



CASE STUDY

- MARKETING/ADVERTISEMENT

Background

MUSKAAN ALI

Internship in an area of Marketing/Advertisement

Start Date: 15th of July 2021 - 11th of August, 2021

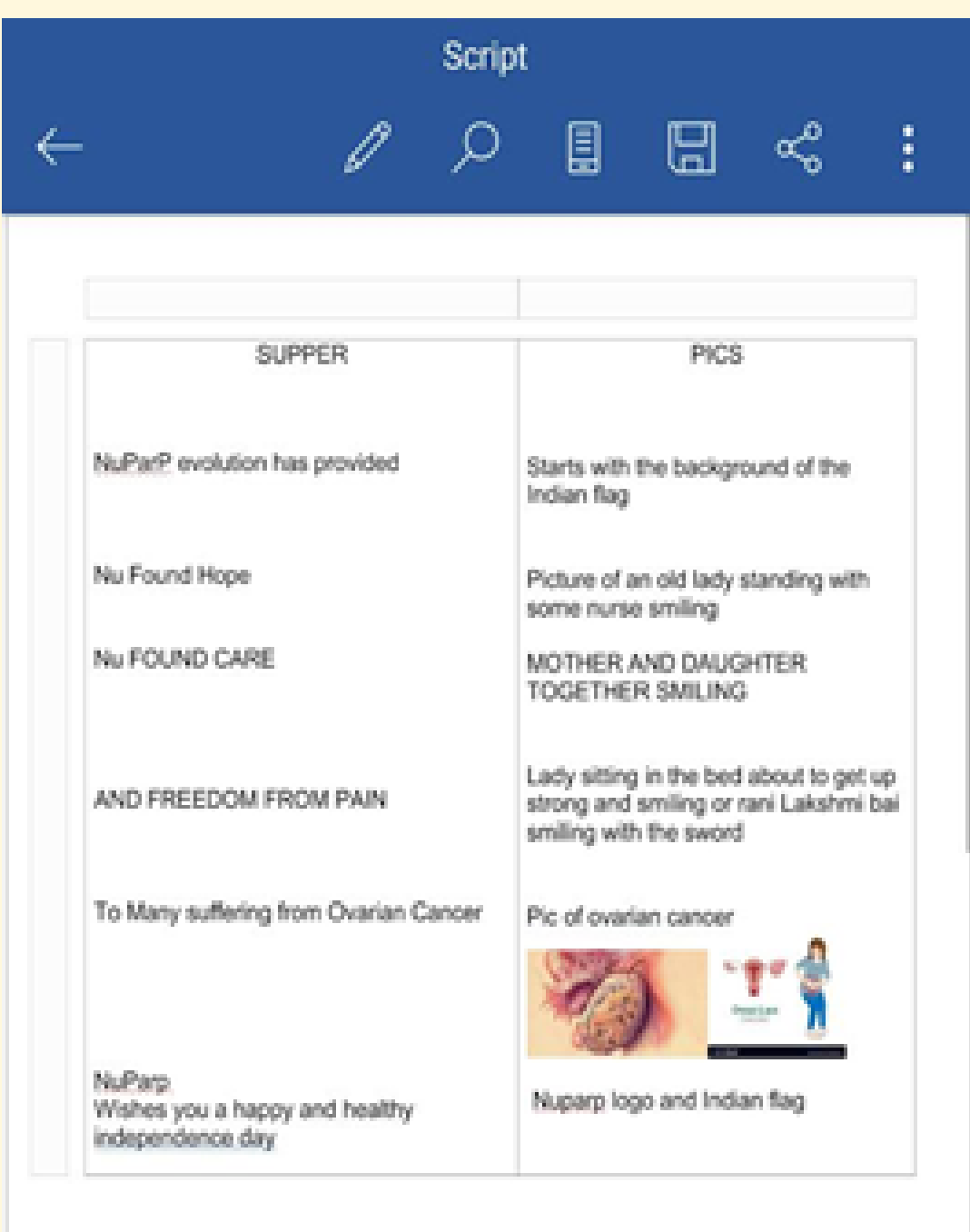
Working hours per week: 2-3 hours

I am a student at Gems Modern Academy, Dubai.

To gain exposure in the field of marketing and advertising and to learn some new skills and polish the existing skills encouraged me to take up an internship program in firm which is a startup company dedicated to provide imagination to your dreams for your brand, and craft a campaign around your imagination that will result into a customer experience that is natural, unobtrusive and sustainable.

To begin with I was part of the branding, naming, and scripting as such there was no title or designation given to the student.

We worked on naming a brand which produces herbal products and also worked on their different types of packaging clearly defining the user benefits. We also focused on how campaign for a brand helps in promoting the product in a right strategy. Learnt about how campaigning is done and worked on 2 projects for campaigning for different companies.

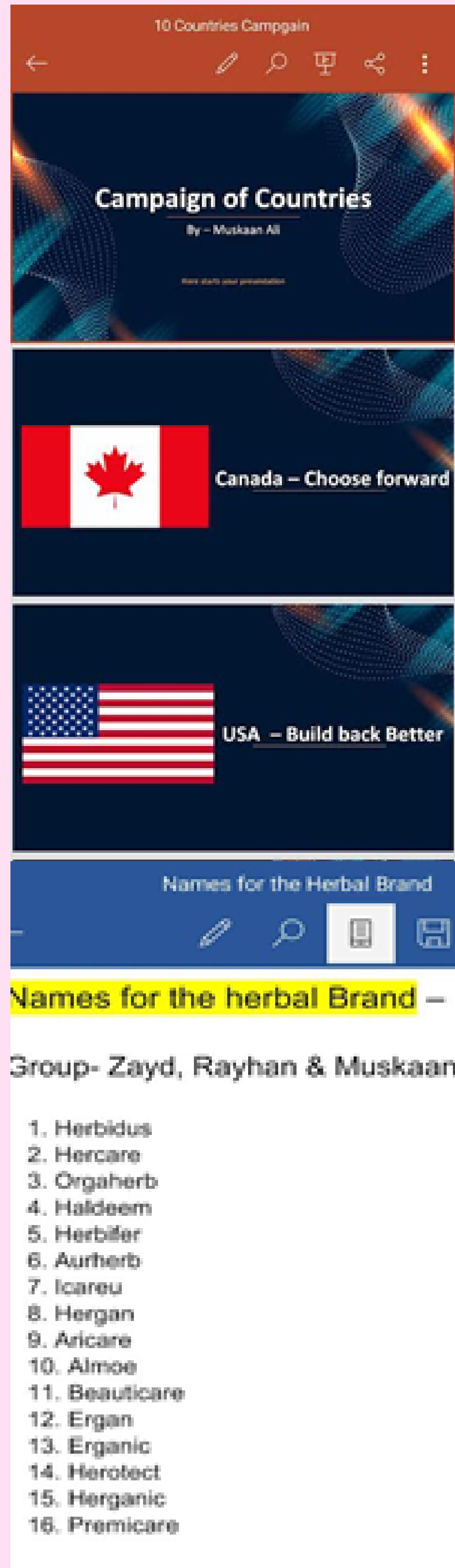


Learning Outcome

We attended a training on video making and about public relations which helped me to understand about the media planning and its importance.

My role was to engage in naming the script and campaign. This session helped me to think out of the box and gave more practical exposure in the industry to develop strategies and various complex involved in achieving the targeted vision. This experience has really broadened my view & understanding the whole process an industry goes through in launching a new product in the market.

This experience will definitely help me moving forward in my career in both professional and personal development in whatever industry I choose in the future and I definitely recommend students of my grade to go through this internship programmed to enhance individual skills and give a better understanding. This program helped me enhance my skills in presentations, understanding the clients requirement, way to market etc. Obviously, the topic learnt in the school related to marketing helped me to understand the subject in a better way. This program has enhanced my skills in preparing the presentations, script learning and graphic designing too.



Learning Outcome

This program did meet my expectation as I had absolutely no knowledge in the past and engaging with various people from different departments with their skill levels kept me interested throughout the session.

To a certain extent I am more clear now in deciding my career path after my graduation and I once again recommend my future students to take part in such programs to enhance their skill level and think out of the box to be successful in any career they choose.

"I RECOMMEND FUTURE STUDENTS TO TAKE PART IN SUCH INTERNSHIPS TO ENHANCE THEIR SKILL LEVEL AND TO THINK OUT OF THE BOX TO BE SUCCESSFUL"

