

Internship Report on Experience in Blues Communications: A Marketing & Event Agency

SUBMITTED TO

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SUBMITTED BY

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COURSE CODE: INT 4399

Major: Marketing



**School of Business and Economics
United International University**

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Internship Report on Experience in Blues Communications: A Marketing & Event Agency

Md. Redwan Mridha

This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Letter of Transmittal

08 March, 2026

Dr. Khandoker Mahmudur Rahman
Professor
School of Business & Economics (SoBE)
United International University

Subject: **Submission of the Internship Report**

Dear Sir,

With due respect, I am pleased to submit my internship report for your kind consideration. The report has been made as part of the requirement for the BBA program, and I have made every effort to follow your guidance as well as the instructions by my workplace supervisor.

My experience at Blues Communications has been enriching and very insightful. Working in the Planning department has not only enhanced my knowledge of branding and marketing but also helped me to apply my academic learnings in real life scenario. I believe the knowledge and experience I achieved from this internship will contribute to my future career and in the field of marketing.

I sincerely hope you will find the report satisfactory and reflective of my learning. I would be honored to receive your feedback and suggestions.

Sincerely,

Md. Redwan Mridha
ID- 111 191 028
Program: BBA
Major: Marketing

Certification of Similarity Index

My supervisor, **Shaik Isfar, Strategic Planning & Creative Lead (Sr. Manager)**, at Blues Communications was very supportive during my internship. I am happy to present this report, which reflects what I have learned and experienced during my time as a Sr. Strategic Planner. This report shows how marketing and branding strategies are applied in real projects within an event and communication agency. Before starting this internship, I had a bit of experience in the events area. But through this role, I gained a lot more practical knowledge & insights that helped me understand activation in the real world better.

I have tried to make this report clear, insightful, and original. The academic rules of United International University were followed strictly and I worked hard to meet the expectations. I appreciate the guidance I received from my supervisor & my faculty, which made me confident about this report. I hope this report reflects my learning and practical experiences that I achieved.

Declaration of the student

As the author of the project report I, **Md. Redwan Mridha**, acknowledge my personal responsibility for the content provided. All the information included in this report has been carefully collected and reviewed based on my practical experience during internship. Every detail reflects actual tasks, observations, and learning outcomes relevant to my role. All data and insights have been included with proper authorization and ethical consideration. No part of this report has been copied from any external source without appropriate acknowledgment or citation.

Corporate Evidence



October 24, 2024

Redwan Mridha
Mobile: +880 1310754558
Email: redmridha@gmail.com

Dear Redwan Mridha,

With reference to your resume and recent meeting, we are pleased to offer you an appointment in our organization as **Sr. Executive, Planning** with effect from **November 01, 2024** or earlier. You will be placed in our Company on the following terms and conditions:

1. You will be entitled to a fixed Stipend of [REDACTED] (only) per month. Statutory benefits, if any, shall be accorded to you as and when applicable. And your first month payment will be counted onwards from your joining date.
2. You will be on probation for a period of 3 months and will continue to remain on the probation till you are confirmed in writing. During the probation period, services may be terminated by either party by giving 7 days' notice in writing without assigning any reason. There will be no entitlement of any leave during this period. We shall not be providing any kind of festive & bonus related benefits upon your payment for the upcoming period of next 2 months. Prior to leaving your job You have to give us minimum one-month Notice Period, also you need to handover any sort of company document and any cash which you have withdrawn for company/ Personal related work purpose (you have to give us full Accountability).
3. During the tenure of your employment if you happen to make or discover or participate in the developing of any creative concept, design, material and/or intellectual property for use by the Company in its business, the Company will become the absolute owner of such concept, design, material or intellectual property and you will have no claim whatsoever on the same.

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Blues Communications Ltd.
3680, Solmaid Road, Vatara, Dhaka
P: +88 0248810972

www.bluescomm.com



4. As a member of Company's Staff, you will conduct yourself in such manner as to justify the trust and confidence reposed in you and act at all times in consistence with the position of responsibility you occupy.
5. You will not disclose to any person, finance, firm, or body corporate, without appropriate authority of the Company, such technical or managerial information and knowledge about its business, trade secrets, etc., as you may acquire in course of this appointment.

Please sign and return this letter, to signify your acceptance of the terms and conditions contained in it.

For Blues Communications Limited



Md. Mahbubur Rahman
Executive Director

I accept the terms and conditions mentioned in this letter.

Signature  Dated 24/10/2024

BLUES

Blues Communications Ltd.
3880, Solmaid Road, Vatara, Dhaka
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www.bluescomm.com

Acknowledgement

First and foremost, I would like to express my sincere gratitude to Almighty Allah for giving me the strength and ability to complete my BBA program and submit this internship report on time. The report is the result of continuous effort, support, and guidance from several individuals.

I would like to extend my heartfelt thanks to my internship supervisor, **Dr. Khandoker Mahmudur Rahman**, Professor, School of Business & Economics (SoBE), United International University, for his valuable guidance, feedback, and support throughout the preparation of this report. His encouragement and suggestions played a key role in completing this report.

I am also deeply grateful to the entire team at **Blues Communications** for giving me the opportunity to work in such a dynamic & engaging environment. Their constant support, guidance, and cooperation helped me gain real-world experience and valuable insights into the field of strategic planning and marketing. I am specifically thankful for the possibilities and duties I was entrusted with for the duration of my internship.

This internship experience has been both enriching and remarkable. I absolutely respect everyone who made it possible.

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List of Abbreviations

Acronym	Full Form
ATL	Above the Line
BTL	Below the Line
FMCG	Fast Moving Consumer Goods
FMCD	Fast Moving Consumer Durables
TVC	Television Video Commercial
OVC	Online Video Commercial
SMM	Social Media Marketing
ROI	Return of Investment
CREDO	Credentials
MNC	Multi-national Corporation
AR	Augmented Reality
VR	Virtual Reality
UGC	User generated Content
SEM	Search Engine Market
SEO	Search Engine Optimization
GA	Google Analytics
BBA	Bachelor In Business Administration

Executive Summary

Blues Communications is a leading event management and marketing agency in Bangladesh. It provides creative solutions for brand activations, corporate events, conferences, and marketing campaigns. The company works with well-known brands and offers end-to-end planning, execution, and strategic support. During my internship at Blues Communications, I worked as a Senior Executive in the Planning Department. My main tasks included brainstorming campaign ideas, writing proposals, and planning events & activation. I also did market research and strategy development, learned how to turn brand objectives into creative plans, used tools like PowerPoint, Excel, HubSpot, Meta, Google Analytics & Adobe Creative Suite. My tenure improved my communication, time management, and presentation skills. My academic background in marketing helped me understand branding and audience engagement in more practical and detailed manner.

This internship helped me to understand how the marketing industry works. It helped me develop individually and professionally. I am grateful for the opportunity to research with a skilled and fantastically experienced group.

Chapter-1: Introduction

I.1: Introduction

This report presents my internship experience at Blues Communications, where I worked as a Senior Executive in the Planning department. It covers the tasks I performed, the tools and skills I used, and the knowledge I gained during my time there. The report also highlights how my academic major in Marketing supported my work and helped me understand real world brand strategy, campaign development, and in activation & events.

I.2: Origin of the Study

This report was required to complete the internship course of Bachelor of Business Administration (BBA) program of United International University. A 12-week internship program is required for all students. The primary goal of this is to provide students with actual job experience and the opportunity to apply academic theories into practice. Students are assigned to businesses, organizations, research centers, and development projects. Thus, after completing the 12-week internship at Blues Communication, the study was complete.

I.3: Objectives of the Study

The study aims to bridge the gap between theoretical knowledge and practical application by exploring how an advertising/marketing and event management agency like Blues Communications operates in real life. It focuses on understanding how strategic planning, brand communication, and campaign execution work in a professional setting. The study also highlights the use of industry tools (software & such), teamwork, and real time problem solving in the planning department. Through this experience, I aim to reflect on how academic learning in Marketing is applied in the field.

The main objective is to fulfill the requirements of the BBA program at United International University.

I.4: Scope of the Study

The scope of this study is limited to understanding the planning and strategic communication practices at Blues Communications. The focus is mainly on how the organization manages brand campaigns, event strategies, and client servicing through its planning department. I made efforts to observe and understand various functions within the organization to support the overall assessment. I worked as a part of the planning and creative teams to gather practical insights and apply my academic knowledge in real life.

I.5: Methodology

Primary data:

1. Communication in person with all staff, executives & officers of the company.
2. Hands-on job experience from various areas & departments within the organization.

Secondary Data:

Collection of secondary data from various reliable and verified internet sources to have the right information and those are mentioned in the reference section.

Analysis Plan

This report uses a **qualitative research approach** to understand the planning and communication practices at Blues Communications. Qualitative research focuses on descriptive information such as experiences, observations, and organizational processes instead of numerical data.

The analysis in this report is based mainly on **primary data** collected through interviews with the management and my peers. It has been validated by the **secondary data** from company documents, websites, industry articles, and academic books, along with my personal observations during the internship. All information is presented in a descriptive manner to evaluate the organization and reflect on my learning.

Chapter 2: Company & Industry Analysis

2.1: Company Overview



Founded in **2012 (operational from 2013)** in **Dhaka, Blues Communications Ltd.** is a dynamic event, entertainment, and communications agency. The team comprises a blend of experienced professionals and young

talent driving innovation & creativity across campaign planning and event management.

Blues has earned recognition for creating high-stakes events and brand experiences that meet international standards. The agency has collaborated with major corporate and cultural clients, including local and global brands. It regularly participates in international forums like **Womex** and **Jazzahead!**, reflecting its global mindset and high ambition. It is the only organization of Bangladesh to host a musical show with Chirkutt (A Bangladeshi Music Band) at **Madison Square Garden, New York.**

2.3: Vision

Blues strives to bring international standards into local execution. Challenging current norms, practices and limitations in event planning and execution is only the tip of the iceberg for us. The vision is set towards culminating a seamless global standardization in terms of infrastructure, professionalism and workstyle in a local context.

2.4: Organizational Structure



2.5: Portfolio

Event Management

- Corporate conferences
- Product & brand launches
- Award shows & ceremonies
- Cultural and lifestyle events
- Sports events and activations

Strategic Planning & Brand Communication

- Campaign strategy development
- Brand positioning & communication planning
- Audience segmentation & insight development

Creative & Design Services

- Graphic design & visual identity
- Event branding & promotional material
- Stage and set design concepts

Digital Marketing & Content

- Social media strategy & execution
- Influencer marketing
- Online campaigns & engagement

Audio-Visual & Production

- TVCs, digital videos & documentaries
- Live production & on-ground show coverage
- Post-production and motion graphics

Experiential Marketing

- On-ground brand activations
- Interactive installations
- Trade fair & exhibition booths

Corporate & Government Projects

- National events & summits
- UN agency partnerships
- NGO communications support



Chapter 3: Internship Experience



During my internship at Blues Communications, I served as a Senior Executive in the Planning Department. Blues Communications is a leading marketing and event management agency in Bangladesh that focuses on integrated brand communication, large-scale event execution, marketing strategy development, and campaign implementation. My experience here was both enriching and challenging, offering me valuable exposure to the real world application of marketing strategies and planning processes.

3.1: My Responsibilities in Planning Department

My primary role was to assist in the strategic planning and execution of:

- Brand campaigns,
- Corporate events and
- Engagement platforms for a wide variety of clients.

These included telecom giants like Banglalink and Robi, multinational companies such as Unilever and Coca-Cola, Reckitt Benckiser and FMCG brands, banks, tobacco companies, Phillip Morris International & Japan Tobacco International, lifestyle ventures & some Embassies. I was actively involved in the end-to-end planning and execution process, starting from initial client briefings to post-event reporting.

3.2: My Process

One of my core responsibilities was to interpret client briefs and transform them into strategies. This began with

1. In-depth analysis of the client's brand objectives,
2. Identifying Target Audience,
3. Figuring Market Dynamics and
4. Understanding clients' existing Consumer Behavior.
5. I develop a creative route and campaign roadmap aligned with both the consumer's wishes and the corporation's strategic vision.

Often, this required creating thematic concepts. I also worked on content direction. I developed tactical execution ideas. I designed engagement strategies as well.

3.3: Methods & Tool used

My role was to create pitch presentations for clients and new campaigns. I used Microsoft PowerPoint, Google Slides, and Canva to design and structure the slides. I worked on both the visual design and the strategic story. I ensured that each pitch was clear, effective, and tailored to the customer's goals. I also collaborated with creative and client servicing teams to align messaging and design with the overall strategy.

I used data and research tools to strengthen ideas and insights. These included Google Analytics, Google Trends, insightIQ, Hootsuite, and Meta. I reviewed market trends, customer reports, and social media analytics to guide the direction of each campaign. This helped me identify the right tone and positioning for different audiences. I regularly used Google Trends, Meta Business Suite, and audience research to prepare strong proposals and impactful presentations.

3.4: Project Coordination

Project coordination was another key part of my role. Once a campaign or event was approved, I worked with internal departments. I allocated resources and defined deliverables. I also created the project timeline. We used the project management tool Lark. It helped us track progress, assign tasks, and manage deadlines. For large projects such as meetings, concerts, or cultural campaigns, I had extra responsibilities. I prepared detailed run-downs and wrote scripts. This ensured every moment of the event was well aligned.

3.5: Content Planning & Ideation

A big part of my work was content planning and ideation. I worked on events like the Banglalink Sales Conference and the launch of Carpe Diem. I helped design activity zones and thematic programs. I created storytelling formats and user journeys. The main goal was to build a memorable brand experience. I worked on naming creative

concepts. I also crafted customer flows. This experience improved my ability to think like both a marketer and a customer.

3.6: Digital Marketing

I also contributed to social media strategies for event/campaign amplification. Though Blues Communications primarily focuses on offline engagement, I was involved in planning digital marketing ideas that could help in **pre-event buzz, live coverage, and post-event traction**.

This included designing:

- Hashtag strategies,
- Influencer alignments,
- User-generated content (UGC) plans
- Engagement Amplifying & such

I occasionally prepared content calendars and copy drafts using tools like ChatGPT to maintain tone.

3.7: New important Skill Development

A crucial skill I developed during my internship period was **Client Communication**. I frequently attended client meetings and presentations, both online and in-person. Where I had the to present our strategy or respond to clients' feedback. This taught me how to:

- Speak clearly
- Maintain professionalism and
- Articulate strategy in an accessible way

I also learned how to handle feedbacks & revisions tactically and negotiate timelines while maintaining quality.

3.8: Creative Strategic Planning

What I appreciate about Blues, that they prioritize on creativity with strategic discipline. Every idea, no matter how imaginative & farfetched, had to be aligned with brand and validated by consumer insight. This method helped me mature as a planner. I learned how to filter out unrelated data, focus on relevant information and create meaningful, market-ready plan that solved problems for the Clients. This approach pushed us to think critically and encouraged brainstorming across departments, which significantly enhanced my collaborative ability.

Moreover, I used to take part in brainstorming sessions with cross-functional teams. Those sessions were valuable learning experiences, where I witnessed how diverse perspectives contribute to holistic campaign planning. It gave me the confidence to speak up, share new ideas, and listen deeply to feedback 7 understand different perspectives.

3.9: Skills Used & Gained

Throughout my internship period, I used several and developed a number of important skills:

1. Presentation and Strategic Writing
2. Visual and Conceptual Thinking
3. Market Research & Data Interpretation
4. Project Coordination
5. Content Strategy & Copywriting
6. Client Communication
7. Team Collaboration

I also became more detail oriented and learned the importance of time management in high-pressure deadlines. Events and campaigns often run on tight deadlines, and being organized, proactive, and calm under pressure was key to maintaining the quality.

3.10: Alignment with Marketing Major

As a **Marketing** major, the experience at Blues Communications was very relevant and valuable. It allowed me to apply theoretical knowledge such as segmentation, targeting, positioning (STP), consumer behavior, branding, and the 4Ps of marketing in practical projects. The practical experience helped me to understand how the concepts work when blended with creativity and executed through campaigns.

The internship also provided me with knowledge on how agency operates and what roles are crucial in the marketing. From pitch development to execution and performance assessment, I experienced the complete cycle of campaign creation and delivery.

Additionally, the exposure to branding principles and consumer psychology helped me build a stronger foundation for my future in the marketing industry. I now better understand how brands emotionally connect with their audience and how planners shape those connections through **storytelling**, **experience design**, and **integrated communication**.

Chapter 4: Analysis & Findings



During my internship at Blues Communications, I observed several important strengths in the organization's approach to planning, strategy, and execution.

4.1: SWOT Analysis

I) Strengths

- Very strong industry reputation as a creative and operationally efficient
- Possess experienced and talented teams with strong creative, planning and execution capabilities
- Strong client base, consists large conglomerates, MNCs, financial institutes, Foreign Embassies and such
- Passionate team members and management for crafting experiences
- Good work culture

II) Weaknesses

- Short staffed, which results in high workload in peak seasons
- Communication gaps between creative and operation team
- Less usage of advanced digital tools
- No structural training for Junior Executives and Interns
- Focuses more on Events

III) Opportunities

- Growing demand for Digital Marketing, especially for Social Medias and integrated online strategies
- Data-driven planning using analytics and marketing software
- Rising demand and popularity of experiential marketing
- More international company entering to Bangladesh market

IV) Threats

- Intense competition from other established agencies
- High digital adaptation among the competitors
- Activation budget becoming less in some industries
- Rising cost of event production
- Low talent retention

The analysis shows that Blues has great creative skills and a very strong industry presence, but faces challenges related to workload, communication, and digital integration. With better process and proper use of digital tools, the agency can turn the opportunities into long-term growth while still being competitive if not the market leader in the market.

Chapter 5: Recommendations & Conclusion

5.1: Recommendations

1. Create a Training Program for New Joiners

I recommend that Blues develop an internal training program for new joiners. This can possess campaign planning strategies, client communication, strategic writing, and pitch development. It will help junior team members learn faster and perform better.

2. Enhance Digital Integration

While Blues excels at events and on-ground activities, digital marketing strategies can be improved. Pre-event hype and post-event engagement should be planned in advance. More structured use of social media, influencer content, and UGC (user-generated content) can enhance campaign impact.

4. Strengthen Internal Feedback Process

Dedicated check-ins between departments & Proper explanation can reduce delays and improve coordination. Daily sync ups or a feedback calendar may help align all teams and avoid communication gaps.

5. Balanced Workload Management

To manage pressure during high-volume campaign periods, a workload tracking system can be introduced. Assigning backup resources or interns during campaign crunch time can help reduce team burnout and maintain quality.

6. Improve Knowledge Sharing Across Departments

Hosting internal knowledge-sharing sessions on successful campaigns, new tools, and industry trends can keep the team sharp and inspired. It will also create more alignment between strategy, creative, and execution teams.

7. Develop Templates and SOPs

Standard operating procedures (SOPs) for pitch decks, event rundowns, client communication, and internal briefs will help maintain consistency and save time during new projects.

8. Invest in Strategic Tools

Blues should consider using industry-standard marketing tools such as Brandwatch, Hootsuite, or Meltwater for better consumer and social listening insights. These tools can make campaign strategy more data-driven.

9. Expand Cross-Platform Campaign Experience

Encourage planners to experiment with cross-platform campaigns that blend offline events with digital storytelling, AR/VR integrations, or branded content. This will help Blues stay ahead in experiential marketing trends.

10. Create a Post-Campaign Learning Culture

Introduce campaign retrospectives where teams can analyze what worked, what didn't, and document the learnings. This helps improve future campaigns and builds a stronger knowledge base within the agency.

5.2: Conclusion

My internship experience at Blues Communications has been an important step in my professional journey. Working as a Senior Executive of Planning Department allowed me to experience real world applications of marketing theories and concepts that I had learned through my academics. I gained exposure to client management, campaign strategy development, event planning, and cross-team collaboration. I also learned how to work under extremely tight deadlines, manage presentations, and use digital tools to improve project quality. The experiences & projects showed me the importance of creativity, teamwork, and adaptability in the marketing and communications industry. It also helped me identify areas for my personal improvement, such as handling feedbacks and learning more advanced tools.

Overall, this internship has strengthened my understanding of brand communication and has prepared me for future challenges in my career.

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Appendix

Experience Certificate



Date: May 19, 2025

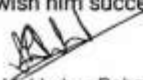
Experience Certificate

To Whom It May Concern,

This is to certify that Md. Redwan Mridha working at **Blues Communications Limited** as 'Sr Executive – Planning' from 1st November 2024 to 15th May 2025. We have found of his service with the organization pleasing to his job duties.

He has demonstrated great skills during his service tenure such as team work, attention to detail, leadership and execution. He has never stepped back when facing challenging time and He has always delivered exceptional outcome in assigned projects. He has maintained a standard relationship with everyone. We are really happy to know him as a colleague.

We wish him success in the upcoming days.


Md. Mahbubur Rahman
Executive Director
Blues Communications Ltd.

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BLUES

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