



Marketing – 10-Day Accelerated Internship Program

Goal: Strategy | Content | Analyze - Master the modern digital marketing mix in 10 days.

Program Overview

Item	What you need to know
Length	10 Days Total (5 Days Online + 5 Days Onsite)
Main Goal	Expose students to the modern marketing mix, focusing on digital strategy, content creation, and campaign analysis.
Hours	Around 20 Hours of focused training.
Format	Mix of online classes/tool-based practice and hands-on project work.
Level	From beginner to having intermediate skills.
Who Can Join	Students in Marketing, Communications, Business, or any creative field.



Part 1: Online Theory and Tool Practice (5 Days)

These five days cover core marketing fundamentals, strategy development, and essential digital channel knowledge, all delivered remotely.

Day	Main Focus	What You Will Learn & Do
Day 1	Marketing Strategy Basics	Introduction to the 4 Ps (Product, Price, Place, Promotion). Learn how to identify a target audience and perform market segmentation. Hands-On: Conduct a basic SWOT analysis for a mock company.
Day 2	Customer Journey & Competition	Understand how to create an ideal customer profile (ICP). Map out a simple customer journey from awareness to purchase. Introduction to digital marketing channels. Hands-On: Develop a mock ICP and map a simple customer journey.
Day 3	Content Marketing Fundamentals	Explore different content types (blog, video, social media posts). Learn the basic principles of Search Engine Optimization (SEO) . Understand the role of content in a digital funnel.
Day 4	SEO & Content Planning	Deep dive into keyword research strategies. Learn how to structure content for better search visibility. Hands-On: Generate a list of keywords for a mock product and begin drafting a 4-week content calendar.
Day 5	Social Media & Paid Ad Theory	Learn platform-specific strategies (e.g., Instagram, LinkedIn). Understand the basics of Paid Advertising (PPC) , ad copy guidelines, and community management. Review campaign setup basics.

Part 2: Onsite Hands-On Campaign Execution and Analysis (5 Days)

These five days are mandatory onsite for collaborative work, practical mock campaign setup, deep data analysis, reporting, and the final presentation.



Day	Main Focus	Hands-On Activities Covered
Day 6	Ad Creation & Campaign Setup	Hands-On: Develop compelling ad copy and visual creatives for a mock campaign. Set up a basic social media post schedule. Learn best practices for ad platform mechanics and targeting.
Day 7	Analytics & Engagement Deep Dive	Hands-On: Analyze engagement metrics and platform analytics data. Learn how to read and interpret key metrics (e.g., CTR, CPA, ROI). Discuss how to measure Key Performance Indicators (KPIs).
Day 8	Reporting and Optimization	Hands-On: Practice analyzing data from a previous marketing campaign. Develop a professional report based on the data, and practice suggesting specific, data-driven improvements for campaign optimization.
Day 9	Final Project Development	Project Focus: Dedicate the day to developing a complete, one-month digital marketing campaign plan for a small business. Finalize budget, content strategy, campaign structure, and expected KPIs for the plan.
Day 10	Presentation and Certification	Final Activity: Deliver a professional presentation of your complete campaign plan. Participate in a Q&A and final evaluation session. Receive your completion certificate.

Deliverables and Outcomes

- **Comprehensive Campaign Plan:** A complete, ready-to-use digital marketing campaign plan.
- **Presentation Deck:** A professional presentation deck summarizing your final project.
- **Certification:** Completion certificate upon successful demonstration and evaluation.

Key Skills Developed

- **Digital Strategy:** Understanding and applying the digital marketing landscape.
- **Content Creation:** Practical skills in drafting content and planning calendars.
- **Campaign Analysis:** Ability to analyze performance data and suggest improvements.
- **Teamwork:** Experience in developing and presenting a large-scale project.