

Summer Training Report

SJMJ809A

Submitted

**In partial fulfillment of the requirements of the degree of
Master of Arts (Journalism and Mass Communication)**

By

**Shashank Vashisth
Roll No. 2009670001**

Under the supervision of

**Mr. Ritwik Ghosh
Assistant Professor
School of Journalism and Mass Communication
K R Mangalam University**



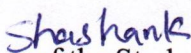
**SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA**

November 2021


**School of Journalism & Mass Communication
K.R. Mangalam University
Sohna Road
Gurugram**

DECLARATION

I, **Shashank Vashisth**, Roll No. 2009670001, Batch (2020-22) certify that the Summer Training Report contains original work done by me and it has a detailed report of authentic work carried out by me in MA(JMC) program.


Signature of the Student

Date: 18th November 2021


Mr. Ritwik Ghosh
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India

CERTIFICATE

This is to certify that this Summer Training Report is an academic work done by **Shashank Vashisth**, **Roll No. 2009670001**, Batch (2020-22) for the partial fulfillment of the requirement for the award of degree of Master of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Mr. Ritwik Ghosh
Assistant Professor
School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



SUMMER INTERNSHIP PROGRAM 2021

CERTIFICATE OF EXPERIENCE

This is to certify that Shashank Vashisth S/O Mr. Kamal Sharma has successfully completed 1 Month Internship in Social Media Marketing at CollegeTips.in. During the period of this internship with us he was found punctual, hardworking, and inquisitive.

We wish him every success in life.

19/10/2021

DATE

MUMBAI | PUNE | DELHI | INDORE | BHOPAL

HQ: E3/115, Vardhman Mall, 10 No. Market, Bhopal (MP)

A handwritten signature in black ink, appearing to be "Vipin".

VIPIN TRIPATHI
(Founder CollegeTips.in)

ACKNOWLEDGEMENTS

This report has been prepared for the internship that has been done in the CollegeTips.in order to study the practical aspect of the course and implementation of the theory in the real field with the purpose of fulfilling the requirements of the course of MJMC (Master of Journalism and Mass Communication).

The aim of this internship is to be familiar to the practical aspect and uses of theoretical knowledge and clarifying the career goals, so I have successfully completed the internship and compiled this report as the summary and the conclusion that have drawn from the internship experience.

I would like to express my sincere gratitude to Mr. Rahul Tiwari (Co-ordinator summer internship program 2020-21) who have given their valuable time and given me chance to learn something despite having their busy schedule. I am also thankful to other staff member for their co-operative support, and also presenting with an opportunity for me to have a practical experience in this organization.

Table of Contents

S. No.	Title	Page No.	Remarks
1.	Chapter 1- Introduction	5-9	
2.	Chapter 2- Objectives	10	
3.	Chapter 3- Work Done	11-16	
4.	Chapter 4- Learning	17	
5.	Summary & Conclusions	18	
6.	References/ Bibliography	19	

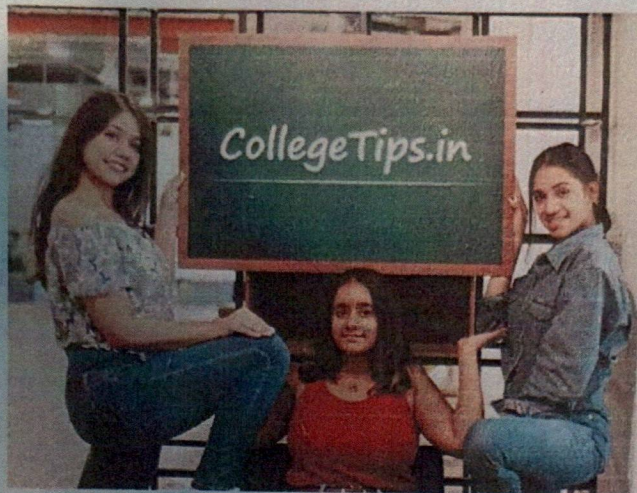
Page numbers missing
on pages .

Chapter-I: Introduction

They are India's fastest growing start-up whose only aim is to make student's life easy and happening. So far, they've reached and influenced the lives of more than 25 lakhs students with the help of 200+ members working as a team.

Currently, their physical offices are located in Mumbai, Delhi, Pune, Indore, and Bhopal. And this year they're planning to step into few more big cities including Raipur, Gwalior, Jaipur, Ahmedabad, also in one of the most happening state, Goa and our first International office in Hungary.

Company's Profile



Name: CollegeTips.in

Address: Plot no. 107, D Block, Sector 2, Noida, NCR Pin- 201301

Telephone: 07024577333

E-mail: collegetips.connect@gmail.com

Website: <https://www.collegetips.in/>

11:19

0.70
12.1



CollegeTips.in
collegetips.in



CollegeTips.in



CollegeTips.in

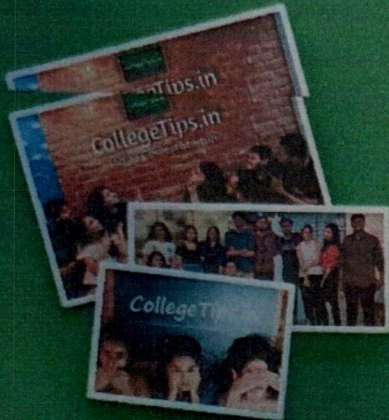
India's Biggest Recruiter of Interns!

Our only aim is to make Student's life
Easy and Happening..

ABOUT US

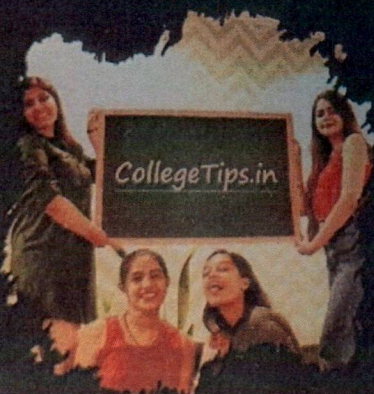
JOIN NOW

REGISTER YOUR TALENT NOW



Everyone wants to know!

What We Do?



CT Career

WHY ARE THEY EVERYONE'S FAVOURITE?

1. Liked minded people

Their community comprises of members from a wide talent pool from all across the country. They have work for everyone here, and we respect everyone's passion. They believe that choosing our passion as profession is the best thing they could do!

2. We love parties

Collegetips.in is a place, where they not just work, but create beautiful memories with a splash of fun. Celebrations are a usual part of our life at CollegeTips.in. Every celebration brings an opportunity to create indelible memories and a beautiful album.

3. Creative Freedom

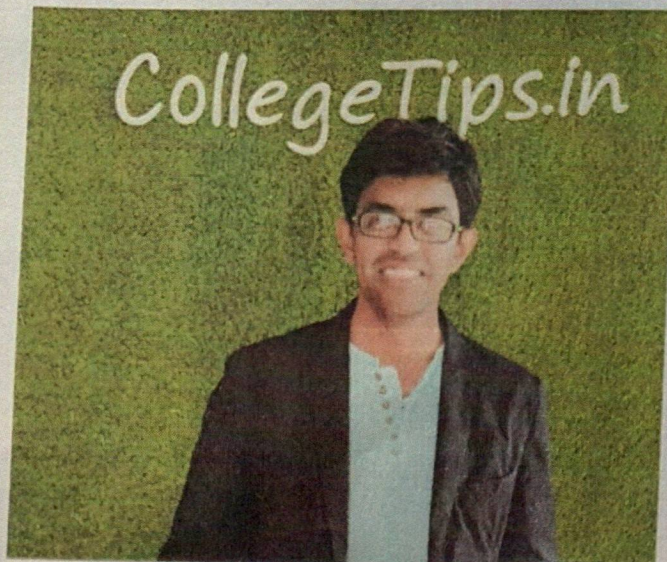
They are a content creation company, with no limits! and they are perfect at it! you can do anything you want to do! because they think , everyone has a different form of creativity.

4. Super cool workplaces

Their offices are designed for increased productivity and a fun vibe to go along. An elegant yet bubbling environment is enough to keep you working joyfully. Their team consists of young, energetic people who aim to deliver the best. They strive to have fun in everything they do with a flexible work culture - which makes us India's most coolest start-up.



FOUNDER



MR. VIPIN TRIPATHI

Who know me personally know that the CollegeTips.in has been my true love and passion. In other words, when I started CollegeTips.in, the ultimate goal in mind was not to make only money, It's a dream to become India's most Happening & Coolest Company.

India's biggest recruiter of Interns

Just 4 months of lockdown, they recruited more than 5000+ interns. From Social Media Marketing, Graphic Designing, Film Production to Marketing & Operations and that not! They have in-house internships in various fields for each one of you.

CollegeTips.in they have something for everyone:

- Unlimited Entertainment
- Learn with fun
- Meet up Events
- Internship & Jobs

Classes: Social Media Training Program

a Practical Based virtual Training Program where one learns and practically implements learning's for about 30 days.

In this program, we will specifically work on Social Media Marketing and Content Creation for in-house projects of CollegeTips.in

At the end of this program we will earn Three (3) Assured Certificates.

Training Course Certificate

CT Care Social Work Certificate

1 Month Internship Certificate

Ready for a month-long ride where you will not only Learn and Grow but also Explore the world of Media Industry.

FOUNDER



MR. VIPIN TRIPATHI

Who know me personally know that the CollegeTips.in has been my true love and passion. In other words, when I started CollegeTips.in, the ultimate goal in mind was not to make only money, It's a dream to become India's most Happening & Coolest Company.

India's biggest recruiter of Interns

In just 4 months of lockdown, they recruited more than 5000+ interns.

From Social Media Marketing, Graphic Designing, Film Production to Marketing & Operations and what not! They have in-house internships in various fields for each one of you.

In CollegeTips.in they have something for everyone:

- Unlimited Entertainment
- Learn with fun
- Meet up Events
- Internship & Jobs

CT Classes: Social Media Training Program

It is a Practical Based virtual Training Program where one learns and practically implements learning's for straight 30 days.

In this program, we will specifically work on Social Media Marketing and Content Creation for in-house projects of CollegeTips.in

At the end of this program we will earn Three (3) Assured Certificates.

- Training Course Certificate
- CT Care Social Work Certificate
- 1 Month Internship Certificate

So Get Ready for a month-long ride where you will not only Learn and Grow but also Explore the world of Social Media Industry.

College Tips: Coolest Internship of the Country



Work on Live Projects

You will be the one giving ideas and suggestion on every new project. YOUR opinion would matter. YOU will get to be an innovator at College Tips.

Coolest Work Culture

You will stop snoring when you will work with us through online mode because when you work with us you get involved in fun activities which gives you a space for creating something new.

Dedicated Support

Your managers will be your buddies during this internship. They will be your problem solver and surly help you in your internship report. we will be your true friend till the end.

Certificate & LOR

Be a superman at College Tips define yourself through your work and get LOR and certificate based on your performance as we respect your talent.

Chapter 2: Objective

- They are India's fastest growing start-up whose only aim is to make students' life Easy and Happening.
- So far, they have reached and influenced the lives of more than 25 lakh students with the help of 200+ members working as a team.
- Cultivate brand awareness
- Deliver strategic marketing content
- Increase customer retention
- To promote new technology/ knowledge/ innovation-based start-ups
- To build a vibrant start-up ecosystem, by establishing a network between academia, financial institutions, industries, and other institutes
- To provide internship to millions of youths in country, with the coolest start-up

Chapter 3: Work Done

Organisation asked, What Should be done more on social media?

These were some of my contributions.

Hence, we followed it in the long term.

I think we should Organize an event/competition online.

Competition through reels

Theme: "Life in 2021"

This competition should be open to all.

Every person participating will have to make a reel of 15-30 seconds depicting their life in 2021, better or worse? or however the way they want it to be. All the people participating will have to upload on their respective timelines and tagging college tips official page and also using hashtags which will be given by us.

Benefits:

1. We will have a lot of content on our page.
2. Publicity of Social Media page.
3. People will try to cover unique content, as they want to win.
4. Something New which we haven't done yet.
5. Getting to know more people around the world.
5. More and more people will come to know about college tips.

Results will be based on Most liked and commented reels which will help us engage traffic on our social media page. Set a deadline till which people can upload reels and we'll announce the results on our official page.

Tip: We can even keep cash prizes to engage more people.

Content written for CT Lifestyle Classes:

Introduction (Voice Over): College Tips offers a practical based virtual training classes where you learn in a unique style. College Tips in now up with CT Lifestyle Classes. It is not a typical classroom, it's a complete personality development program which will bring a new person out of you.

Fitness

Being Healthy should be a part of your overall lifestyle, living a healthy lifestyle can prevent chronic diseases and long-term illness. It improves respiratory, cardiovascular health and overall health. Now, you don't have to go to gym for a successful workout, you can get just as good as sweat session in at home by just enrolling college tips lifestyle course. All tips and tricks will be on your way.

Dance

'Dance Ek art hai art' this is what Deepika Padukone said in one of her movies well other than the art it is also a beautiful and graceful way to express yourself and the plus point it can never be boring. In CT dance class, we will help people learn a standardized level of dance that will assist them in their interaction with society in the twenty-first century. So the next time there's party time, you won't hesitate to show your moves!

Fashion

fashion ka hai ye jalwa, Fashion has the ability to change and shape lives through its personal connection to us all. In today's world, every piece of cloth you wear represents who you are? Clothes helps to keep people ready for whatever they may face in life but fashion keeps up with current crazes and changes that we are ready for whatever life throws our way. College tips lifestyle classes will help you realize what is it that looks best on you and cleanse your wardrobe.

Communication skills

In a world full of confusion and misinterpretation the only solution has is to better your communication skill. Sometimes we don't have words to express our thoughts which makes us stand in the crowd where no one can hear us. Let's change it today with CT communication class where college tips help people to develop their communication abilities in the English language especially and keep the students updated with the new trends and technology which is an amazing option and solution for you to make your skills better.

Increasing Social Media Engagements

We were trained to adapt to the company's voice to stay on brand across different social media platforms.

The screenshot shows the Microsoft Excel interface. The ribbon at the top includes tabs like File, Home, Insert, Draw, Page Layout, Formulas, Data, Review, View, and Help. Below the ribbon are various toolbars for font, alignment, numbers, styles, cells, editing, and analysis. The main area displays a spreadsheet with two columns: 'Name' and 'Insta Id'. The data is as follows:

	Name	Insta Id
1	Mehak Shrivastava	mehak_shrivastava
2	Ganvita Sachdeva	ganvita_sachdeva
3	Pravesh Batra	praveshbatra_07
4	Sakshi Kataria	sakshikataria03
5	Bhoomika Sharma	bhoomika03
6	Tushar Mishra	tusharmishra.11
7	Karam Aji Singh	karam_aji
8	Ayushi Pal	ayushi.pal
9	Bhupesh Yadav	bhupesh_yadav__
10	Satyam Roy	satyam_13
11	Ankit Saini	_ankit_10
12	Deeptika Kumar	deeptika14
13	Anita Yadav	yadavanita9119
14	Vansha	vansi.08
15	Vedant	its_vedant03
16	Mahima	its_mahima02
17	Geetika Tannir	tannir.geetika
18	Mohini Sharma	mohinisharma8816
19	Tamni Sharma	tani1688
20	Nikhil Bahl	nikhilbahl7
21	Udit Gupta	udit1809
22	Pawen	pawen__j
23	Hansh Jangra	_hofficial
24	Nancy Sagor	nancy_sagor
25	Himanshi Sachdeva	himanshi_1029
26	Nikhil Bhargawa	nikhilbhargawa304
27	Himanshi	himanshi_02
28	Kanika	_kanikaan
29	Irena Shahin	ihasin_prcna1411
30	Mehak	mehakkhadundya

	Name
31	Mehak
32	Sakshi Thakur
33	Pooja Agnihotri
34	Ajit Thakur
35	Komal Khare
36	Deeksha Chandra
37	Tushar
38	Sara
39	Pooja Gaba
40	Aakriti
41	Yash Thakur
42	Devesh
43	Tanya Khandel
44	Kashish Guleri
45	Anshika Goyal
46	Nishita Dahiya
47	Shanya Sharma
48	Soumi Khatri
49	Muskan
50	Dania Tyagi
51	Romi Malik
52	Varsha Saluja
53	Anjali
54	Fashion Illustration
55	Anish Sharma
56	Shyama
57	Omni
58	Mansi Sachdeva
59	Ka Singh
60	Rishi Patel
61	Shubham

	Name
73	Ganvi Ramesh
74	Himalaya Goswami
75	Shubham Sharma
76	Mehak Gupta
77	Kumam Verma
78	Rishi Kumar
79	Mansoor Sami
80	Kanishk Yadav
81	Nikhil Kaushik
82	Gagan Bhargava
83	Diksha Mehndiratta
84	Shruti Sharma
85	Luckie
86	Sri Ram
87	Vineet Kapoor
88	Yogita Sethi
89	Himani Nimbekar
90	Amisha Raj
91	Mohit Pokhriyal
92	Prii
93	Tanya Kam
94	Bhavya
95	Muskaan
96	Aksh Bharadwaj
97	Aditi
98	Kirti Haritash
99	Arushi Nagpal
100	Hari Om
101	Vishal Gaud
102	

#FightAgainstFarzi Campaign



CollegeTips.in @CollegeTips_in · 20 Jul

Deodorants ke fake ads se fark nahi padhta, ki ladki pategi ya nahi...but Universities and Colleges ke fake ads se farak padhta hai!! 🙄

Let's raise voice against Fake advertisements by colleges/universities.

#FightAgainstFarzi #CollegeTips

@EduMinOfIndia @PMOIndia @dpradhanbjp



86



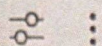
505



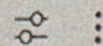
603



← #FightAgainstFarzi



#FightAgainstFarzi



Top

Latest

People

Photos

Videos

Top

Latest

People

Photos

Videos

**Keerthi Bai. M** @keerthihann... · 05 Aug

Be Alert @ Fake Colleges Ads.

Education is life and it's everyone's right so be cautious about such fake College ads.

#FightAgainstFarzi #collegetips

#PMOIndia #Eduminofindia

**Saroop Chattopadhyay (Official)** · 05 Aug

My daughter's awareness video, for

#FightAgainstFarzi.

Plz watch it & spread it.

twitter.com/ShwetaChattopadhyay**Shweta Chattopadhyay** · 05 Aug

Nowadays a lot of fake advertising carried out by different colleges and universities. Here is a video to warn you about such fake things

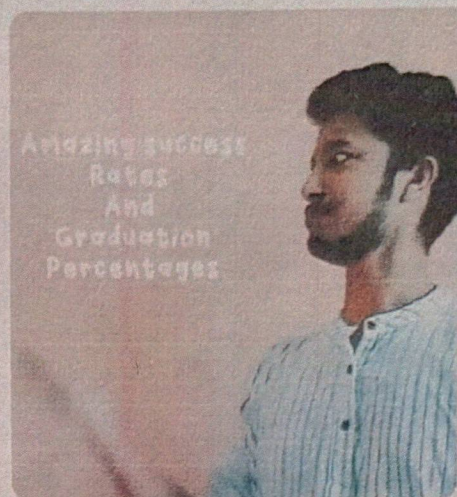
**Kunal Kashyap** @KunalKashy... · 05 Aug

Before you get your careers started, beware of such frauds!

#fightagainstfarzi #collegetips

@EduMinOfIndia @PMOIndia @dpradhanbjp

@CollegeTips_in



18 views



2

**Shweta Chattopadhyay** @Sh... · 05 Aug

Nowadays a lot of fake advertising are carried out by different colleges and universities. Here is a video to warn you about such fake things.

@EduMinOfIndia @PMOIndia

@dpradhanbjp @CollegeTips_in

#fightagainstfarzi #CollegeTips





#FightAgainstFarzi



#FightAgainstFarzi



Top

Latest

People

Photos

Videos

Top

Latest

People

Photos

Videos

**Khushi Dhawan** @Khushidha... · 05 Aug

Its time for you to ask the Question
Beware of all the misleading and fake
college advertisements [#fightagainstfarzi](#)
[#collegetips](#) @EduMinOfIndia @PMOIndia
@dpradhanbjp @CollegeTips_in



12 views



1

**Sasana Marinmai** @SasanaM... · 05 Aug

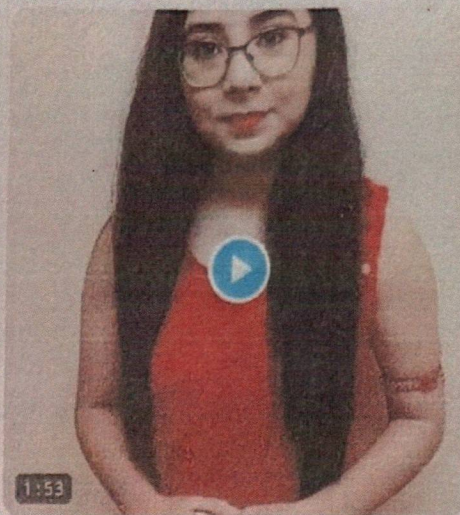
Beware of misleading advertisements
practiced by fake colleges/universities.

@EduMinOfIndia @PMOIndia @dpradhanbjp
@CollegeTips_in
[#Fightagainstfarzi](#) [#CollegeTips](#)

**Shweta Chattopadhyay** @Sh... · 05 Aug

Nowadays a lot of fake advertising are
carried out by different colleges and
universities. Here is a video to warn you
about such fake things.

@EduMinOfIndia @PMOIndia
@dpradhanbjp @CollegeTips_in
[#fightagainstfarzi](#) [#CollegeTips](#)



186 views



1



5



8

**Keerthi Bai. M** @keerthihann... · 05 Aug

Be Alert @ Fake Colleges Ads.
Education is life and it's everyones right so
be cautious about such fake College

[#FightAgainstFarzi](#) [#collegetips](#)
[#PMOIndia](#) [#Eduminofindia](#)



Chapter 4: Learning Outcomes

Social media internship is an aspiring marketing and communications professional who is supervised by a manager to help manage and create content for an organization's different social media. Social media intern create content related to a company's brand, products, events and services.

- Enhanced understanding of social media marketing strategies
- Increase in experience balancing multiple projects while meeting deadlines
- Experience in audience cultivation techniques and database management
- Researched new methods of improving artist's marketing strategies
- Understood how social media fits into a larger, marketing strategy
- Recognized social media as a tool in the marketer's toolkit
- Understood marketing campaigns from a macro-level

Social media interns need strong writing skills to create content and adapt the brand's voice to a variety of different social media platforms. We may also be tasked with responding to user comments and need professional writing skills to communicate via email with external partners.

The social media intern works closely with fellow interns, key staff members and executives. We communicated professionally and improved our direction well.

The social media intern will work on marketing campaigns with the social media or marketing manager and other staff members.

Social media interns may also be asked to ideate content for different social media platforms.

Summary & Conclusions

My internship in collegetips.in was the first instance of me, working in professional field. So, I feel happy to have it as the place of my first work experience. I had no idea of the challenges to be faced after putting my foot in the professional world. The job was demanding but I did best to create value for the organisation and for myself as well.

Throughout the duration of my internship, I understood more about the Social Media Marketing in context of writing content, strategy building, and attracting audience I learned so many important things about professional industry working and how and why it is different from the Real world. Classroom activities which we have done, helps me somewhere but what we learn in the professional world is totally opposite in context of handling media. This Internship provides me an opportunity to explore field of my interest and gave Opportunities to learn from professionals working at a same platform. It was very useful experience that I gain so many new things, extra knowledge, skills, and basic understanding of workflow.

Working there changes the whole perception about the strict rules and behaviour of seniors, because they all are very friendly to me in fact caring also. Overall, I had an incredible learning experience interning with CollegeTips.in.

References/Bibliography

Website- <https://www.collegetips.in/>

Instagram: https://instagram.com/collegetips.in?utm_medium=copy_link

FUNCTIONAL EXPOSURE REPORT

**A PRESENTATION BY:
SHASHANK VASHISTH
2009670001**



SUMMER INTERNSHIP PROGRAM 2021

CERTIFICATE _____ OF EXPERIENCE _____

This is to certify that Shashank Vashishth S/O Mr. Kamal Sharma has successfully completed 1 Month Internship in Social Media Marketing at CollegeTips.in. During the period of this internship with us he was found punctual, hardworking, and inquisitive.

We wish him every success in life.

19/10/2021

DATE

MUMBAI | PUNE | DELHI | INDORE | BHOPAL
HQ: E3/115, Vardhman Mall, 10 No. Market, Bhopal (MP)

VIPIN TRIPATHI
(Founder CollegeTips.in)

COLLEGE TIPS

Name: CollegeTips.in

Address: Plot no. 107, D Block, Sector 2,
Noida, NCR Pin- 201301

Telephone: 07024577333

E-mail: collegetips.connect@gmail.com

Website: <https://www.collegetips.in/>





India's Biggest Recruiter of Interns!

Our only aim is to make Student's life Easy and Happening

[ABOUT US](#)
[JOIN NOW](#)

[REGISTER YOUR TALENT NOW](#)



WHY ARE THEY EVERYONE'S FAVOURITE?

1. Liked minded people
2. We love parties
3. Creative Freedom
4. Super cool workplaces



FOUNDER

Who know me personally know that the CollegeTips.in has been my true love and passion. In other words, when I started CollegeTips.in, the ultimate goal in mind was not to make only money, It's a dream to become India's most Happening & Coolest Company



India's biggest recruiter of Interns

In CollegeTips.in they have something for everyone:

- Unlimited Entertainment
- Learn with fun
- Meet up Events

CT Classes: Social Media Training Program

It is a Practical Based virtual Training Program where one learns and practically implements learning's for straight 30 days.

Internship & Jobs at the end of this program we will earn Three (3) Assured Certificates.

- Training Course Certificate
- CT Care Social Work Certificate
- 1 Month Internship Certificate



You will be the one giving ideas and suggestion on every new project. YOUR opinion would matter. YOU will get to be an innovator at College Tips.

Coollest Work Culture

You will stop snoring when you will work with us through online mode because when you work with us you get involved in fun activities which gives you a space for creating something new.

Dedicated Support

Your managers will be your buddies during this internship. They will be your problem solver and surly help you in your internship report. we will be your true friend till the end.

Certificate & LOR

Be a superman at College Tips define yourself through your work and get LOR and certificate based on your performance as we respect your talent.

Objective

- They are India's fastest growing start-up whose only aim is to make students' life Easy and Happening.
- So far, they have reached and influenced the lives of more than 25 lakh students with the help of 200+ members working as a team.
- Cultivate brand awareness
- Deliver strategic marketing content
- Increase customer retention
- To promote new technology/ knowledge/ innovation-based start-ups
- To build a vibrant start-up ecosystem, by establishing a network between academia, financial institutions, industries, and other institutes
- To provide internship to millions of youths in country, with the coolest start-up

CollegeTips.in @CollegeTips.in · 20 Jul

Deodorants ke fake ads se fark nahi padhta, ki ladki pategi ya nahi...but Universities and Colleges ke fake ads se farak padhta hai!! 🤔

Let's raise voice against Fake advertisements by colleges/universities.
#FightAgainstFarzi #CollegeTips

@EduMinOfIndia @PMOIndia @dpradhanbjp

💬 86



505



603



#FightAgainstFarzi

Top Latest People Photos Videos

Keerthi Bai, M @keerthibhai... · 05 Aug

Be Alert @ Fake Colleges Ads.
Education is life and it's everyone's right so
be cautious about such fake College ads
#FightAgainstFarzi #CollegeTips
#PMOIndia #EducationIndia



0:13

Saroop Chattopadhyay (Offi)...

My daughter's awareness video, for
#FightAgainstFarzi.
Plz watch it & spread it.
twitter.com/ShwetaChattopa

Shweta Chattopadhyay · 05 Aug

Nowadays a lot of fake advertising
carried out by different colleges &
universities. Here is a video to warn
you about such fake things.

#FightAgainstFarzi

Top Latest People Photos Videos

Kunal Kashyap

@KunalKashy... · 05 Aug
Before you get your careers started, beware
of such frauds!
#FightAgainstFarzi #CollegeTips
#PMOIndia #EducationIndia



1:16

Shweta Chattopadhyay

@Sh... · 05 Aug
Nowadays a lot of fake advertising are
carried out by different colleges and
universities. Here is a video to warn you
about such fake things.

#FightAgainstFarzi #CollegeTips
#PMOIndia #EducationIndia

#FightAgainstFarzi

Top Latest People Photos Videos

Khushi Dhawan

@Khushidha... · 05 Aug
Its time for you to ask the Question
Beware of all the misleading and fake
college advertisements #FightAgainstFarzi
#CollegeTips #PMOIndia #EducationIndia



12 views

Sasana Marimmal

@SasanaM... · 05 Aug
Beware of misleading advertisements
practiced by fake colleges/universities.

#FightAgainstFarzi #CollegeTips
#PMOIndia #EducationIndia

Social media intern create content related to a company's brand, products, events and services.

Enhanced understanding of social media marketing strategies

Increase in experience balancing multiple projects while meeting deadlines

Experience in audience cultivation techniques and database management

Researched new methods of improving artist's marketing strategies

Understood how social media fits into a larger, marketing strategy

Recognized social media as a tool in the marketer's toolkit

Understood marketing campaigns from a macro-level

Conclusions

- I feel happy to have it as the place of my first work experience.
- I understood more about the Social Media Marketing in context of writing content, strategy building, and attracting audience.
- I learned so many important things about professional industry working and how and why it is different from the Real world.
- I had an incredible learning experience interning with CollegeTips.in.

Bibliography

Website- <https://www.collegetips.in/>

Instagram: https://instagram.com/collegetips.in?utm_medium=copy_link