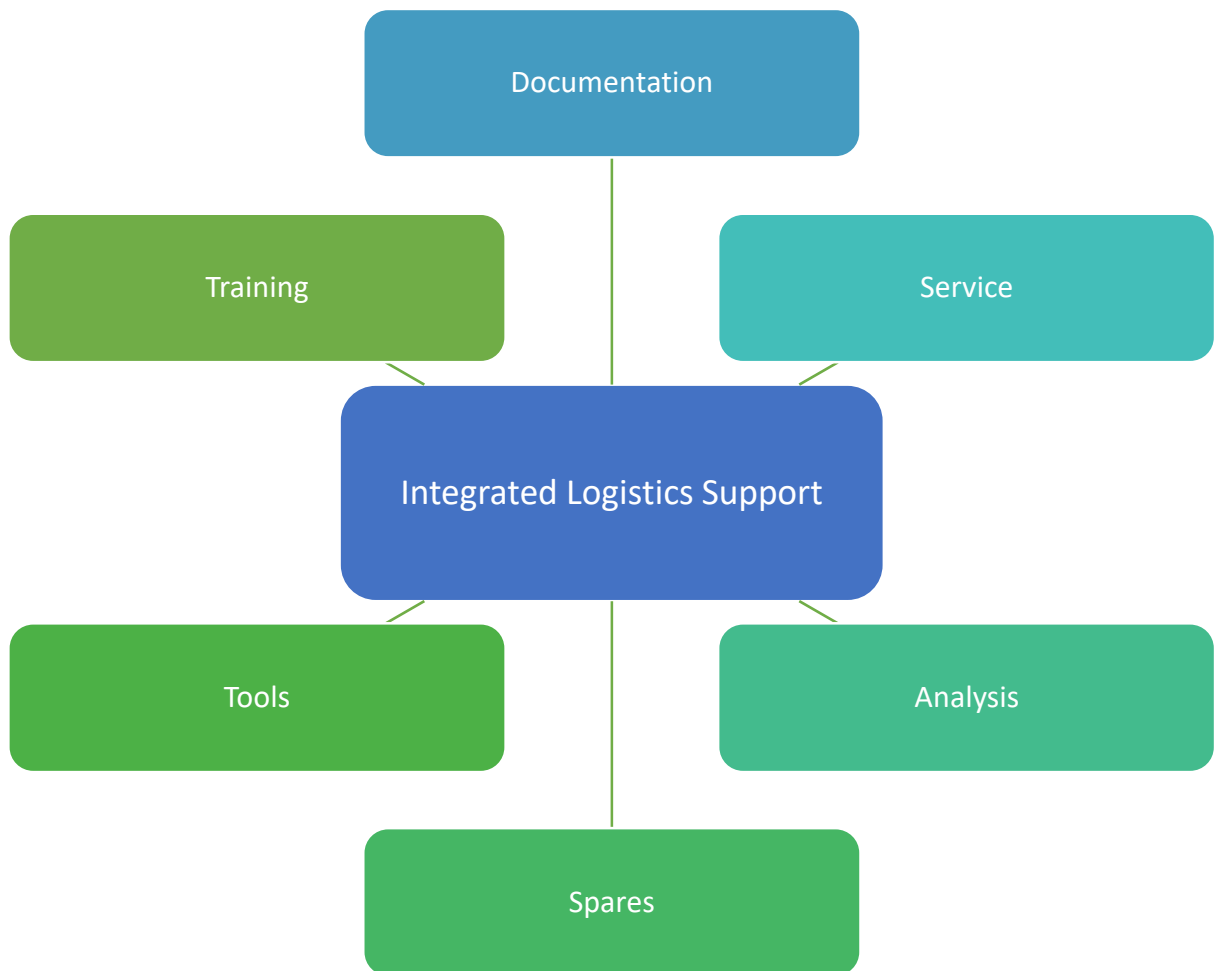


Figure 3: Integrated Logistics Support

Chapter 04: Internship Experience

4.1. Position, duties & responsibilities

My position on Spade Digital was a planner from planning and strategy department. The duties I did was to plan for different clients to increase awareness in their product and services. I have done some campaign plans to engage with the customers so that people are known to the services those company works on. The responsibilities I had to do was to understand client objective and brief to create story and content design plan. Then to provide campaign strategy, copy and insights, also some comprehensive design briefs Ensure timely delivery of final creative plan.

4.2. Training

At first, I have to go through all the clients planning history from the previous months and years. The, I was told to go through some case studies and research papers to get ideas in how to make new ideas. Then I had to take information source and pick the best media channels for its clients, companies, or goods. The media planning process finds the appropriate media mix to fulfill the marketing advertising goals.

The second period of my training, I have learnt to make pitch presentation that demonstrates how a company can create an appropriate media plan for their perspective customers. Mostly, clients provide some guidelines that we can follow in order to behave in their needs and accordance.

The core part is to make each campaign is its content. The training period helped me to focus on the campaign's planning, budgeting, and their effects and outcomes. However, the organization has made me to create staff that provides unique ideas to its clients.

Finally, since the digital marketing agency is very dynamic and a lot of changes happen daily. So, it was very challenging to exist over there and make extra efforts to keep customers happy and pleased. As a result, going through research papers and case studies helped me to stay competitive.

4.3. Contribution to Departmental Functions

Since, my hobby was to do creative designing so every time I get some free hours in work I used to contribute in the designing department to make some contents. That department has to design and visualize materials, then to ensure the creative standard at the very high point. We have to fulfill clients' needs and wants along with that we have to ensure the time of deliveries it to the clients.

Social media management which is also referred as community management. It a group that includes present and future clients, the target group and some general public who communicated directly or indirectly in any of static or video post. They also send messages inbox. Thus, I had to deal with this type of communication about the brands being the network administrator. In this era of advanced technology, where everyone is altering their business adaption, supervising network is a much needed social system.

4.4. Findings & Analysis

During the time of my internship at Spade Digital, I have researched many findings and analysis of the operational sector and IT department. So, here are some few things I have listed which is pulling them backward and also becoming a cause of inefficiency:

- Sometimes clients give late feedback on the contents which delays the time to post on social media. This is because during the last minute of changes the work is done in a hassle way. Then there are digital agencies where work are done but the clients give a lot of feedbacks and changes too.
- Biggest issue in digital industry is that the time management where works are not completed on time. As it is a creative industry, employees take time to make a unique content for which one department gets delay for another department and the organization does not perform in an effecting and usual manner like other companies or organization does.
- As the industry is about relating to our daily activities or daily news. So making contents within an hour and taking confirmation from the clients becomes a very hectic process for the company.

4.5. Challenges Faced

Throughout my internship, I have faced a little difficulties and challenges since it's the real world and different from academic area. As the year increasing with different innovation, web association and different function, I have encountered some web association errors in Facebook.

One problem that can be described briefly is that, our client UMAI is a high-end and fine-dine restaurant. So, while boosting their campaigns and contents, the Facebook had targeted large scale of audience which also became a negative effect for the client. Then, being the contributor from IT Management, we have solved the problem by fixing the targeted audience. As a result, that helped me to face those challenges since it was a total new work area for me.

Then, another problem was that the Facebook campaign are boosted and progresses in requirements of the budget plans. There has been an increasing rate of client's messages. Therefore, I have encountered the major difficulties to respond all the messages and keeping a track with codes.

Chapter 05: Conclusion and Recommendation

5.1. Conclusion

The Operation and IT Management culture is very important and it makes a very good scope for Bangladesh digital agencies to be improved enough and be the best. There are areas which are not known about this industry so if the company addresses this industry in a wide range, it may bring the agencies to a better extent.

This reports shows the extended advertising agencies where we can connect through Facebook, Instagram and also YouTube now a days. As a result, a lot of media buying agencies will come across different findings, research and also different process of working method. Finally, digital marketing activities became a high end industry for the clients of different business to make more profit for their services.

5.2. Recommendation for Improving

In order to make Operation and IT Management Culture most successful, the organizations should go back to the fundamentals and strive to keep a consistent and strong methods. Since the primary issue is time management, Spade Digital can tighten their HR rules and regulations and be more motivating towards the staff to be prompt in all aspects and on every department.

The internet speed and maintenance should be good enough so the employees can work on time and make a proper content for the clients. Even the IT management have to be proficient on this sector to give the best outcome for the businesses. The communication between all departments should be friendly enough to discuss problems and solve among them with proper guidance so that the clients give positive feedbacks.

I have observed from the internship period is that time management and cautious about most employees with their punctuality is very important. This things should be monitored well enough to measure the employee efficiency rate and work process of the company. In achieving a high degree of efficiency. In my perspective I think that these techniques will help the company to grow higher and efficient.

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INTERN MONTHLY PROGRESS REPORT
INTERNSHIP PROGRAM
 Fall/Spring/Summer ()
 School of Business and Economics
 United international University

Student Name: Farhin Islam	Institutional Supervisor: Mohammad Newaz Osman
Student ID #: 111 193 063	Institution Name Spade Digital
Major: Management Information System	Academic Supervisor: Mr. Ahmed Imran Kabir

Activities undertaken during the month

Date Sept 1- 30	Dept.: Planning strategy	Activity: Planned, Research, gone through all previous clients
Date Oct 1- 31	Dept.: Planning strategy	Activity: Made campain plan, pitche agreements.
Date Nov 1- 30	Dept.: Designing & IT	Activity: Made templete ads, production template, creative ads.
Date Dec 1- 31	Dept.: Designing & IT	Activity: went through IT section along with media boosting
Date	Dept.:	Activity:

Institutional Supervisor's


Date: 14/11/22 Time: 01:12 p.m

Additional Comments

What stood out for me was her array of knowledge on various aspect and her zeal towards the goals put forth.

Supervisor Signature: 

Date: 14/11/22

Student Signature: 

Date: 14/11/22