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

   (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**