

Summer Internship Report 2012

On internship completion, every student has to submit “Internship Report” to CMC by Sep 20, 2012. Cheating/Copying is not acceptable at all.

General Guidelines for Internship Report

Report Length:	10-15 pages (no hard/spiral binding)
Page Size:	A4
Font:	Times New Roman
Alignment:	Justified
Margin:	2”
Spacing:	1.5
Page Numbering:	Pages should be numbered
Headings/Subheadings:	Use headings/subheading where necessary
Spelling/Grammar Check:	Use this feature on whole report

REPORT FORMAT FOR MBA/BBA MARKETING STUDENTS

1. **Title Page:** Name of the University, Organization Name, Student’s Name & Reg. #, Date of submission
2. **Copy of Internship Certificate**
3. **Acknowledgement:** of those who helped you during internship and in compilation of internship report
4. **Table of Contents:** List of all headings, subheadings, and annexure with page numbers.
5. **List of Tables/Figures:** List of tables, figures, graphs, charts (if used in report).
6. **Executive Summary:** Includes major points/micro image of the report
7. **Objectives:** State your purpose to study the Organization
8. **Overview of the Organization:** Brief History, Nature of Organization, Business Volume, Main Offices, Total staff strength, Products, Competitors
9. **Organizational Structure:** Organizational Chart (hierarchy wise), Departments Name

10. **Structure of the Marketing Dept.:** Dept. Hierarchy, No. of employees in the Dept.
11. **Marketing Operations:** Analyze Customer Demand, Market Trends, Competition Movement & Quality Assurance Process
12. **Functions of the Marketing Dept.:** (i): Marketing Strategy.
(ii): Product Planning, development & management
(iii): Pricing Strategy
(iv): Distribution Strategy. Also draw channel of distribution (Producer, Wholesaler, Retailer, Buyer)
13. **Your Internship Program:**
 - a) Introduction of the Branch where you worked
 - b) Departments in which you worked during your internship, Supervisor's name & job title
 - c) Description of the tasks/projects which were assigned to you during your internship
14. **Critical Analysis:** Associate theoretical concepts with your internship experience on following:
 - i. **Marketing Analysis of last 3-4 years**
 - ii. **Failure of different products**
 - iii. **Major Competitors**
 - iv. **Future Prospects of the Organization**
15. **SWOT Analysis** (strengths, Weaknesses, Opportunities, Threats to the Marketing Dept.)
16. **Conclusion:** Illustrate the Company as per your judgment/assessment with reference to SWOT Analysis
17. **Recommendations:** Recommend solutions for all the problematic areas mentioned in SWOT analysis
18. **References & Sources Used for Data Collection**
19. **Annexes/Appendices**