



Internship Report

On

Responsibilities in Community Management Department of Magnito Digital Ltd.

Submitted to:

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Semester: Spring 2017
Major: Marketing & E-Commerce
Course Title: BUS400
Course Name: Internship
BRAC Business School, BRAC University

Submission Date: March 29, 2017

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Letter of Transmittal

27th March, 2017

Noman Hossain Chowdhury

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report on “Responsibilities in Community Management Department of Magnito Digital Ltd.”.

Dear Sir,

With due respect, I am presenting my internship report on the topic “Responsibilities in Community Management Department of Magnito Digital Ltd.”. While preparing this report, I have followed your instructions and guidelines as well as those given by my company’s supervisor.

This report is an essential part of my internship course and I have tried my best to work on it carefully and sincerely to make the report informative. I have put my sincere effort to give this report a presentable shape and make it as informative and precise as possible. I hope they will be quite helpful to bright my future career and knowledge as well.

I would like to express my gratitude to you for your tiresome effort for me which provided to complete this project. Thank you for your kind consideration. Lastly I would be thankful once again if you please give your judicious advice on effort.

Sincerely yours,

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Acknowledgement

I would like to start this research paper by acknowledging my gratefulness to the almighty Allah; without his blessings, I would not have been able to accomplish this report. I am grateful to my parent without whom I cannot be here. They were beside me in every single situation and are still with me. Without the support of my parents, I could not be able to achieve my objectives and goals.

I would also like to acknowledge and convey my heartfelt gratitude to the following people, for their continuous guidance throughout the completion of this report:

First of all, I am deeply indebted to my honorable Faculty, Noman Hossain Chowdhury, who has guided and supported me with sincerity and patience throughout the whole work. Without his guidance, preparing this report would not have been possible.

I am grateful to my job supervisor, Kishower Jahan, Senior Executive of Client Service Department and Tariq Bin Rafiq, Executive of Community Management, under whose supervision I have done my Internship successfully. They were very generous and friendly with me. I am greatly thankful to them. It was their encouragement, patience and valuable feedback that enabled me to complete this report.

Executive Summary

This internship report is based on the three months long internship program that I have successfully completed in Magnito Digital in Content Department from (01-12- 2016 to 28-02-2017), as a requirement for the fulfillment of my BBA degree. This report is the outcome of my internship period and contains a clear idea about my activities, learning, and performance during the whole internship period.

The First section of the report is the introduction part. The introduction part mostly included the background, current performance, management team and key functional areas. This section is very informational because for any internee it is essential to recognize the organization before being a part of it.

The following section describes my overall assignments' and works conducted during the internship program. Here, I have emphasized mostly about my daily responsibilities and how much I was able to contribute to the organization.

The next section is the consequence of the previous section. This highlights regarding the works and how much these works have helped me to learn the practical knowledge of a business sectors. Different department engages in totally different activities thus my learning was different for each.

Afterwards I have provided a short description about the difficulties I have faced throughout the internship journey and my methods of overcoming them.

The following section is also very significant because here I got the opportunity to share my feelings from the internship. I had a lot of expectation from where some were achieving some were not. In this section I gave a narration of those feelings.

It is undoubtedly true that this internship has impacted a great influence in my career plan. It got me engaged in a lot of thought regarding where I had the scope to go ahead and thus this section deals with that.

Finally, in the last few sections I have drawn attention towards the findings and recommendations by stating what my corrections could have been if I could get an opportunity to redo the internship program.

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Introduction

As a part of my internship report, I got opportunity to do my internship at “MAGNITO DIGITAL” the largest digital agency of Bangladesh with a team of more than 70 people. I have been working in the Community Management Team as a Response Management Intern and being supervised by Kishower Jahan.

Internship is a part of BBA course. This is a three months opportunity given to a BBA student to actually become an employee in an organization. This is the time when I got the chance to know myself whether I am ready to take the real life challenges in my desired profession or not. I learned theories in BRAC University and in Internship I tried my best to apply those. In this report I wish to share the very details of my internship period in Magnito Digital Ltd. in the view of academic importance.

The core function of this department includes ensuring client service and implementing various marketing strategies while providing designing delegating, Handling Problems, Assisting in Sales. Basically in this organization client service representatives gather their Information, through social media and phones. Magnito Digital is famous for unconventional company culture. Their experience and massive setup allows us to deliver services at unparalleled scale. They have worked with the largest clients of Bangladesh and have built leading brands in the digital space. This is their bloodline to solve problems by combining creative strategies with data, content and technology. Our key strength is developing and deploying meaningful digital contents to engage with the right audience.

Objectives of the study

The purpose of this report is to portray my understanding of the work done and experience gathered during the entire phase of the internship program. It aims to find out how effective this learning experience had been in preparing an individual intern for the intense challenges those are about to emerge in the real life corporate world. Therefore, this report has been prepared to reflect the overall knowledge and understanding gathered during the internship period.

Company Overview

Bangladesh's Internet penetration is growing at an exponential rate. With a connected population, consumers will inevitably, somehow or the other, interact with brands online. The need to manage and measure those interactions are driving brands to go digital. Every brand has a story to tell. We manage your brand in the digital ecosphere and tell your story. It is in our bloodline to solve problems by thinking creatively. Magnito Digital is a full service digital marketing agency, providing end-to-end marketing solutions in the digital space. They serve their clients across the digital universe, covering search, social, display and mobile marketing.

Company Profile of Magnito Digital

Address	3rd Floor, House#7, Road#23B, Gulshan-1, Dhaka, Bangladesh.
Telephone No.	+88 02 9821812
Email	info@magnitodigital.com
Website	Magnitodigital.com
Year of establishment	2013
Total Employees	60+
Prime Service	Social and Mobile marketing

Management Directory:

CEO	<u>Riyad Shahir Ahmed Husain</u>
CMO	Amer Khan
COO	Vicky Khawar Ahmed
Director of Finance	Samad Miraly
Director of Projects	Fayaz Taher

Director of Creative	Kowshik De
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Goal of the Organization

To satisfy the valued customers, meeting their expectations by providing quality services on time and offering them the best value in terms of standard, quality, price, environment and other ethical practices.

Strategic Objectives

- Gaining competitive advantage by lowering overall cost compared to that of competitors.
- Overtaking competitors by proving quality customer service.
- Achieving technological leadership among the peer group.
- Strengthening the company's brand position in national and international market.
- Keeping good relation with valued and top priority customers.
- Providing necessary support to the customers.

Our Clients



Structure of the Organization

Magnito is the leading digital marketing agency of Bangladesh. It comprises with different departments to ensure sound and smooth operations at the company and also to run the company efficiently. All these units are monitored by the directors of the company. To operate this company efficiently Magnito Digital has the following departments:



Figure 1 Organization Chart

- **HR Department**

Human resource department (HRD) employees are involved with recruitment, training, career development, compensation and benefits, employee relations, industrial relations, employment law, compliance, disciplinary and grievance issues,

redundancies etc. The department involves in keeping up to date with areas such as employment law, which changes often.

- **Content Department**

Content department of Magnito has two different types of sector. They are content development team and Community response team. Main duty of their content team is to provide contents for the clients. On the other hand, a main responsibility of community response team is providing information to the customers, answering different queries of customers which have been asked through Facebook pages.

- **Strategy Department**

Strategy and planning department is one of the major departments of this company. This team is considered as the backbone of Magnito. They are responsible for giving campaign plans and approvals for clients. They are also responsible for setting different route to serve effectively and efficiently customers. Moreover, they are also responsible for making pitch/presentations for new clients.

- **Client Service Department**

Client service department is responsible for maintaining external communication with the clients. They always communicate with the clients regarding different advertisement. This team is considered as a bridge between content department and clients. Clients communicate with them and tell their requirements. Then they give brief to the content team regarding these requirements. After that they send the creative to the clients and take approvals from them.

- **Design Department**

Design Department is responsible for all the creatives that we create for the brands. After the getting the contract from the brand, the strategy team sits with the designer team and give them the brief about the brand what sort of design they require. Then according to the brand's requirement they start designing. Our designers are very good at what they do. Their designs make the complicated content resonate with the audiences and for this they also do research. They create Facebook posts, templates,

brochures, attractive colorful menus, web designing, flash banners etc. according to the client's requirement.

- **Media Analysis Department**

Our media analysis team ensures the optimal use of our media budget. From boosting the social media posts to get insights from the community management is their main job. Analyzing the financial documents and taking necessary step for a brand is what they do.

- **Web Department**

Magnito Digital has a team of web developers who make websites, apps and different necessary software according to the brand's requirement.

When I joined Magnito I was told that they have taken me to the Client Service Department. But I was not sure about this department as I had no knowledge regarding this particular department. This department at Magnito consists of having the power of leading and controlling the other members of other departments providing the necessary duties and responsibilities regarding designing, posting, creatives, copies and captions for a post development for different clients. It was indeed a great responsibility for me to handle as I was new and nervous that being junior how can I lead my seniors but I noticed a very different atmosphere here that all my fellow colleagues were very much humble and generous towards me starting from designers to the content writers.

My Department

I worked in 'Community Management' department. This department aims to efficiently manage the different client's community in social Medias. The goal of this department is to understand the consumers, generate valuable customer insight and share it with the client so that we all together can increase and retain the customers. This department plays a vital role in understanding the customer needs, wants and demands. Community management teams are always focused on how the current trends are shifting or changing. They also provide solutions to the customers. Community management department also acts like a sales team for digital services.

My Duties and Responsibility

I worked as a community management intern in Magnito. Here the 'community' means social media audience, especially in Facebook, Twitter and Instagram. My job was basically page response for Noir Clothing, ATOMgum, PRAN Dairy Just Chill and Alpenliebe Bangladesh. I responded to various queries of the customers and helped solving their problems in these companies facebook pages. My tasks were:

- Replying to customer queries.
- Increasing the page engagement.
- Solving various complaint issues.
- Keep track on responses.
- Page management (Page hygiene, Post scheduling and publishing, monitoring etc.)
- Weekly and monthly report writing on page insight.
- Create special content report for the clients.
- Create winners list, communicated with the winners and distributed the prizes among the winners.
- Provide ideas for contents and campaigns based on facebook page insight.
- Update the KPI tracker in every 10 days of these facebook pages.

- Do research in various aspects to help to create valuable content for the pitching. Here pitching means giving presentation as a tender to win the opportunity to do work for the client.

My Brand Pages:

At Magnito, I was directly involved with the following projects and products where I had to do different types of activities like advocating the brand on social networks, create my own social persona, created FAQ and strategies on how to spread the awareness of the programs in the social media networks. Also worked in a campaign named “Valentine’s Week” of ATOM Gum where I handled the whole campaign by myself.



Noir Clothing



Alpenliebe
Bangladesh



ATOMgum



PRAN Dairy Just
Chill

Noir Clothing:

I was assigned to look after the community management of Noir Clothing. I was responsible for advocating the brand on social networks. I was told to create my own social persona according to the brand briefing and actively go out within the online community to connect with potential customers and advocate the brand. I have worked with the strategy team to create strategies on how to spread the awareness of this program in the social media networks. My supervisor added me in query management of Noir Clothing. It was a Whatsapp group. My work was to respond all of the queries of the customers in a very formal way.



Alpenliebe Bangladesh:

When I joined Magnito, I was assigned to look after the community management of Alpenliebe Bangladesh. I was responsible for promoting the brand on social networks. I was told to create my own social character according to the brand briefing and actively go out within the online community to connect with potential customers and advocate the brand. To prepare myself for this task I had to go through all the previous works that Magnito did for their other clients. I also did a research in the internet on how to create a social personality according to the brand's requirement. Many of my colleagues also helped me to do that as they were experienced and had better knowledge than me. I also had to create FAQ for Alpenliebe Bangladesh. For this, I had go through all the comments and messages of the brand's social networking pages to understand what the customer wants from the brand, what they are actually getting and what they expect from the brand. Analyzing all the queries I prepared myself to gather a good knowledge about the brand and created frequently asked question and their answers. After preparing the answers I sent it to the client for the approval. When the client approved my FAQ and its answers I started to respond the social media pages.



ATOM Gum:

I was assigned to look after the community management of ATOM Gum. I was responsible for advocating the brand on social networks. Main goal of this brand was to create engagements among the people. To prepare myself for this role I had to go through all the previous works that Magnito did for their other clients. I additionally did an exploration in the web on the best way



to make a social part as indicated by the brand's necessity. A large number of my associates likewise helped me to do that as they were experienced and would be wise to information than me. I likewise needed to make FAQ for ATOM Gum. For this, I had experience every one of the remarks and messages of the brand's informal communication pages to comprehend what the client needs from the brand, what they are really getting and what they anticipate from the brand. Breaking down every one of the inquiries I set myself up to accumulate a decent information about the brand and made often made inquiry and their answers. In the wake of setting up the appropriate responses I sent it to the customer for the endorsement. At the point when the customer endorsed my FAQ and its answers I began to react the web-based social networking pages.

PRAN Dairy Just Chill:

PRAN Dairy Just Chill was our new client. I personally worked in the pitch of PRAN Dairy Just Chill and we won. Later on the company handed over the digital marketing platform to Manito and I was assigned to look after the community management of it I was told to create my own social persona according to the brand briefing and actively go out within the online community to connect with potential



customers and advocate the brand. To set myself up for this undertaking I needed to experience all the past works that Magnito accomplished for their different customers. Like different brands I likewise did an analysis in the web on the most proficient method to make a social persona as indicated by the brand's necessity about the related projects. Later on, I noted down all the important information that customers ask more and more and created a FAQ. This helped me to response more efficiently in my work

Learning Outcomes from Work

In the whole 3 months of my Internship period, I learned a lot of things and developed some skills. Here are the most important ones:

- ❖ I learned how to answer to the queries and how to keep track on them. I also learned writing weekly report. The language of the query responses needs to be informal like talking to a friend. On the other hand, the language of the weekly report is formal direct and precise. In weekly report I had to mention a few ideas on how to make things better. I learned the necessity to be proactive from there.
- ❖ Same post is being published in Facebook, Twitter and Instagram for Noir Clothing. I had to make sure that the same message is delivered through these the medias. It is an example of integrated marketing communication. Through all the digital means we tried to connect with our target audience and we delivered the same message. Eventually it worked and we managed to keep increasing our reach to customers every week.
- ❖ I learned the difference in community management between a new brand and an established one.
- ❖ Working in a team brings the best out of everyone. Everyone is sharing their ideas, lots of discussion and finally deciding together what will be the plan. It was really nice to see how creative minds think. Ideas are infinite but to find a suitable one is hard. But in collaboration, it becomes much easier to decide.
- ❖ I was finally being able to use my teaching skills in a different place and occasion. I knew that making people understand the importance of their job or duty is crucial. It motivates them and gives them the drive to do better. I tried to do exactly that. I got the results back within 2 days. This perfectly boring job became interesting to the part-timers.

In almost every course in the university, I had to work in a group. Hence, I had learned the necessity of team work and the dire consequences of the lack of it. This week I tried to be a team player and I led the team. We achieved our goal of meeting

the KPI for Noir Clothing, ATOMgum, PRAN Dairy Just Chill and Alpenliebe Bangladesh as a team.

- ❖ In corporate meetings, the agency representatives must be proactive. Otherwise the meeting will go one way. The client must listen to what the agency has to offer. Because the community management team has the better understanding of the customer mindset, customer needs, satisfaction and dissatisfaction. They are directly dealing with the customers. On the other hand, from the proactive agency, the client will get more ideas besides their own. The client will share their goals and the agency will share their ideas to achieve the goals. Client and Agency will work as a team. They will integrate all their strategies together. This will make the brands stronger. This is what I learned from the meeting.
- ❖ I learned about Focus Group Discussion from MKT301 course. Kotler (1987, p. 226) described the FGD as -
“Groups of eight to twelve target consumers, usually (but not always) a relatively homogeneous group, brought together to discuss a specific set of issues under the guidance of a leader trained to stimulate and focus the discussion.”
Finally, I had the opportunity to arrange a focus group discussion. To arrange the FGD, my understanding of consumer relationship groups came real handy. I tried my best to utilize the theories in practical life and it made my tasks very easy to execute.
- ❖ There are lots of ways to engage the audience in the facebook page, however the most effective one (so far I have seen) is to welcome them to join in a contest. Noir Clothing and ATOMgum facebook page audience is so competitive to win the prize that they even complained about the run time of the contest as "too short".
- ❖ It is very difficult to measure and ensure the brand recall to happen through a particular post. Because, many a time, the audience conversion rate of links given in the post is not well proportionate to the number of facebook post likes received. This means brand recall is not achieved though the customers noticed the brand (brand recognition).
As Keller(1993) said in his *Journal of Marketing* that brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a

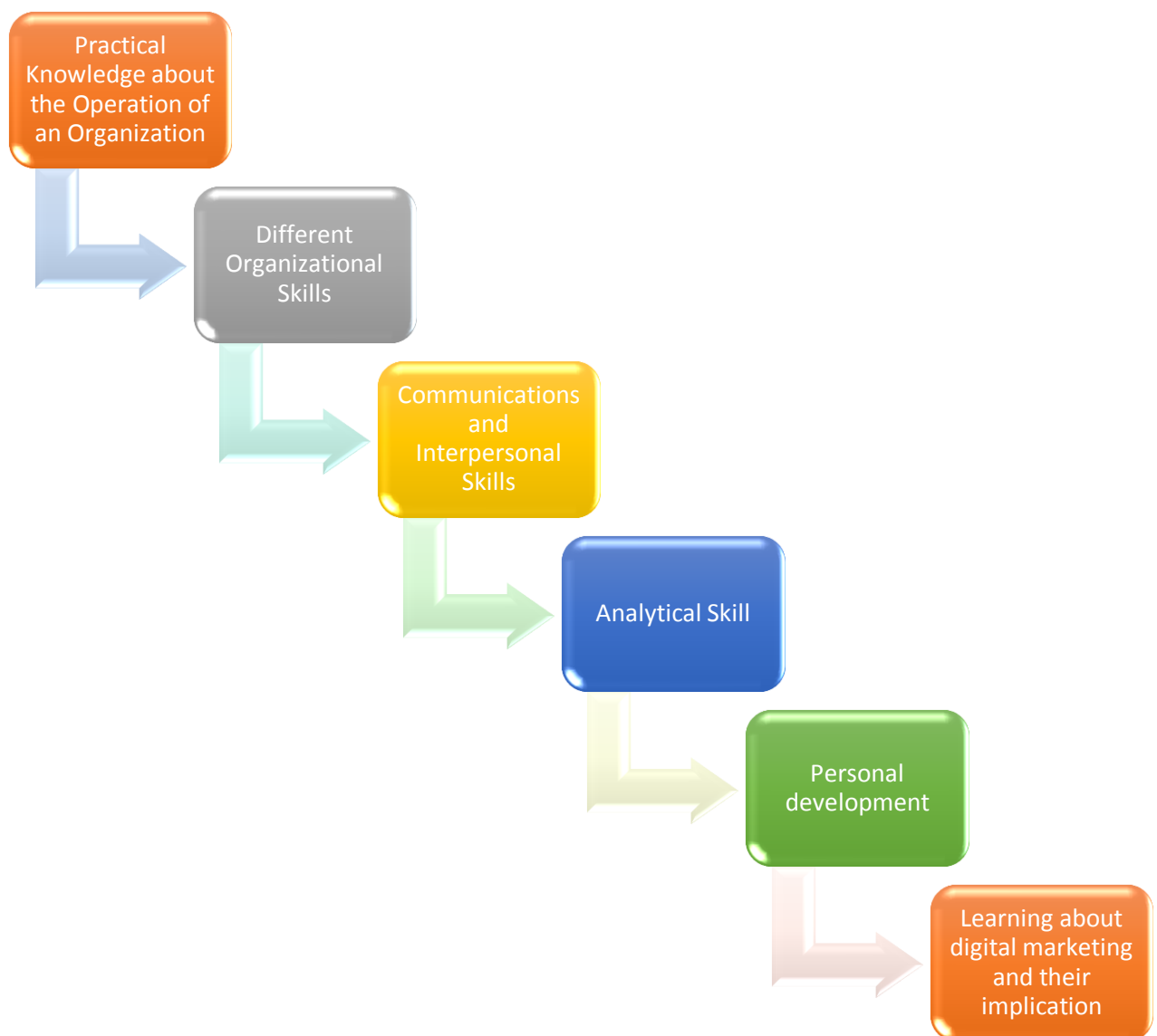
cue. So the post likes may assure that the audience will recognize the brand prior exposure. However, until they are reaching to the GP Music app to listen to their favorite songs when the need is generated, Brand Recall is not established. Brand Recall requires that consumers correctly generate the brand from memory (Keller 1993).

Hence, we made some posts hoping to establish brand recall. I generated and shared the insight with my team that our target audience is more interested in the rendition of the Folk songs than listening to the original one. Therefore, we came up with a Curated Playlist where some popular rendition of Folk songs is included. After posting it in Facebook, we have got a mixed review. However, the link conversion rate was better this time. This means, the brand recall is established strongly this time.

- ❖ I learned how to write 2 types of engagement report. I have never used these types of analytical tools. It gave me the numerical presentation of our works and achievements.
- ❖ I learned how to tackle emergency situations in Marketing.

Lessons Learnt from Internship Experience

An intern's real wish is to taste the essence of corporate flavor along with some practical knowledge of real life working scenario. Being an intern, my wish was not so different. Over the period of my internship, my goal was to gather not only ideas about specific tasks but also gain some knowledge about organizational culture. So, the lessons that I have acquired from my internship program ranges from organizational culture to specific tasks, where each of those lessons bear an equal weight in terms of importance. Some of those key lessons are explained below.



Practical Knowledge about the Operation of an Organization: During the undergraduate studies, we were informed about the operation of different organizations such as agencies, bank, garments, and financial institutions but we hardly got the chance to visit any of those for gaining practical knowledge. But internship program gave me the opportunity to get a glimpse of the operational procedures of a marketing agency.

Different Organizational Skills: I have learned about different organizational skills throughout of my internship program, where follow-through, meeting deadlines, multitasking, planning, setting and attaining goals and time management were the prominent ones. Since my supervisor used to give me number of tasks for a particular day, I had to manage those tasks by applying the aforementioned skills without compromising quality of my work.

Communications and Interpersonal Skills: During the internship tenure, I had to communicate with different groups of people, where some were workers and others were the employees of the organization. As I was given the opportunity to work with different teams, naturally I had to deal with multiple team members regarding their different tasks and responsibilities. By the course of my work, I have learned different interpersonal skills, like good verbal communication skill, non-verbal communication skills, listening skill, decision making skills, assertiveness etc.

Analytical Skills: Analytical skill includes both the ability to use good reasoning in analyzing a situation and solve the problem logically. It also includes seeing the arguments on both sides of an issue, even if one does not agree with other, and being able to analyze the merits of each argument. Notably, my activity on content development Team did not need any significant analytical skills, but I have acquired some of these skills from the operation of marketing agencies.

Personal development: How to work under pressure was one of the key learning of my internship program. There was time when I had to handle multiple tasks at a time under

severe pressure and strict deadlines, which taught me how to prioritize my workload and work effectively by keeping my nerve calm.

Learning about digital marketing and their implication: I have learned about digital marketing agencies and their business activities. How they are taking brief from customers, how they execute the brief, how to manage clients, earning revenue, about companies hierarchy, salary distribution system. Identifying proper customer and maintaining the relationship with that particular customer to extend contract is very important issue in this sector.

Challenges and Ethical issues

The most challenging part in my intern period was to cope up with the new environment. I was satisfied with my work and everyone was really helpful and welcoming. As community management intern, I had to face all the complaints of the customers from the front line. This is challenging and sometimes even nerve wrecking. I had to keep myself calm and patient. These experiences have made me stronger as a person. Now I know my limits and capabilities. I also learned how to push the limit to extend the capabilities.

There were few things which seems unethical to me. For example: In a contest, the contest winners were told that they will receive a particular celebrity endorsed T-shirt. But in the end they received a T-shirt which was previously designed and without the endorsement. We didn't lie but had to bend the rules a little because of the client's misinterpretation. This is one way of lying. I felt ashamed when I was distributing the gifts among the winners. I felt that was unethical. I mentioned it to my supervisor and he agreed with me. In the next meeting we discussed it with our client and they ensured us that something like this will not happen in future.

Difference between Expectation and Experience

There was a gap between my expectations and what I have experienced from my internship program. As a student of Marketing and E-Commerce, it was my dream to pursue my internship on that particular area where I can show some of my analytical skills of problem solving and gather some idea about project management techniques and when I have started my internship program in a marketing agency, I have found some differences.

Academic Theories vs. Real Life Implementation: Academic learning is very much different from experiential learning. During my class time, we have only learned the theories and the terms related to the fields. But in practical, it is necessary to be creative and being updated with the information about the industry you are working in. Marketing and MSC courses were ideally of great help to me. These Courses helped me a lot as I acquired the basics of Microsoft Excel during the MSC courses. Hence, our courses should be designed in a more practical manner so that students do not face problems during his/her professional career.

Don't Work Hard, Work Smart: At first I thought working harder, faster, and quickly is the key in an organization. But from my experience, I found that it was not the case. Working smartly is the key to do better. Working faster and quicker than everyone else is not the ideal deal here. Rather from my experience, I think working with full coordination of resource and team work helps to do the work properly while keeping everyone else happy. When different people are involved, the work is done easily with less effort. It is similar to group works in my BRACU life. In addition, if you work faster it will definitely work in your advantage but it can also create a disadvantage. The disadvantage was that if you work faster than it will raise one's expectation. Thus an individual should not try to outperform others ruthlessly by giving their full 100%; rather he or she should work better than other by working together. It will also reduce the conflict among team member.

Formal vs. Informal Work Life: One very notable key point is that, I was expecting that in the organization, everyone should always wear formal dress, talk formally, and work as hard as possible. But, I found from my experience that formality is needed in some situations but we should be more casual. Casual dresses and casual behavior were welcomed more and a strict office hour was rarely maintained. In Magnito, working hour is 10.30am-7pm. Most of the times, my team members would stay at office till 8pm or 9pm and complete their work before going home. Sometimes it would stretch to more than 9 pm. So it was quite flexible and opposite to my expectations. We only needed to use formality in some specific cases. Everyone is empowered to do their work freely here. Working under different leader and department also brings value to work and it in turn helps to improve the career.

Importance of Job Experience: What I understood while doing this internship program was experience in job is much more valuable than academic knowledge. There were many decisions taken only on the basis of experience. There were times when I saw the analysts were not giving orders for production even though the clients had good bank statement and collaterals. Those decisions were made only on the basis of previous learning and experience which cannot be taught by anyone. Through this internship experience, I have learned that real life experience and academic knowledge are not always similar. Real life situations are far more practical and sensitive to different factors, and these situations frequently are changeable. But academic knowledge can be very helpful in dealing with real life problems and can provide us a proper guideline.

So it can be said that real life experience and academic knowledge are not similar always. Real life situations are far more practical and sensitive to different factors and these situations frequently changes. But if we shape our academic knowledge according to the needs of real life application, this academic knowledge can be very helpful in dealing with real life problems and can provide us a guideline as I was helped during the course of my internship program.

Influence of Internship on My Future Career Plan

As I have done my major in Marketing and E-Commerce, I always had a dream to see myself working at an industry that has immense growth prospect. Working in a marketing agency was also a possibility for me and after working here for last few months, I must say, I see myself working in this sector even more. I have heard many people saying that these jobs are low growth job and so on. But in my experience I think it is a fun job if we work in a good environment and with right people. I got just that in my internship at Magnito Digital.

Motivational factors:

- I have seen how cautious and punctual employees are when it comes to serve their prospects. Getting the job done always gets utmost priority. Everyone always put focus on meeting their deadline of submitting and completing a job. But at the same time, there is a friendly environment and everyone is helping each other. This working environment always soothes a person and they feel that they belong there and they are not outsiders which happened with me also.
- This internship procedure has made me realize that I belong in this kind of working environment and I may consider this in the future and I may build my career in this sector. Although future is uncertain and no one knows what will happen in the future. I may end up somewhere else but I would very much like to see myself working as a employee in the future. I loved the generosity with which my colleagues guided me throughout my journey. They constantly motivated me and taught me different things about working in this sector. I also liked that there is always a chain of command in the organization and every decision follows the same guideline and is dealt with utmost care.
- Whenever I had any trouble, my supervisor and other colleagues always helped and I knew they will always provide me right guidance. This internship has definitely given me a reality check. This job may not be that easy, sometimes it can be a bit tough but the experience someone gets by working in such an industry is definitely worth the toughness of the job someone has to go through. Even if coworkers are helpful and friendly, that pain and toughness of the job will quickly fade away as I have experienced with myself.

Problems Observed in the Organization

- Magnito Digital does not provide laptops to their interns. Interns have to bring their own laptop. So I always had to carry my laptop. As I live in Old Dhaka, it was really difficult for me to carry the laptop bag every day in the office.
- The work structure is a bit unorganized. That's why employees cannot go to their home when the office hours' finish. Sometimes they work more than 10 hours when the actual office hour is 8 hours only.
- The office is too small for 60+ employees. Sometimes I had to work sitting in the floor as I couldn't find any free desks. Also interns does not have fixed desk in the office. So I always had to go to the office early to get a free desk.

Suggestions for the Organization:

- Magnito should provide laptops to their interns. Because, many students who does not own a personal laptop may want to work in their company. For this, Magnito can miss many interested students who want to pursue their career in digital marketing. It can become a major threat for them in the future.
- I think they should increase their work space or move to a new big office. As Magnito Digital is growing really fast and the number of working people in the office is also increasing at the same time, it can be really helpful for the office as well as for the workers.
- Magnito should follow a scheduled work structure with their clients. As it has been seen that employees often have to work more than the required office hours just because the client does not respond in time. If Magnito start practicing this scheduled meeting and communication system, then this problem will be solved and no one have to work more than the office hours.

Conclusion

After completing my internship program at Magnito, it was my realization that I was so fortunate to be a part of one of the leading marketing agency of Bangladesh. Working as an intern and being a part of the Magnito family was a great honor for me. Additionally, the knowledge I have acquired from such organization will always be a lesson for me. I believe that such internship training will definitely help me to furnish my future career. All the learning in Magnito during my internship would certainly enrich my resume and add value to my skills so that I can pursue my career in any industry. Writing this experience report has helped me discover my skills, and shortcomings. It helped me to focus in my shortcomings and take in more lessons so that I can strengthen my skills and knowledge. All the learning from content department of the Magnito Digital has given me in-depth knowledge about the how business is conducted in this sector. During this time, I faced a few obstacles, but I have learnt to overcome them by organizing my works and minimizing mistakes on the way. Internship tenure at Magnito has delivered what I expected. I achieved everything which I expected to and the internship made my experience more than just the usual academics.

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