

INTERNSHIP REPORT ON
“EXPLORATORY ANALYSIS OF CONTENT MARKETING
BY PASSWORD COMMUNICATION”



SUBMITTED TO
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SUBMITTED BY
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United International University
QUEST FOR EXCELLENCE

Date of Submission: April 12, 2022

Letter of Transmittal

Date: April 12, 2022

Dr. Khandoker Mahmudur Rahman

Professor

School of Business & Economics

Subject: **Submission of Internship Report**

Dear Sir,

It is my great pleasure that i am going to submit the report on “Exploratory Analysis of Content Marketing by Password Communication”

I have tried my best to follow the guidelines you had prescribed me to create my internship report. I believe, the information I have collected, is the most important and necessary to know for me the “***Exploratory Analysis of Content Marketing by Password Communication.***” I enjoyed a lot the challenges of preparing the report because it has given me, an opportunity to increase my understanding of the Content Marketing activity.

I am thankful to you for your guidance during the preparation of this report. I will be so grateful to you if you accept the report and all of your support in this regard will be highly appreciated.

Sincerely,

MD. Sidratul Moontaha

ID: 111 161 134

Bachelor of Business Administration (BBA)

United International University (UIU)

Acknowledgment

The open door has just traveled every which way to offer my most significant thanks and settlement to the almighty Allah yet for whose help The Study would not have the ability to wrap a massive endeavor of setting up this report.

I might want to express my profound feeling of gratefulness towards one of my supervisors Dr. Khandoker Mahmudur Rahman, Ph.D., Professor School of Business & Economics, United International University for allowing me a chance to finish my internship report on truth, no one can accomplish immaculateness without the assistance of a supervisor. Thus, an understudy can never be immaculate without the assistance of a decent instructor. A decent instructor might be a milestone for any understudy.

Particularly, the study is additionally appreciative to those who allowed me the chance to permit me in this hierarchical field. The Study might likewise want to express my heart full gratitude to all officers and my companions and Senior Sibling for their fantastic help and appropriate direction in finishing my entry-level position report.

Executive Summary

This internship report highlights the work experience I gained as an Intern in Password Communication's CONTENT MARKETING department. In this report, I discussed my work at Password communication, particularly in content design and Content Marketing activities. I also provided information on my three months of job experience, as well as a detailed description of how I had to interact with different people and analyze the effects of customer relationship management using digital marketing technologies. It is a reflection of my work at Password communication. Password Communication has always provided exceptional service since its inception in 2019 in Bangladesh. Within a short period, it has grown to become one of the country's most known and largest marketing agencies. In my report, I covered a few campaigns in which I was a member of the team, as well as other activities in which I participated during my internship. Password Communication offers an excellent internship program. Employees of an agency must put in a lot of effort to raise the value of a brand. If the agency-client distance can be narrowed, it may make life easier for both sides. Digital marketing communication is still a novel concept that is not frequently used to this day. More investments and research in digital media are required, which may result in improved brand visibility and make the advertising and marketing environment more useful, attracting customers.

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Chapter One

Introduction

1.1 Rationale of the Study

Students in the BBA program at United International University (UIU) must write an internship report with practical working knowledge, working inside of a specific organization, or a project report observing an organization from the outside without working in that organization during the final semester.

At this point, UIU assigns a supervisor to each student at random, who normally grants any topic or asks what topic the student wants to work on, and then supports the student in creating a well-prepared internship or project report.

1.2 Origins of the Report

An internship report was written as a requirement for the completion of the BBA degree. The internship program's primary goal is to provide students with "on-the-job" exposure and the opportunity to compare classroom knowledge with real-world experience. To fulfill this requirement, I was urged to prepare a report on content analysis and case studies. This report is titled "Exploratory Analysis of Content Marketing by Password Communication".

1.3 Objectives of the Report

The objectives of this study are listed below:

General Objective:

- ❖ To find out how agencies Content Marketing works.

Specific Objectives:

- ❖ To know the Issues regarding the Content Marketing activity.
- ❖ To know about the Content Marketing work and how it is completed.
- ❖ To know about how to design a Content Marketing campaign and how to create content for a brand and also the thinking process to establish it.
- ❖ To recommend my understanding of the Content Marketing department's activity and Content Marketing.
- ❖ To suggest some possible recommendations for Content Marketing.

1.4 Background of the Organization

(i) About the organization

Password Communication is a marketing agency that promises its customers the ultimate brand solution and focuses on digital platforms for businesses. It began its journey only two years ago with a small team full of strong visions and goals, and it now consists of three distinct departments: Creative & Operations, Finance, and Content Marketing. Password communication is one of the main goals of promising an ultimate brand solution because it relates to the development of consumer awareness or popularity. When most people think of examples of a product type or category, they think of a few brand names. The goal of Password Communication is to establish a brand as one of the best types of a given product or service and even to have the brand name become a synonym for the product or service provided.

Promising an ultimate brand solution, according to Password Communication, is promising a result, promising a customer's gut feeling about a product or service. A prospective buyer of higher education, for example, will have several thousand universities to choose from. However, the evoked set, or set of schools under consideration, will most likely be limited to around ten. The universities with which the buyer is most familiar will receive the most attention out of these ten. Password Communication, a global media agency network and the home of adaptive marketing, was founded with this goal in mind. Password Communication, with a small number of employees, is motivated by the values of speed, teamwork, and provocation, and is committed to providing clients with a competitive advantage in a world where everything begins and ends with media.

Password Communication is made up of seasoned professionals from the public relations and advertising industries. Password Communication strives to provide the highest level of service to achieve client satisfaction and become one of the country's leading agencies. Password Communication pursues all skills and talent to provide clients with a 360-degree marketing solution that includes public relations, digital, activation development, and all corporate events.

(ii) Mission

Through high-quality strategic communication programs, the mission is to assist clients in moving products, selling services, and growing their brands. In an ever-changing landscape, keep evolving in size and dimension and providing complete solutions to clients' communication needs. Password Communication Limited aspires to be one of the leading advertising agencies in Bangladesh through prudence, flair, and the quality of their advertising operations. From time to time, the agency has some missions to accomplish the hierarchical objectives. Their statements of purpose are not condensed into single sentences, but rather summarize their main goal. Some of them are mentioned in the following:

- Providing high-quality media services using cutting-edge technology;
- Providing prompt and accurate customer service;
- Setting high standards; and
- Innovating advertising at a reasonable cost.

(iii) Vision

They want to be well-known in the fields of Public Relations, Event Management, Media Buying, and Digital Marketing to serve private and public organizations as a solid and competent agency capable of advising clients in their respective areas. To foster a work culture that encourages people to be curious, hungry, and motivated to generate extraordinary ideas that people want to spend time with. Password Communication's vision is to secure a significant competitive advantage and provide customers with unique solutions in a media world that is rapidly changing to the point of being unrecognizable. This is characterized by the fragmentation of broad communications, as well as the expansion of media and the emergence of new technologies. This necessitates imagination, rational thought, and brilliant purchasing pours. Password Communication -an all-in-one media setup -drives everything.

1.5 Public Relation

(i) Traditional PR

Public relations are all about getting the most heinous story out there for the readers to read. Press releases, news stories, press conferences, media events, and so on could all be used to convey this message. They consult with both our clients and our pool of media experts to determine the most effective way to tell our story.

(ii) Media Relations

As part of the Public Relations service, they establish contact between the media and our clients. They plan and carry out media engagement activities based on the needs of the client and provide the best possible arrangements.

(iii) Media Monitoring

They offer media tracking services for print, electronic, and online media. They provide news tracking, analysis, and translation.

(iv) Crisis Management

Unfortunate but true, brands and organizations frequently face crises. A media or public relations crisis can have a significant impact on the image and bottom line of a well-known brand or organization. These crises, however, can be managed in a way that benefits all parties involved with the proper market knowledge and know-how. Password Communication has a team of PR crisis management experts on the ground and in the planning stages. They intend to contain, minimize, and, if possible, turn the media crisis to our client's advantage and strength.

(v) Content Development

The better the story, the greater the impact on the reader's mind. Password Communication's content development team assists clients in hitting the sweet spot with readers, both common and business. The team has worked with a variety of national and international brands.

1.6 Departments

(i) Client Service Department:

The most important department is customer service. They are in charge of maintaining contact with clients and communicating with them about all of their needs. Their primary concern is to properly understand the client briefs and deliver the work following them. They collaborate with all other departments to ensure that their clients receive the services they have paid for.

(ii) Creative and Operation Department:

Customer service is the most important department. They are responsible for keeping in touch with clients and communicating with them about all of their needs. Their primary concern is to fully comprehend the client briefs and deliver work following them. They work with all other departments to ensure that their clients receive the services for which they have paid.

(iii) Finance Department:

Password Communication finance department functions similarly to that of other businesses. They compute all expenses, generate monthly reports, and review the client's bill. They are also in charge of budgeting for online promotion and digital communication campaigns.

1.7 Service provided by Password Communication Ltd.

(i) Digital Marketing

Any organization must have an online presence these days. The internet is one of the most cost-effective ways to reach millions of viewers, readers, or target groups at a fraction of the cost of traditional media outlets. Password Communication assists clients with their online presence requirements. They create and tailor digital marketing campaigns for our clients based on their specific requirements.

(ii) Page Management

Create and manage a brand page, a YouTube channel, a Facebook page, an Instagram account, and other digital platforms.

(iii) Content Making

Make creative posts and videos for your brand's Facebook page and YouTube channel.

(iv) Query Management

Form an expert team to manage page queries.

1.8 Events and Activation

One of the most effective ways to engage the public in a campaign is through events and activation. The Password Communication team has extensive contacts in the country's events and activation sector. This enables us to plan and organize events that meet the needs of our clients.

(i) Corporate events

Exclusive corporate events, such as annual general meetings, stakeholder meetings, employee nights, and gala nights, are available.

(ii) Launching events

Exclusive Launching Events to generate a lot of interest in the market.

(iii) Lifestyle events

The corporate can take advantage of an exclusive family day program.

(iv) Musical events

Talent Hunt, Exclusive Concert, and Live Show are all part of the program.

(v) BRAND ACTIVATION

Exclusive activation program throughout Bangladesh, including brand promoter management.

1.9 Clients of Password Communication

On its platform, Password Communication has 36 clients divided into three categories. These are the two categories: digital, ATL, and BTL. Currently, a team of people serving clients is divided into the following categories: Content Marketing, Planning, and Media Departments are all available.

United Group: In 1978, a group of close friends agreed to start a firm called United Enterprises & Co. Ltd. by pooling their assets (UECL). They anticipated that their distinct business viewpoints would contribute to the establishment of a corporation that would exist for decades and one day become a pioneering organization in the country. United Enterprises & Co. Ltd., now more commonly known as United Group, has come a long way since that day to become one of the nation's most recognizable corporate houses.

Diamond Hill: The company promises to dress its customers with jewelry that reveals their soul. Their motto is to deliver and make their customers wear gold that is as pure as they are and a diamond that sparkles as brightly as they do. Diamond Hill offers a wide selection of the best diamond and gold jewelry.

Le-Meridian: The 5-star Le Meridien Dhaka Hotel is located 0.8 kilometers from Rajuk Trade Center Shopping Mall and 3 kilometers from Jamuna Amusement Park. The facility has a 24-hour front desk, shuttle service, and a laundry room on-site, as well as an infinity swimming pool.

Eritra Intl: Eritra International, a sister concern of Eritra Group, was officially inaugurated in the year 2007 to assist high-achievement real learners by establishing a bridge between students with Bangladeshi nationals and Higher Educational Institutes (HEI) located in many different countries around the world. The Founder and Chief Executive Officer (CEO), Feroz E M Iqbal, conceived the concept for this business while studying for his Master of Science in Management Information System (M Sc in MIS) in the United Kingdom. After a successful journey over the last 12 (twelve) years, it is now a brand name in the Bangladesh market in the relevant field, with extensive experience and understanding.

General Pharmaceuticals: General Pharmaceuticals Ltd (GPL) has embarked on its 33rd year of excellence in 2020, drawing inspiration from previous great years. They are overjoyed to announce that GPL began production in 2011 at the cutting-edge plant (Unit 2), which is built by cGMP requirements.

Gawsia: The name "HAZRAT BARA PEER GAWSUL AZAM MOHIUDDIN ABDUL KADER JILANI (R.A)" is followed by the word "Gawsia." Gawsia's operation began on Fateha Yazdaham, the Sacred Day of Fateha Yazdaham. The organization is dedicated to serving individuals and the country with professionalism and goodwill. Gawsia is a potential name in the country's real estate business market that aspires to go far.

Green Delta Life insurance: Green Delta Insurance Company Limited (GDIC) is one of Bangladesh's top private non-life insurance providers. GDIC was established on December 14, 1985, as a public limited company under the Companies Act 1913, and its operations began on January 1, 1986, with a paid-up capital of BDT 30.00 million.

CHK Network: Coach Kamrul Hasan is Bangladesh's No. 1 Success Mindset Coach, Success Mentor, and Behavioral & Organizational Development Consultant. He is a graduate of the Silva Life System, the Silva Intuition System, Transcendental Meditation (TM), and the Science of Creative Intelligence (SCI). In his enthusiastic pursuit of self-development, he has studied extensively and been accredited as a speaker, trainer, and coach by the world's leading leadership authority, John C. Maxwell. He is a DISC Certified Behavioral Consultant and attended Harvard University's "Leadership Coaching Strategies" program. Aside from the aforementioned, he attended Leadership, Mindset, and Personal Development programs from world-renowned institutions such as the World Bank, IIM Calcutta, Commonwealth, and others. He is currently enrolled in the "Master Coach Certification" program from ITD World in Malaysia and the "Flourishing Life Coaching Certification" program in Canada.

Alesha Mart: Aleshamart is a brand owned by Alesha Holdings Ltd. that specializes in e-commerce. In this Digital era of Bangladesh, where the e-commerce industry is thriving, we offer a wide range of products and services to suit the market needs. Following Bangladesh's digitization, several global brands arrived and attempted to meet market supply and demand. However, as a local enterprise, Aleshamart is proud to meet local market demand while also representing Bangladesh on a global scale.

Chapter Two

Case Study

Case 2. 1: The Qawali Night

Password Communication organized a nonprofit musical event named Sufi night back on the 4th of November, 2020. The main view behind this musical event was the development within the sector of public relations. This musical event was the second program of the “**Classical music night**” event developed by Password Communication. The first event of this musical series took place in March 2020, and it was named “**The Qawali Night**”. The program took place in XYZ, which is one of the five-star hotels in Dhaka city. Therefore, Password Communication also built up a good business relationship with the well-known hotel. The hotel became one of the top customers of Password Communication right after the event. All of these programs were organized with the same purpose, as Password Communication believes in the commitment toward their client and building faith within the heart of the public along with the vision for a better and cooperative future. The Program contained a set of activities for the clients which included a Heritage Fashion show, Arabian Dance move, and the Sufi song at the ending. The program also offered a buffet dinner to the client, and the dinner was arranged by one of Password Communication’s customers XYZ itself. The main attraction of the event was Sufi Singer Mr. A, who is popular as a Qawwal in Bangladesh, belonging to a family with 150 years of heritage in classical & Sufi songs.

Password Communication chose Ms. Y as the master of ceremony as she has good working and representation experiences in many TV shows and celebrity talk shows on Bangladeshi notable channels including G, E, B, and L. Her brand value helped Password Communication to deliver and clarify the group of customers Password communication was trying to reach. The goal of Password Communication was to ensure an increment in a public relationship with high-ended clients. That is why the agency chose to invite a guest who belongs to the top industries, top corporate sector, and media personnel, and the program was organized by keeping the guest’s requirements in the notes. The Agency had to go through several sets of activities to promote the event. Those activities included organic social sites promotions, banners, webcasting, and so on. The outcome of these activities was outstanding as the program reached total customer potential. The program also had support from the media industry.

Although there were some troubles related to the sponsors, which popped up at the very last moment. The sponsor was F Ceramics Bangladesh, and they had to pull out at the last moment regarding some official issues. Password Communication had faced a massive financial backdrop due to this unwanted situation, but still, the agency managed to run the event on a very good flow. On the other hand, the Agency had great support co-powered by organizations and other event partners. The event was co-powered by D and C. Hospitality Partner, Vacation partner, and customer partner were Z, Y, H, S, T respectively. Password

Communication signed an agreement with Y for the decoration purpose of the event. This firm has built a good reputation with its excellent set of skills in terms of the decorations of corporate programs. One of the most key points that the agency had to keep in mind was the covid-19 precautionary and the safety of each guest. The agency delivered sufficient safety equipment's to the guest with the help of Z. As a new business in the marketing and event management industry, the company achieved a massive positive response from this event. Although the back step by the sponsor had a very hard impact on the financial state of the firm, the result is expected to be very fruitful in the very long run.

Analysis & Learning:

In this case, the analysis that I have found is that Password Communication had a massive problem regarding the Sponsorship of the Program Which is why the agency had to choose another alternative at the last moment to finance the program. The process of planning, implementation and control of strategic marketing process (Rahman, 2016) should have been observed. The alternative plan (Paul, 2019) was necessary, and had been prepared at the very last moment before the actual event, which required enormous physical activity and hard work from the team members of the event. Although the program was organized and played throughout, the financing entire event became a tough challenge for Password Communication.

Future Action:

The future is always uncertain, which might lead to any bad situation within a blink of an eye. This is why there should always be alternative plans prepared before any event as a precaution for a stable future. Last moment alternative plan upholds no guarantee as there is not much time to analyze the consequences of the action before launching it. The result can be either fruitful or have a massive impact on the drawbacks of the company.

[Note: In this case, there is a change of the name like character, Place & the Sponsors for the purpose of privacy and confidentiality issues]

Case 2.2: E-commerce Client: BRAND SHOP US

Password Communication has very few digital-based clients as the business is new in the field and a Brand shop in the USA is one of those digital-based clients. BRAND SHOP US is an E-commerce business, where that sells cosmetics products brought from the Y. They were focused on delivering authentic and demanding products to their customers. This is why the contract they signed up with Password Communication was about creating and managing their online business platform. This is why their Digital marketing was looked after by Password Communication. Password Communication built up and looked after their business on several websites like Facebook Business Platform, Instagram, and so on. Everything was going fine till the client started having out-of-the-box expectations and always wanting the thing to be done within a short period. According to the content of a marketing agency, an employee is not bound to work for a digital-based client, over his/her working period. But BRAND SHOP US always wanted the authorized employee of Password Communication for their business sites, to be active, especially for the quarries management system. As BRAND SHOP US was new in the field, they were concerned about reaching up to a minimum number of potential customers, and Password Communication did understand they were concerned. But at the same time the level of expectations they had, was far beyond Password Communication's reach. Another problem Password Communication faced with this new business was with the delivery of their product. According to the contract, Password Communication was not accountable to deliver their products to their customers. But BRAND SHOP US had the expectations of the delivery of the products with proper packaging as well. Regarding such misunderstandings between these two parties, my agency still took some emergency initiatives to make the delivery bag but unfortunately could not make it as per the design within one day. This is why Password Communication took another option print the logo on a sticker and install it on the stock bag. The simplest way for solving the problem. The client next day delivered the product with this sticker-printed bag.

Analysis & learning:

In this case, the analysis that I have found that Password Communication has to make a clear chat with the client like what they can provide make it clear to the client before so that the client could not demand out-of-the-box things. Things don't seem the same always it changes over time. People's preferences also change suddenly has to prepare for any uncertain situation (Vinokurova, 2019). Learning from this is has to maintain clear communication, Clear the thing before the deal.

Future Action:

Make clear communication and make a deal that contains all the terms & conditions. Because if all the things are included on the paper it helps to do things according to the deal so that no one can demand further without any reason.

[Note: In this case, there is a change of the name like character, Place & the Sponsors for privacy and confidentiality issues]

Case 2.3: Activation Client: Club Forum Fest 2020

Password Communication is very much specialized in the sector of activation. It can do any activation easily because it has all types of resources. In the year 2020 United International University launched an event named Club Forum Fest where all the clubs and forums members participate in 2 days long programs. They perform various types of activities and also there were some stalls where they showcase their clubs and forums achievements for grabbing the attention of new students. They attract them by doing many activities in their stalls like gameplay, video shows, gift-giving, etc. As Password Communication is the event partner of this event, they provide all types of support. There was a problem that started with one thing that is the participant who registered for this event will get t-shirts. Initially, there were 1000 registered participants but a day before the event sudden participant increased by 200 and it became 1200 participants for the event. So, the t-shirts also have to be increased by 200. The problem is who will make the 200 t-shirts within a short period. A team has been sent to the Gulistan bongo market for arranging the t-shirts but failed to manage t-shirts from there. But after sometime later the whole team gather for a meeting in the Password communication office then a decision has been taken to manage the t-shirts. One team was sent to the various factories for managing the t-shirts but they failed to do that. The time was running out after that the vendor who was making the 1000 t-shirts in earlier, we contact with him and requested him for making the 200 t-shirts more and we offered him the high price than the previous order price. After that, he agreed to do that and start double shift work for completing the order. On the day before event day, all the t-shirts were delivered to the venue on time by the vendor, and the organizers distributed them to the club forum members. The next day in the event day there was a problem that occurred with the truss that covered the stage lights. Unfortunately, the workers didn't complete the work and the truss was set up halfway through the stage because of that problem the program was delayed so our team member bring the worker and fixed this problem as early as possible then the program started.

Analysis & Learning:

In this case, Password Communication failed to forecast. The analysis found that the estimation was not right and also the plan was not up to the mark. To succeed in any event an agency has to forecast its resources perfectly, if the agency failed to do that the whole thing will be hampered. Learning from this is the plan is very important as well as the perfect estimation as a part of marketing planning (Clark, 2020).

Future Action:

Every situation has two sides certainty and uncertainty. Everyone has to prepare for both situations. Success only happens when one can handle both situations perfectly. Make a solid plan that includes all the uncertainty and forecast the right number of things so that it didn't be hampered at the end moment of any events.

[Note: In this case, there is a change of the name like character, Place & the Sponsors for privacy and confidentiality issues]

Case 2.4: Activation Client: AIMS Lab Inauguration

To take the research and development one step further, United International University has introduced a new lab - Brain-Computer Interface (BCI) Research Lab. Kaliakoir, the hi-tech park project authority, is the coordinator of the project. Honorable State Minister for ICT Division, Mr. X, Telecommunication and Information ministry Inaugurated the lab on December 2021. A brain-computer interface (BCI) lab focuses on creating computer-based systems that acquire brain signals, analyze them, and translate them into commands that are relayed to an output device to carry out the desired action. In principle, any type of brain signal could be used to control a #BCI system. The research can bring a revolutionary change in brain-machine interface, biomedical and rehabilitation engineering, neural engineering research, and its applications in Bangladesh. Monitoring student engagement in the classroom with a focus band helps the learning procedure and monitors the attention of students. We believe this research will lead us to be a pioneer country to fulfill SDG goals and open a new door to the future technological world and classroom experience. Password Communication was assigned for the branding purpose. Password Communication arranges all the branding materials like Backdrop banners, Standee, Sharpy, and all the things. The main problem arises before the launching event. The design that has to be included in the board was not ready because of the unavailability of the designer. Password Communications' in-house designer was on leave so we have to manage a freelance designer for completing the design. After contacting so many designers one designer was selected for doing the job. After that, the design was completed and gone for printing in the press. Then all the banners were posted on the board and the event was organized successfully.

Analysis & Learning:

The amount of workforce is very important for an organization. Keeping the right resources at the time is very important for an agency. Delivering the client on time is mandatory for the agency.

Learning from this case is a designer for the agency is very important as all the work is dependent on the designer.

Future Action:

Human resource planning is the most important part of an organization. Because human resources are the main assets of an organization. To deliver the work efficiently organization has to make a backup. So they have to hire two designers as one will be a backup option if one goes on leave. Never depend on the only person.

[Note: In this case, there is a change of the name like character, Place & the Sponsors for privacy and confidentiality issues]

Case 2.5: Activation Client: CHK Network: Bangladesh Finance presents (NextGen Leaders Job Readiness Summit 2021)

The 9-day summit includes 35+ sessions with over 40+ industry professionals providing advice, insights, and direction to attendees who joined remotely for the first 8 days. Each day focused on a different industry, with three seminars per day. XYZ organized the NextGen Leaders Job Readiness Summit 2021 to educate, empower, and enlighten the young of Bangladesh. The summit's primary purpose was to ease Bangladesh's current youth unemployment problem by assisting students in increasing their skills and confidence, as well as providing them with job-placement chances. The 9-day summit includes 35+ sessions with over 40+ industry professionals providing advice, insights, and direction to attendees who joined remotely for the first 8 days. Each day was broken into three sections, each focusing on a different industry. The summit concluded on December 9 with a special event named ICT for Digital Bangladesh and Job Fair, which was held on the campus of United International University. The event was divided into two sessions: the first was an ICT seminar for Digital Bangladesh, and the second was a career development session for job seekers who attended the expo. Both sessions featured many notable speakers, including UIU Vice-Chancellor Mr. P as chief guest and BASIS President Mr. X as keynote speaker. Thousands of job seekers from all around Bangladesh attended the event. The job expo featured around 36 renowned companies with 500 open positions. Bangladesh Finance served as the summit's headline sponsor, and it was co-hosted by N, F, M, G, S, and the Y. Password Communication was the event partner of the special event named ICT for Digital Bangladesh and the Job fair. Where Password Communication provides all types of branding materials and supporting kinds of stuff for completing the event successfully. Also, the organizing part was done by Password Communication. As it was a public event and there were a lot of guests there and the venue was the UIU auditorium which was looking tough for giving the place for all the guests. But somehow it was managed by the Password Communication team very nicely they bring the extra chairs and arrange for the guest to be seated. As the goodies partner was N, they were giving some gift hampers to the guests. As there were a lot of guests there as a result the gift hampers fell short. Many guests couldn't get the gifts because of the shortage. So, the Password Communication team discuss N gifts. After discussing with the N team Password Communication team come up with a solution. As the guest was looking disappointed at the end, they were also expecting the gifts. So, we the Password Communication team come up with an idea that was to give them a gift hamper token so that they can collect the gift from other places like a

business hub of N. There was a small issue that occurred during the event which was solved immediately and the event was completed.

Analysis & Learning:

As earlier mentioned, that forecasting is very important for any work. If one can make good forecasting then one can get success (Bloom et al., 2020). Here the estimation was not right and there was no backup for the uncertain problem. Learning from this is a perfect estimate and backup is very important to tackle any problem,

Future Action:

People learn from the present and make the future better. If they didn't learn from the present the future will not be better. So, Password communication will make backup and estimate for tackling uncertain situations. As a result, in the future, they can easily cope with this kind of problem.

[Note: In this case, there is a change of the name like character, Place & the Sponsors for privacy and confidentiality issues]

Chapter Three

Identified/Observed in the organization
and Mismatches and Missing Skills in
Academic Preparation

3.1 Identified/Observed in the Organization

During the three months of the internship session, many limitations created obstacles.

Some of the limitations in making the report are the following-

- ❓ Password Communication is in use. It wasn't so simple. I was assigned to the BRAND SHOP US Facebook page two days after I started to maintain the community. BRAND SHOP US was launching a social media engagement campaign called "Share and mention a friend to win a MAC lipstick." Because the campaign was centered on audience engagement, thousands of comments poured in on each piece of content, and I was tasked with monitoring and responding to each participant's comment regularly. I had to answer thousands of comments made by participants based on their remarks, as well as remove or delete inappropriate comments made by participants. Each post received over two thousand comments from participants, with a significant number of improper comments that needed to be addressed. Monitoring this was a fun but difficult challenge because it's difficult to keep track of the community when there are so many questions.
- ❓ I also had to reply to client inquiries sent through the page's inbox. I have to answer each question without making a single error. During any campaign, the number of requests to react to grows, making it tough to keep up.
- ❓ I had to collect, sort, and submit a large amount of data from campaigns, which was a time-consuming task for me because it was new to me.
- ❓ When the campaign for the brand page was running, I had to manage the community from my home during the holidays.
- ❓ It is nearly hard to observe the entire organization and its actions to produce a beneficial result. It would take a significant amount of time, which was not accessible for this investigation.
- ❓ Some of the laptops provided for the intern's work were in poor shape. Some were nearly inoperable and required an upgrade as soon as feasible.
- ❓ There is insufficient data about this company to base this report on.

3.2 Mismatches & Missing Skills in Academic Preparation

During my internship, I encountered certain challenges when executing certain jobs. There is the certain knowledge that needs to be gained in university that is important to the company-

Missing skills:

- **Practical Digital marketing knowledge:** During my university years, I took a course called Brand Management, which taught practically all of the technical information required to understand everything about digital marketing, including ad placement on various online channels. Though this course was extremely beneficial, having practical information during any session would have been more beneficial to me now that I am working on digital platforms. More practical information from this course would have helped me do the work I'm doing today more effectively.
- **As I was not a part of any marketing club:** I was inexperienced in handling campaign activities, and I should have included myself in the university marketing club, so it was difficult for me to manage those activities during campaign time. However, I had to ask my supervisor a lot of questions, which surprised him because they are basic from the perspective of a marketing student.
- **Importance of technical skills:** Academic preparation placed a greater focus on theoretical exams than on technical knowledge, although in the labor market, technical expertise is far more important than bookish knowledge.

Mismatch skills:

- ❓ • **The difference in the Work environment:** During my academic years, I was trained to maintain a formal appearance while working at a company, but while working at Password Communication. The work environment is considerably more adaptable here. No set dress code must be followed regularly.

Chapter Four

Summary and Suggestions

4.1 Summary

Working in a company like Password Communication was one of my goals as an undergraduate student. I am overjoyed that I was able to complete the final phase of my undergraduate studies here. Working with creative brains and professionals was a fantastic experience for a young person like me. The office and its employees made it feel like a home away from home. Every conversation is important. Password Communication provides 360-degree communication, and while three months is insufficient for a person to understand everything, the relationships formed there is an asset that is still with me and is assisting me in learning so many things. It was a fantastic adventure working with so many local brands, which resulted in a fantastic learning opportunity for me. This has been a fantastic learning opportunity for my profession. Digital marketing communications are critical to the success of today's brands, allowing them to reach not only locally but also internationally. Again, this report is completed with a variety of constraints and challenges. Thank you to everyone who assisted me in completing this report.

4.2 Suggestions for Addressing the Challenges Identified

Here are some suggestions made addressing the Challenges.

4.2.1: Hire Dedicated Community Management Employees: Employees with the primary job of managing the community of their brands can be hired by the organization. This measure would relieve the interns of the community management load.

4.2.2: Ensure Better Quality Internet Service: The firm must ensure reliable internet connection, and the IT staff must monitor the connectivity of the internet service on a regular or weekly basis to ensure that employees can do their jobs properly.

4.2.3: Upgrade the work laptops: It is vital to supply a well-maintained laptop to complete efficient work more rapidly. It would be preferable if the laptops could be replaced with newer models.

4.2.4 Make Company information more available: It was challenging to acquire company data from the web while creating this research due to a lack of available sources. Password Communication website can be improved further by including more data.

Chapter Five

Recommendation and Conclusion

5.1 Recommendation

1. They must hire staff whose primary responsibility is to oversee the community.
2. They must boost the speed of wide brand connectivity.
3. They must provide well-equipped laptop computers for the interns.
4. To avoid the last-minute rush, each department should start working from the outset. Because of the time crunch, every piece of content is subpar. And the material does not live up to its billing.
5. Clients should be taught how to provide constructive comments. Constructive feedback saves both parties' time.
6. Correlation across departments is also required for a speedier outcome.

5.2. Conclusion

Password Communication is one of Bangladesh's fastest-rising marketing firms. I learned and saw how the real marketing world operates. Furthermore, it is a stressful environment to work in. The office environment motivates people to learn and work with satisfaction. It creates comfort in the minds of employees, which contributes to job satisfaction. Working with creative brains and professionals was a fantastic experience for someone like me who has always desired to work in a friendlier setting. People in Password Communication used to have a lot of fun, and they work now with a lot of encouragement. Working for only three months is insufficient for a person to learn everything, yet, the relationships I formed there are a lifetime achievement that is currently assisting me in learning so many things. It was a fantastic experience working with so many local and worldwide brands, and it was a fantastic learning opportunity for me. It's been a fantastic trip for both my personal and professional development. Furthermore, the colleagues I earned there are the greatest ones can have. In addition to being creative, they strive to instill excellence in others and attempt to teach interns life and career principles.

This group has taught me a lot in a short period. I learned how to do corporate work and how to communicate with clients. Aside from that, I was told to take on great tasks. Above all, working here has taught me how to be a leader rather than a manager.

Finally, I consider my internship at Password Communication to be a significant achievement. The primary goal of an internship is to gain knowledge about corporate life as well as practical experience in the professional sector. I believe I have had a good experience with this, and even though my internship ended a month ago, I have gained a lot of expertise and learned a lot about Password Communication.

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Appendix



