

Internship Report

ON

TITAS CORPORATION

Supervised by

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BRAC UNIVERSITY

TITAS
CORPORATION

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Date of Submission: 31. 05. 2017

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2. I am aware that plagiarism is wrong.
3. I am Md. Raihan Rahman hereby declare that this report is the authentic work carried out by me during my internship period.
4. I further declare that, this report is prepared by me and the report has not been presented or submitted to somewhere else. I myself have prepared the report with the help of employees of **Titas Corporation**

Signature _____

LETTER OF TRANSMITTAL

August 10, 2016

BRAC Business School

66, Mohakhali, Dhaka-1212

Subject: Letter for submission of internship report on Titas Corporation

Dear Sir,

It is my privilege to submit the internship report on Titas Corporation.

I try to analyze the services of Titas Corporation elaborately and prepare this report. This report helped me to understand and to learn various implementation of strategy and gave me the practical knowledge of this service organization. I sincerely express gratitude to you for your guidance and continuous assistance during the preparation of this report. Your support in this regard will be highly appreciated.

I hope this report will attract your kind appreciation.

Best Regards,

.....

Md.Raihan Rahman

ID: 10204046

BRAC Business School

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ACKNOWLEDGMENTS

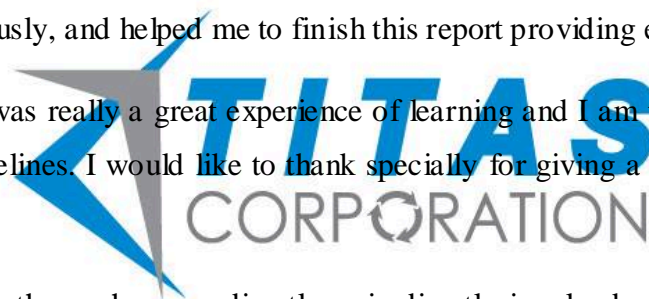
At First, I would like to thank the almighty Allah for giving me strength to complete my Internship. I am pleased to complete the entire report successfully. 'Titas Corporation' and 'BRAC University'-both provided enormous support and direction for my Internship program.

I would like to thank my internship supervisor for his concern, advance and thoughtful supervision and support throughout the preparation of the report It was a great experience while going through the intern period and preparation of this report..

I would like to thank "Titas Corporation." As well as all the staff who spared their precious time and experience generously, and helped me to finish this report providing essential information.

I must confess that it was really a great experience of learning and I am thankful for giving me the proper line of guidelines. I would like to thank specially for giving a wonderful opportunity to make my report.

Lastly, thanks goes to others who were directly or in directly involved and helped me to finish the internship period and preparing this report.



Executive Summary

The report is fully decorated on the work experience that I have gathered as an Intern of Titas Corporation. It is also a reflection of my work at Titas Corporation and my understanding of the digital marketing and how it functions. This report basically consists of the practical experience achieved from the three months Internship period on Titas Corporation. As an intern I work in the client service department. This report explains the importance of digital media marketing in present era and this report will help the reader to get an idea about the importance of it.

This report starts with brief idea about marketing agency and digital marketing. After that I try to give a glimpse about Titas Corporation and the products and the services they provide to the customers are described in the first chapter of first part. Chapter one is also included with the Porter's five forces model of the following industry of Titas Corporation and the SWOT analysis of the Titas Corporation.

In chapter Two of I discussed about the roles and the responsibility of mine in the organization through the time period of intern.

At the next part, chapter one is about the significance of the study, statement to the problem and objective of the study along with literature review is incorporated. On the chapter two the methodology of the study, limitation is clearly mentioned

In the later chapter four I showed finding and provided analysis of the study. Here at first I tried to portray the global scenario of digital marketing and its impact, next I tried to narrow my focus on social media in Bangladesh and its impact on marketing, further I showed the importance of social media compared to other medium of brand communication and its benefits and after that I explained how digital communication firms in Bangladesh are operating and dealing with clients. You will find the reference further studies that I have not included in my report.

Before drawing any conclusion based on this report it may be noted that the report was prepared in a very short time and there are lacking in the data. However, still the report may be useful for designing any further study on maintaining brand communication in social media.

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1.0 Introduction:

There are social and managerial definitions for marketing. Armstrong and Kotler (2005), described the American Marketing Association as “the most influential marketer of all time”, and espoused a social definition: “Marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others, and marketing consists of actions taken to build and maintain desirable exchange relationship with target audience.” This definition reaches human’s the most primary mind- exchange for ‘needs’ and so is a basis for the research.

As for managerial definition, marketing was described in the 60’s as “the art of selling products.” Until 1985 (Chaston, 2004), the American Marketing Association (AMA) proposed a now widely accepted managerial definition which since then has been mentioned in much of the research and most textbooks: “Marketing is the process of planning and executing the conception, pricing, promotion, and distributing of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives (Kotler, 1986).” However, in American Marketing Association’s website, the definition has been modified to “Marketing is an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

In short we can say that marketing is a process of value adding for its product and service .Advertising is an ousting way of marketing. It helps to encourage or manipulate and communicate target customer or potential customer.

Advertising is normally done by a third party known as advertising agency. According to Wikipedia “An advertising agency, often referred to as a creative agency, is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients. An ad agency is generally independent from the client; it may be an internal department or agency that provides an outside point of view to the effort of selling the client's products or services, or an outside firm. An agency can also handle overall marketing and branding strategies promotions for its clients, which may include sales as well.”

Types of advertising agencies are:

- Full service agency
- Creative service agency
- Specialized service agency
- In house service agency
- Digital agencies or new media service agency

Digital Media Marketing or Digital Marketing

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing is defined as “marketing that makes use of electronic devices such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”.

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

1.1 Organization overview

Name: Titas Corporation

Type: Multi-businesses Organization

Owner: Muhammad Rezaul Islam

Founded: 1986

Headquarters: House 139 (F-4/B) Road 3, Block A

Gulshan-1, Dhaka-1212

Email: titascorp@gmail.com



Titas Corporation is involved in multiple businesses like **Advertising, Event Management, IT Service, Securities**. They are proudly working with different national and international organizations of Bangladesh. They have multiple businesses but the main focus of Titas Corporation is on advertising. **Titas Corporation** of Bangladesh has started their journey in 1986. From the very beginning to till now they are working with different governmental and non-governmental organizations. Currently they are working in different both short and long term projects. Besides that, they are also involved in tower maintaining business. At present; they have got the opportunity of maintaining few towers of **Robi Axiata Ltd**. Furthermore they are proudly working in different project with Bangladesh army. From 2015 they start digital marketing. Their first client was sliming diet. After that they are they work with Easy diet bd.

Clients of Titas Corporation




1.2 The departments working within Titas Corporation:

For any organization, maintaining a standard quality service is important if it is attempting to succeed. To ensure better service it has different departments to maintain the professionalism. The departments of Titas Corporation who are involve for digital marketing are:

Finance Department:The finance department of Titas Corporation functions like finance department from any other business organization. They do budgeting for any digital communication campaign and contest as well as for online promotion and advertisement campaign.

HR Department: The main job of this department is to find out and recruit the right people according to the organization demand. The responsibility of HR department are

- 
- a) Recruiting of new employees is their concern.
 - b) Training and development of the interns are going in a good way is also their concerns.
 - c) Compensation, employee benefit, leave and service rules program and up gradation
 - d) Placement and performance appraisal of employees
 - e) Preparing related reports

Client Service Department:The basic function of the client service department is to maintain relationship with the clients and prospects. This is the heart of digital agency. They communicate the thought of both the parties, brands and customers'. They are one of the most important parts of Titas Corporation as well because they are the persons who find out the things customer needs and finding the need is one of the most useful ways to keep the client happy. This department is the heart of the whole organization and it co-ordinates within the functions of the various department in the agency.

. This gives some important information to the Titas authority, like

- a. Effectiveness of the digital communication campaign
- b. Customer reaction and feedback about the digital communication campaign
- c. Finding out the reasons that makes communication campaign fail to have more reach or Engagement and brand experience

Creative Department:

This is the mind of the organization because it is them whom make Titas Corporation popular and effective to the clients. They perform certain acts. Some of them are given below.

- a. Developing copy for communication on social media
- b. Developing weekly post calendar for communication for social media
- c. Designing the post creative for digital communication
- d. Visualizing the idea of campaign and contest
- e. Finalizing layout etc.



1.3 Porter's five forces model:

It is extremely crucial for organization to analyze the competitive forces in the industry environment to identify opportunities and threats. Michael E. Porter's well known five forces model helps with this sort of analysis. The model focuses on five forces that shape competition within an industry. A strong competitive force can be considered as a threat because it depresses profit, whereas, a weak competitive force can be viewed as an opportunity as it facilitates the

companies to earn higher profit. The influence of the five forces on digital Media Marketing or digital Marketing in Bangladesh is discussed below:



Porter's five forces model



Competitive Rivalry

The market size is estimated in terms of total performances and quality of services and product. The Advertising agencies in Bangladesh is at the growth stage as different types of businesses are increasing all over the Bangladesh. The need of marketing has emerged and resulting in lots of digital technology based advertising agencies operating in the market making the present situation quite intense. Now, there are number of advertising agencies in the market which are continuously helping their clients for increasing the share in the market by introducing new products through promotional. As a result the number of competitor is high and the service is almost same so the competitive rivalry is high. In one side the rapid growth of market shows that it has better future on the other side there is already few well established advertising agencies are very proactive in the market.

Bargaining power of Buyers

Bargaining power of the buyer can be a competitive threat when they are in a position to demand lower prices or better service from the company that can increase operating costs. In terms of advertising agency customers who take services are called clients. As the customers can get the same services from other organization also, they can easily switch another organization in terms of services. As there are a number of competitors in the existing market, the bargaining power of buyers is high.

Bargaining power of Suppliers

Bargaining power of the suppliers is not a huge threat for this sector. The raw materials that they need are heavily available in the market. For that reason, there doesn't exist any supplier threats because most of the time there are other supplier who are supplying similar types of raw materials. Therefore,

Threat of Substitutes

Nowadays technology is being used in everywhere. Small news can be share throughout the world by using different social media within few second. Thus, no other way can think and the use of technology is

the only way to solve any problem in a blink of eyes. And there is no possible way which can fill the need of technology. Therefore, it can be said that the threats of substitutes is comparatively low.

Threat of New Entrants

Because of growing market the threats of new enters is high. New agencies can provide almost same service and charge a smaller price for the same service by using their competitive advantages. As the switching cost is low so it is easy for the clients to change the agency.

1.4 SWOT Analysis:



It is an effective element for representing the internal and external both positive and negative effect. The following analysis highlights strength, weakness, opportunity and threats.

Strength:

- Likely to produce greatest ROI (Return on Investment)
- Probably justifying immediate action-planning or feasibility study.
- Good corporate culture and friendly working environment

Weakness:

- Low promotional activity
- Comparatively low profitability

- Lack of training program for employee

Opportunity:

- Emerging industrial sector
- Use of technological instruments are increasing
- Government of Bangladesh is emphasizing more on technological sector

Threats:

- Emergence of newer agencies
- Number of well establish competitors
- High bargaining power of buyers



2.0 Description about job:

During my internship program I have worked under client service department of the Titas Corporation, where all the employees were generous and helpful in terms of providing information, interaction etc. Overall, I have experienced a very friendly and supporting environment at Titas Corporation which gave me pleasure and satisfaction to be a part of them for a while. I was also encouraged to learn lots of things from the Titas Incorporation's employees. They have discussed in details about their respective task and it helps me to understand how they deal with the previous and existing clients.

2.1 Client servicing

I already maintain that I complete my internship under client service department so my responsibility was to analyze the industry and digital media for clients, formulating strategies and executing them based on the objective of clients. The whole process are given below

1.AGENCY BRIEF:

Agency brief which is sent by the client. In the agency brief, the following issues are mentioned:

- Background overview
- Project Description / Mechanics
- Competitor's marketing strategies
- Project objectives
- Target audience
- Time line



2. Creative Idea Generation and presentation:

The creative department of the agency led by the General Manager includes a Creative Supervisor, Copywriters, Visualizers, Senior Client Service Executives and Client Service Executives. The General Manager is responsible for managing the whole team. Creative supervisor assists in making creative contents. The brainstorming session of the creative team sometimes needs a long time and sometimes a strong idea just hits someone instantly like an epiphany. There is no set guideline as to how a creative team should work. After the brainstorming, many options of creative idea are generated based on the agency brief. Copywriter generates creative copy and post copy for Facebook contents. Senior Client Service

Executives negotiate with the clients and Client Service Executives actually design and implement all the strategies.

3. Selling the Creative Idea to Client: The client service team will share the idea with the client. The client servicing team is usually accompanied by someone from the creative team. Client usually sends feedback and suggestions to make alterations to the script and when the changes have been made and the client likes it, the script is locked. Sometimes a client may not like the ideas at all. In that case the creative team needs to generate some more ideas for the client.

4. Feedback of Client: Every idea has to be presented to the client at first. After he/she approves, then the agency can start working on it. Proper feedback is necessary otherwise agency don't get proper direction to do the work.

5. Revised negotiation: If clients have any problem with proposal, we need to rewrite the proposal and make negotiation.

6. Final report: Proposal which finally put forward to clients by us.

7. Approved: Final proposal need to get approval from client, otherwise we will lose client.

8. Estimate Signed: It's a contract between client and Titas Corporation.

9 Release Order: Order which submitted to vendors for buying space and placing ads

10. Creative: Executing the idea or plans of campaigns in to final formats like banner, websites...Etc.

11. Run Campaign: Starting the campaign by placing ads banners, videos, face book contest, Facebook page managing ...Etc.

12. Compile: After getting all reports from them, we compile those reports for submit to clients.

2.2 Specific Responsibility

- Visit Titas Corporation three days a week and monitor the day to day operation, after that I handover the progress of my work to the higher authority.
- client service for assigned clients
- Inform the potential clients about the service through social media
- Communicate management on social media
- Maintain public relation with the existing clients
- Occasional copywriting

3.0 Significance of the Study



Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Two Professors of Marketing Andreas Kaplan and Michael Heinlein define **social media** as "A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.

Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from Internet usage. According to Nielsen, Internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011. For content

contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income.

In Bangladesh there are around 34 million Internet users at present according to Wikipedia and out of that 42 percent are Facebook User, which tells you that a large chunk of Internet users are active on social media. For that reason as tool of communication with customer the importance of social media is becoming very popular and effective.

3.1 Statement to the Problem

In here, we will emphasize on the need of firms to make presence of their brands on social media and the reach, targeting, impact, cost effectiveness and efficiency of social media for communication, relationship management, sale of products using social media by firms and their brands operating in Bangladesh.

3.2 Objectives:

The specific objectives are mentioned below :

- Importance of social media compared to other medium of brand communication and its benefits
- How digital communication firms in Bangladesh are operating and dealing with clients
- To study social media in Bangladesh and its impact on marketing

4.0 Literature review

The focus of this study is the Presence of Digital marketing and its Impact. There are many researches has been done Brand Communication but lack of emphasize has been given to the Digital Marketing. This study discussed Digital Marketing and its strategy, which is very important for today's marketing communication. A survey was conducted to find out the current situation of digital marketing in Bangladesh and its importance.

This part includes brief definition of the theoretical part that would be discussed in the report

Social Media: According to Wikipedia, Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Social Media Marketing: refers to the process of gaining website traffic or attention through social media sites.

PTAT: The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location. (Unique Users)

Lifetime Total Likes: Lifetime The total number of people who have liked your Page.(Unique Users)

Reach: The number of people who have seen any content associated with your Page. (Unique Users)

Page Engaged Users: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

Reach of page posts: The number of people who saw any of your Page posts. (Unique Users)

5.0 Methodology

The type of this study will be quantitative along with the good mixture of qualitative part. The report will be based on both Primary and Secondary data.

Primary Data: This report is mainly based on the primary data, which has been collected

from a different interview and data collection. Information also collected from workplace colleagues and people who directly involved with Titas Corporation.

Secondary Data: The secondary data sources are:

- Newspaper, articles, Journals and websites.
- Various data sources provided by the organization

6.0 Limitation of the Study



To build up this study several limitations has been discovered. Those limitations are:

- To collect primary data it is hard to get the correct information from people because they might not feel comfortable or provide their false feeling because they want to remain surveyors' feelings to be intact.
- This is a long term research where more information could be included. Due to the lack of time I was unable to compile all the information through.
- The precise analysis requires good amount of financial support, because of that monetary limitation it is impossible use the full potentiality of this research.
- To observe the whole corporation activities and come up with a fruitful result requires huge amount of time, so time limit is another crucial limitation of this study.
- The internship proposal is conducted based on several secondary data which were rather inefficient or unreliable.

7.0 Evaluation:

Importance of social media compared to other medium of brand communication and its benefits.

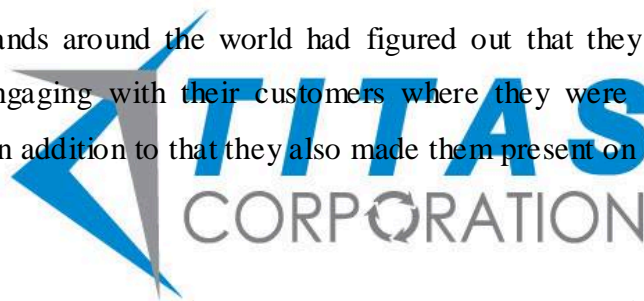
The great thing about social media is that you can do more with less. We have more than 10 TV channels in the country now and the cost to air commercial is very high. A fraction of the above the line budget can do wonders in the digital world. Unlike with above the line media such as press and TV you don't have to spend a hefty amount, no need for any negotiation as well. When it comes too social marketing, the company enjoys a lot more freedom compared to other Medias. A decent amount on advertisement buying on Google ads along with an active Facebook page with like campaigns and post promotion can go long way.

A big benefit of social media is that you can target you communications towards the desired people very easily. It's pretty simple to find out the interest areas of people on Facebook and a marketer just need to find out the interest areas his target group acquires and target them for a given communication. For example, Airtel has an offer called "night talker" (low call rate from 12am-8am), if they want to promote this communication the need to find out the people who usually stays up late and would be interested in this particular offer. In this case finding people who like coffee, late night snacks and more importantly who are students would be a good way to find effective audience. So, we can see that it give plenty of options to fine tune the target group.

Social Media in Bangladesh Marketing strategy and its impact

Social media marketing around the world is getting popular day by day. This is because social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a friend or trusted third party, as opposed to the brand or company itself. Moreover, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. In addition to that social media is a platform that is easily accessible to anyone with Internet access and social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

According to an article published on International Business Times we can get to know that by 2010, most big brands around the world had figured out that they needed to get on Facebook and start engaging with their customers where they were more likely to be viewed as a “friend.” In addition to that they also made them present on Twitter, Instagram and Vine recently.



Social Media in Bangladesh marketing strategy and brand communication

Social media was a relatively new concept for most companies even a few years back. Since last year most companies started to open up their Facebook pages but the amount of resources used were not that high compared to what it is right now. Studying the current status quo it's quite clear that the big boys in the social media world are the telecoms, four of the top five Facebook pages in terms of likes are obtained by them. Keeping a close on the 4 telecoms page one can easily spot that they are very competitive even when it comes to Facebook. The current brand to hold the number one position right now is Airtel Buzz; the page recently reached 26 lacs fans. Airtel buzz kicked the accelerator since the year this year to overtake Robi, Banglalink Mela and Grameen Phone. Besides acquiring more likes Airtel Buzz Facebook page also managed to maintain a PTAT (People talking about this) above 50,000 compared to the average 30,000 of the other 3-telecom pages. The only page in the top five that is not a telecom is Style World Bangladesh; it was the top brand page of

the country before being displaced by Airtel. In the top 10 you will also find e-commerce pages like bikroy.com and Akhoni.com. P&G is the only FMCG Company in the top 10 and it seems like that they have realized the potential power of social marketing ahead of its competitors. Clothing giant Yellow is also there and had a rapid rise in 2013. The last page in the top 10 is Aarong, unlike other pages in the top 10, they probably got more organic likes benefiting the positive brand value it has generated over the years.

Social media should be considered as the new, small but effective tool inside the old marketing toolbox. Especially for country like Bangladesh with massive youth population and ever increasing Internet and smart phones users, it has huge potential. These social media outlets can be cheaper and very effective communication tool for all the big companies but also upcoming new businesses, you can judge this by the number of clothing lines existing on social media. So, social media can be considered as blessing to SMEs and entrepreneurs out there. In terms of Brand communication, it's a much refreshing option compared to the existing ones. Let's use Airtel as an example, since the main target group of this telecom is youth; it's a highly effective place for the company to reach the youth directly. Going through the Airtel Buzz page, one can easily point out the page creates a fun atmosphere by its posts, which supports the brand essence they have set over the last two years. Social media can be an easy to handle, frequently use medium to set the brand tone gradually towards your audience. By the help of social media companies can go beyond the media restrictions and norms. Also, since Facebook posts can be promoted to a targeted audience, you can reach the better layer of audience proffered for a certain communication. It helps to create and retain a good position in the users minds and you can increase your brand visibility by simply showing up on the computer screens of the users. Unlike mediums you can instantly share anything that can add value to your brand instantly through social media. It requires a bit of creativity and targeting the right audience to supply the right contents that will increase the brand value.

8.0 Recommendations:

As Titas Corporation is contributing a lot in fostering economic growth, generating employment, they should give more concentration. After completion my internship period and considering the above listed findings, some points may be recommended and these are given below.

Increase Budget on Social Media Marketing: One of the number one failures of brands not doing well on social media according to a research by Nielsen's is the reason of low budget allocated where on average only 1.2 % of the total communication and promotion budget is allocated to digital social media communication. This budget allocation is too low and should be increased to a sufficient amount.

Increase Effectiveness of Brand Pages on Social Media: Most brand pages are too focused on posting and communicating products and services to people's newsfeeds where the social media user will get annoyed at a particular time and unfollow or unlike the page. It's always better for the brand page to promote non-brand communication like humor, tips and other benefitting messages of the user than only blatantly posting and communicating product and service benefits. Too many product posts are one of the main reasons for less than 15 minutes stay at brand pages, as they don't find interesting or benefitting communication from brands. The best method to use is a mixture of product and lifestyle, humor and tips communication from brands rather than product and service promotion.

Increase Efficiency of Brand Pages on Social Media: To increase efficiency of brand pages one needs to target the communication of brand pages according to the target group. Most social media such as Facebook has a system of targeting promotion to a good extent where the reach, the type of people who need to view the communication, age, gender, geography and lifestyle can be specified.

More Recruitment for digital marketing or social marketing: Currently in Bangladesh the business of digital marketing is just in its initial level. However, as we all know that it is one of the upcoming booming sectors in the near future as many other agencies have just started to work on digital marketing. Now for a fast and rapid development of the company, it should hire more employees for this sector to cope with the high demand.

9.0 Conclusion:

According to the process of completing four years BBA graduation program this intern report is a mandatory essentially required. At the very beginning of the internship period I have been told to give a complete marketing solution of the Titus Corporation which is also a required part of my BBA program.

This project will focus on the digital market and its effectiveness. The report starts with a general introduction on Titus Corporation. This report mainly features on maintaining brand communication through social media. Here in this report I mainly discussed on the effectiveness and efficiency of the social media for which a survey was undertaken on the users of social media. The results show that brands presence in social media is a must as people spend a large part of their time on Facebook and when on Facebook they not only like to communicate with their friends but during their time spent there they also like to interact, search and know about brands they see or hear from different media. Moreover, through the study of social media articles of home and abroad and work experience at Titus Corporation a true picture of social media in the world, at home, amongst different digital firms and which brands are maintaining social media presence and their objectives and strategies were tried to be presented.

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