



Internship Report On Public Relations & Communication at Rajendra Eco Resort

Presented By

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Faculty of Humanities & Social Science

Daffodil International University

Presented To

MD. ABDUL KABIL KHAN PHD

Associate Professor

Department of Journalism, Media & Communication

Faculty of Humanities & Social Science

Daffodil International University



Executive Summary

In the enclosed paper, you will find a detailed overview of my stay at Rajendra Eco Resort, which was the internship period in the Public Relations and Communication department. The internship was a mandatory prerequisite for my graduation in the field of Journalism, Media and Communication at Daffodil International University. I participated in several activities such as content writing, social media management, event coordination, and both internal and external communication during the internship period. Through such responsibilities, I learned how the good combination of public relations and media strategies can build a positive image of the organization and engage the audience. The report not only provides information about the organization's structure and working procedures but also includes my duties and the PR strategies used by the organization. A SWOT analysis is conducted and an academic theories of journalism and communication reflections is done showing their application in practice. The internship, in its entirety, equipped me with skills such as professional communication, creative thinking, and comprehension of media and public relations in the context of building brand reputation and trust with the public.

Letter of Transmittal

Date: October 14, 2025

To

Md. Abdul Kabil Khan, PhD

Associate Professor

Department of Journalism, Media & Communication

Daffodil International University

Subject: **Submission of Internship Report-My remarkable Internship Journey.**

Dear Sir,

I am very grateful to you and at the same time I have to submit my report of the internship entitled which is really a pleasure and it is done as a partial requirement for getting my Bachelor of Journalism, Media & Communication degree from Daffodil International University.

The internship report document thus shows the knowledge that I had gained from my internship at Rajendra Eco Resort which had a duration of May 5, 2025, and was completed under the supervision of the Public Relations team of Sales & Marketing Department of the organization. The paper contains my complete educational journey.

I am hugely indebted to you for your priceless direction, and support all through the struggle of this report. Besides, I would also like to convey my heartfelt gratitude to the entire team at Rajendra Eco Resort for their kindness and assistance during my internship. I wish you would find this report up to your standard and it would fulfill its aim.

Sincerely,



Alifennesa Alif

ID: 213-24-759

Department of Journalism, Media & Communication

Daffodil International University

Certificate of Approval



I am pleased to clarify the internship report on **Rajendra Eco Resort Ltd.** prepared by **Alifennesa Alif**, ID: 213-24-759, Department of Journalism, Media & Communication, Daffodil International University. The report has been approved for presentation and viva-voce as part of her course requirement. Under my academic supervision, **Alifennesa Alif** worked at **Rajendra Eco Resort Ltd.** as a **Public Relations & Communication Intern**. She successfully completed her internship journey from **May 5th to August 5th, 2025**. I am pleased to certify that the data, analysis, and findings presented in this report are the authentic work of **Alifennesa Alif** to the best of my knowledge.

To my knowledge, **Alifennesa Alif** possesses a very good moral character, a strong sense of professionalism, and a pleasing personality. I wish her continued success in her academic and professional journey.

A handwritten signature in black ink, appearing to read 'Dr. Md. Abdul Kabil Khan'.

.....

Dr. Md. Abdul Kabil Khan

Associate Professor

Department of Journalism, Media & Communication

Faculty of Humanities & Social Science

Daffodil International University

Certificate from Organization


RAJENDRA
ECO RESORT

Resort: Pingail, Bhabanipur Bazar, Gazipur, Dhaka, Bangladesh
Booking Hotline: 01881449499 | Email: booking@rajendraecoresort.com.bd

Internship Experience Letter

Date: August 10, 2025

TO WHOM IT MAY CONCERN

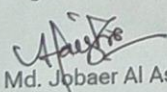
This is to certify that **Ms. Alifennesa Alif** has successfully completed her internship at **Rajendra Eco Resort** as a **Public Relations & Communication Intern** in the **Sales and Marketing Department** from May 5, 2025, to August 5, 2025.

During her internship, she actively contributed to the organization's communication and marketing activities. She successfully conducted PR campaigns, managed client communication, prepared quotations, and managed engaging content for social media including reels, stories, and posts.

Ms. Alifennesa demonstrated dedication, creativity, and professionalism throughout her tenure. Her ability to communicate effectively and manage tasks efficiently was truly commendable.

We wish her continued success in all her future endeavors.

Regards,


Md. Jobaer Al Asad
Director, Sales & Marketing
Rajendra Eco Resort LTD
Email: rajendraecoresort2023@gmail.com

Sales Office: 74/B/1, RH Home Center, Suite- 338-339, Green Road, Dhaka | Phone: +880 2223374554
Head Office: House-73, Road-04, Block-C, Banani Model Town, Banani, Dhaka

Acknowledgement

Above all, I would like to express my sincere congratulations to the Department of Journalism, Media & Communication, Daffodil International University for allowing me to take the internship as part of the academic curriculum.

To the greater extent, my gratitude goes to my internship supervisor, Mr. Abdul Kabil Khan, Ph.D., Associate Professor, for his patient till the end guidance, support, and very constructive criticism throughout the whole process.

I also want to express my gratitude for the Rajendra Eco Resort management, mainly the Public Relations & Communication Department, for giving me a chance to perform in a corporate environment where I could apply my theoretical knowledge and gain practical skills at the same time.

Additionally, I would like to convey my heartfelt gratitude to all the team members and mentors who played a significant role in providing their support, teamwork, and inspiration, thereby transforming this internship into an excellent learning experience and a lovely memory.

Sincerely,



Alifennesa Alif

ID: 213-24-759

Department of Journalism, Media & Communication

Daffodil International University



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Chapter One

Introduction

1.1 Objectives of the Internship

An internship is a primary link between academic understanding and professional journey. It illustrates the academic knowledge-giving to professional experience for students to explore in real life how media and communication are actually worked within the corporate world. This experience indicates the great opportunity for seeing concepts of people interaction, public relations strategy, and media responsibility at play within the real-time context of ever-changing professional environments in communications. This contaminated the transition for any Journalism, Media, and Communication student from academic journey to practical implementation. An internship provides the opportunity of serious learning as to how information is gathered, communicated, and received by way of connection, public relations, and digital communication.. It also practically projects the classic and digital media to show the businesses that work on branding, marketing, storytelling, and strategic public relations policy to influence consumers with the brand.

The main objectives of this internship are:

- To study the contribution of Public Relations to the establishment and maintenance of the image of an organization.
- To practice strategic communication, media relations, and branding.
- To observe the building of corporate reputation and customer trust through PR campaigns and media relations.
- To practice event management, press interaction, and digital content production.
- To relate theories learned in class to actual practices within hospitality and tourism.

This unique program demonstrates PR from the perspective of organization development through success branding narration, media collaboration, digital engagement, and reputation management. I'm actively engaged in communication projects and am a witness to plans being implemented in a myriad of ways so I can understand how consistency combined with audience-centric approaches helps in forging a credible and recognizable identity related to brands. This internship is actually different because it combines the theory behind media and communication with practical application. Hence, my ability to analyze effectively and creatively using these key concepts will further help me in the field of media as well as communication.

1.2 The Motivation for Selecting PR & Communication

As I am very much interested in narrative, brand creation, and relationship management as all are core activities in journalism, media, and communication, the secondary emphasis for my internship was public relations and communication. I have always found it fascinating how narratives mold identities, how messages shape perception, and how good communication helps connect businesses with their audiences. This internship serves as the perfect chance to transform that interest into practical experience, to witness communication as both an art and a science in professional environments.

Media, communication, and public relations professionals are considered some of the most potent avenues for swaying public opinion, creating trust, and hence creating an organization around public perception. The idea of communication strategies in an organizational sector fascinated me. Rajendra Eco Resort is an eco - resort in Bangladesh. The organization's community engagement reflects the sort of marketing done through customer handle, media relations, and storytelling.

As working in Rajendra Eco Resort, I am able to observe how PR tools such as social media reflection, and corporate relations are now used with digital communication such as social media marketing, influencer engagement, and online reputation management. It has given me an understanding that creativity matters in every aspect. Message speaks different audience languages and promotes business ideas is how communication must be conceptualized. It reflected how important the consistency of the message is, especially in an industry so much influenced by consumer satisfaction and consumer trust. In summary, this internship really gave strength to my long road to public relations and communication where I want to creatively work on ways of communication.

1.3 A Comprehensive Overview of My Supervisor

During my internship at Rajendra Eco Resort, I had the chance of working under the supervision of **Md. Jubayer Al Asad**, who is there as the **Director of Sales & Marketing**. He played as a mentor in guiding and helping me understand the professional aspects of Public Relations and Communication.

He embarked on my insightful thought to the conception, development, and real time use of PR campaigns. He gave the knowledge of communication from background research, target audience, key message sorting, communication method of talking how to evaluate results. This encouraged me to understand how to develop communication materials used for making the identity and tone of the brand being communicated remained consistent. Teamwork and communication is very important to play the role. I was involved in many meetings and discussions in which strategies were discussed and made the decision. The experience gave me awareness of the fact that communications must be a collaborative effort among internal to external clients for achieving goals.

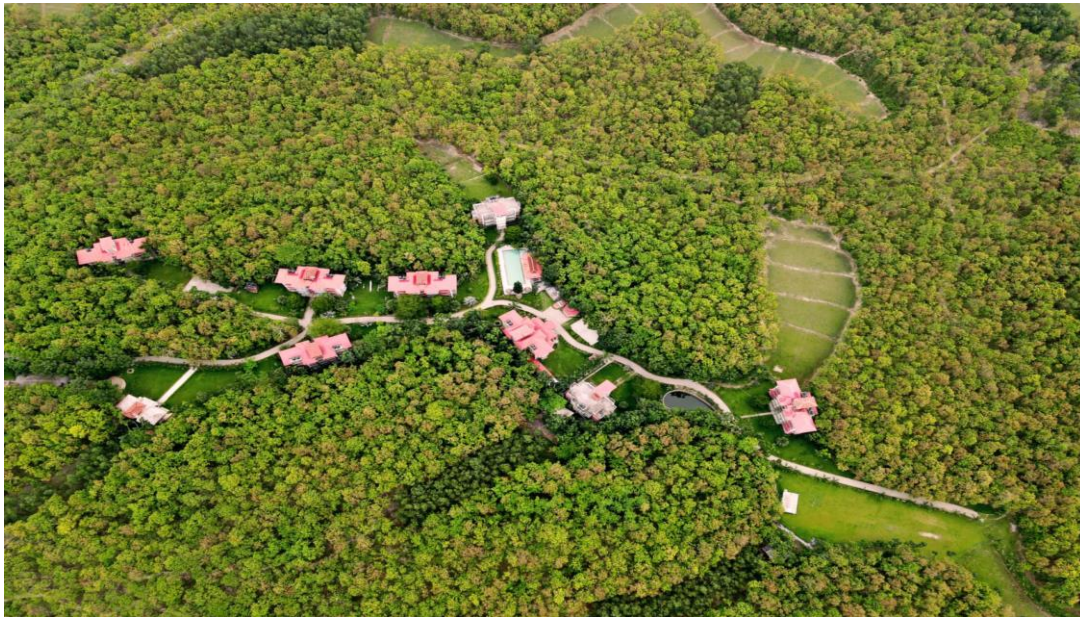
Throughout the internship, my supervisors kept on providing me constructive criticism and thus having development in surrender, writing, and creative skills. The supervisors eventually began to instruct me to acquire new important duties; managing online engagement for marketing campaigns, digital content creation, and assistance in event management are some of these tasks. Hard skills blending media coordination and content creation were imparted to me; soft skills such as time management, adaptability, and work ethics were cultivated along the way. It might have been most important that I learned from the internship that public relations is strategic-every act, conversation, and visual aid build public opinion that molds a company over time. Like that, I had awesome life-changing learning opportunities arising out of my internship that further boosted my confidence to see all brave sons and daughters working hard for promising careers in public relations and communication in good company with such dedicated and supportive persons.



1. My first day at Internship

Chapter Two

About Rajendra Eco Resort



2. Rajendra Eco Resort View

2.1 History and Background

Rajendra Eco Resort is in Gazipur, a beautiful area near the city of Dhaka, making it one of Bangladesh's leading eco-friendly resorts. The resort promotes the Whisper of Nature. It is a great place where anyone comes to seek their relaxation in the heart of nature. . The resort serves a sustainable hospitality initiative where organic farming, and renewable energy are fully implemented to protect the environment.

It presents an atmosphere blessed by comfort and cultural authenticity, a beauty enjoyed when modern meets traditional Bangladeshi styles. It attracts its guests with its natural charms from a whisper green landscape, forest sighting , calm lakes, 360° angle forest view. In summary, Rajendra Eco Resort is serving how the hospitality sector can contribute to the socioeconomic and environmental conservation of Bangladesh.

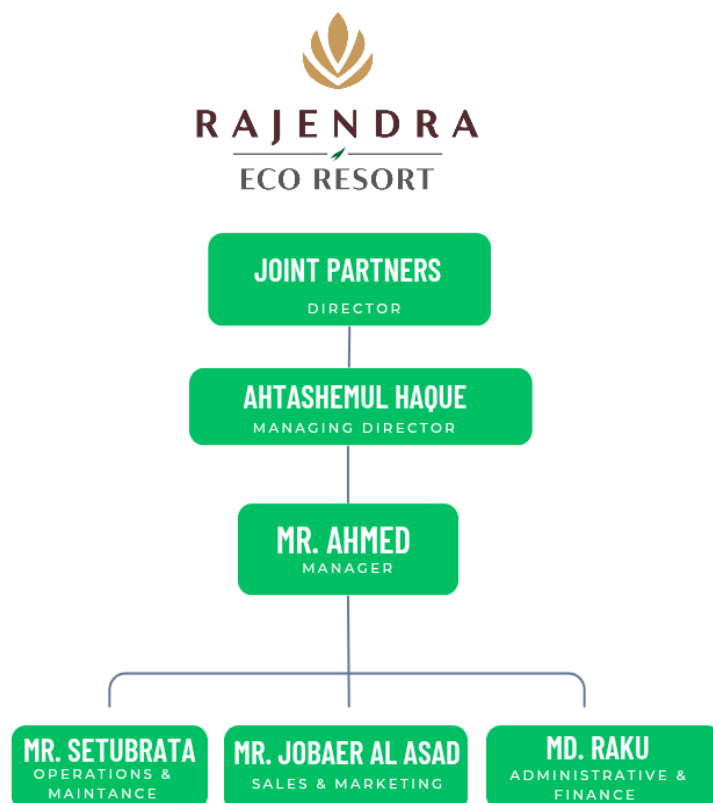
2.2 Organizational Structure



Company Name: Rajendra Eco Resort LTD. (A concern of Axis Group)

Genre: Resort & Hotel

Proprietor: Joint Ownership (Retired Senior Police & Army Officers , Civil Bureaucrats, and Businessmen are Partners in the resort)



The Rajendra Ecosystem Resort is a meticulously and methodically developed management system to allow the smooth functioning of all departments. The Managing Director reports on manager & general operations and provides strategic decisions along the avenue of keeping the resort's objectives of promoting sustainable tourism at all times. For every set of operations, there shall be a designated person, who controls such operations under the direction of the Managing Director. Departments include Administration & Finance, Sales & Marketing, and Operations & Maintenance. These departments together provide the framework both for the truly long-term strategic objectives of the organization and for the day-to-day activities.

While each department has a unique and somewhat related function to uphold the highest standards of sustainability and service at the resort, Operations is concerned with lodging logistics, reservation of activities, and visitor experiences. The Administration department ensures the internal structure is effective so policies are executed; Sales & Marketing ensures

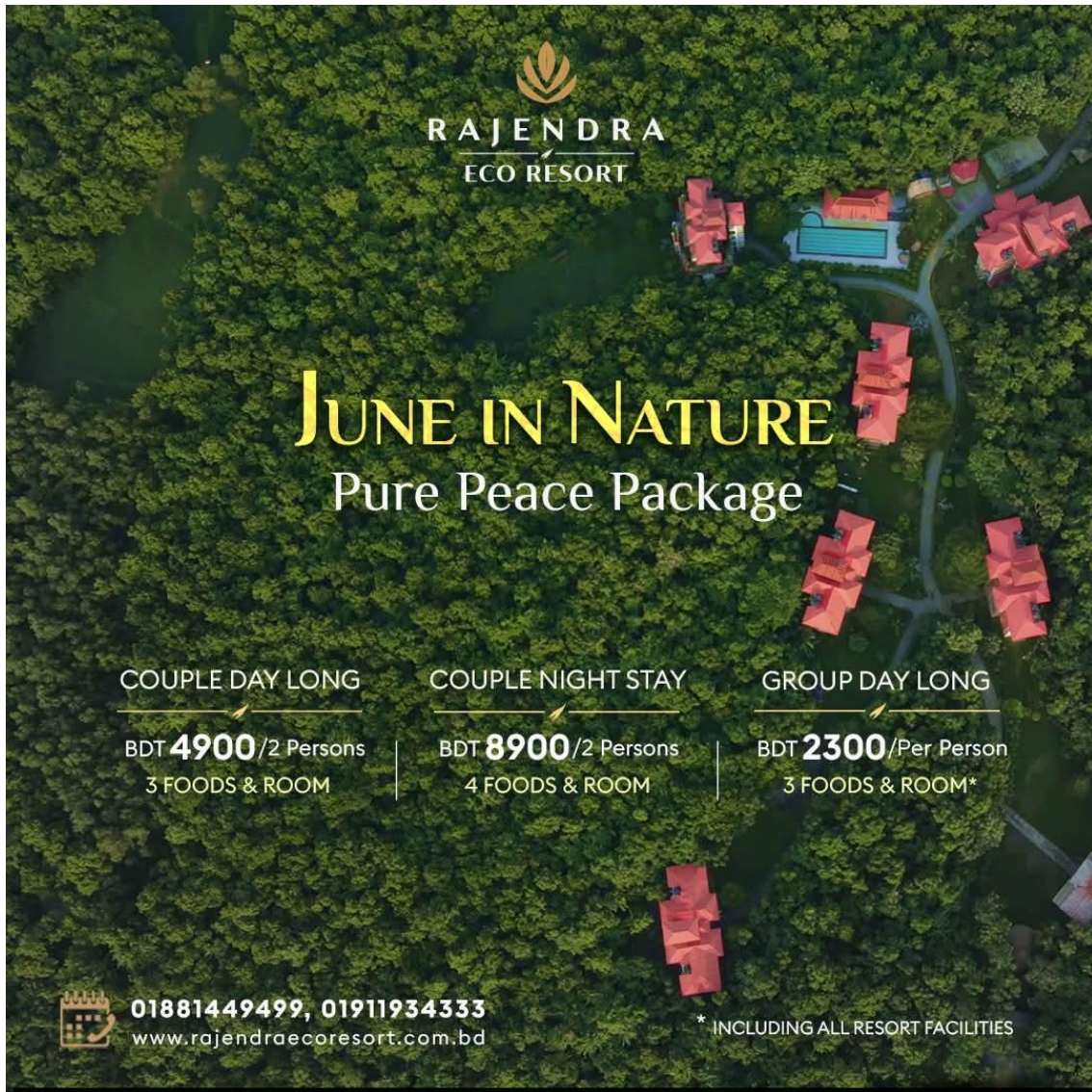
internet outreach, media relations, and brand marketing are endeavors of the team that cares for Public Interactions & Communications for the reputation of the resort. Accounts & Finance keeps the financial side solvent and transparent, Maintenance has a strongly safety-oriented dimension toward infrastructures and environment protection; meanwhile Culinary Services backs the production of organic and healthy food in keeping with the green ideals of the resort. Together, these divisions strive to maintain the reputation of Rajendra Eco Resort as the highest sustainable hospitality in Bangladesh.

2.3 Services & Packages

The resort is given enough services to its guests, which include:

- Stay packages for days and nights
- Meetings, seminars, and training for corporates
- Group tours for families and visits for picnics
- Private parties and destination weddings
- Swimming, Indoor & Outdoor game facilities, Forest sighting, Watch Tower View.

Rajendra Eco Resort regularly carries out programs tailored to meet the specific needs of its customers, such as families, couples, and business organizations. Consequently, these tailor-made programs are built in such a way that they provide comfort, affordability, and good times for every type of visitor. On many occasions, the business client may favor activities connected with meeting areas in which team building and unwinding would be preemptive, whereas family outings may stress more on leisure, bonding, and outdoor fun. Most romantic stays and honeymoon packages will emphasize privacy, comfort, and scenic nature. Service diversification has positioned Rajendra Eco Resort as one of the most vibrant and customer-oriented eco-friendly hospitality brands in Bangladesh, and hence, it has become an equally favorite spot among professional groups and leisure travelers.



RAJENDRA
ECO RESORT

JUNE IN NATURE

Pure Peace Package

COUPLE DAY LONG BDT 4900 /2 Persons 3 FOODS & ROOM	COUPLE NIGHT STAY BDT 8900 /2 Persons 4 FOODS & ROOM	GROUP DAY LONG BDT 2300 /Per Person 3 FOODS & ROOM*
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01881449499, 01911934333
www.rajendraecoresort.com.bd

* INCLUDING ALL RESORT FACILITIES

3. Package Details

2.4 Target Audience and Market Position

An environment for corporate clients, families, and youth tourists who want to experience comfort, relaxation, and fun in the lap of nature is offered at Rajendra Eco Resort. Being perfect for quiet and peaceful workshops, or simply social gatherings with a few companies, the place is chosen by many companies for workshops, training, team-building camps, product launches, and annual days. These programs provide rejuvenation for the employees and strengthen their relationships outside the regular work ambience. Ailing away from themselves on various means of recreation and enthralled by its unadulterated peacefulness-cum-nature lifestyle, eminent tourist spots can surely attract a few individual tourists and family tourists as they provide a welcome diversion from the fast pace of the city. Apart from that, the resort is very accommodative so that both individual and group needs are catered to,

thereby serving as a bridge between leisure hospitality and work, imparting well-rounded appeal to these.

If talking about market positioning, Rajendra Eco Resort holds a niche in the hospitality and tourist industry in Bangladesh by way of the unusual emphasis on the ideas of sustainable travel, environmentally friendly living, and hospitality concerned with total service. The brand identity is given precedence in comfort, cultural authenticity, and compatibility with naturists-an attraction to eco-aware tourists. The marketing and public relationship thrust of the resort, therefore, promotes its sustainability activities. Keeping up its constant reference to nature, comfort, and sustainability, the Rajendra Eco Resort has roped itself into ranks as one of the most inspiring eco-tourism locations not very far from Dhaka. Tourists, both foreign and local, come in numbers to see the place with a preference for ethical tourism and a more personal style of hospitality.

Chapter Three

Public Relations & Communication

3.1 Department Overview

The PR and Communication division is tasked with building sound public relations for Rajendra Eco Resort, thereby, establishing and maintaining a public image of the organization within the community. The Department's responsibility conducts communications and promotions that support and grow the brand image of the resort. It also handles media communication, organizes promotional events, and ensures the visibility of the digital media. The PR segment works under the Sales & Marketing departments to promote the resort by conducting campaigns emphasizing sustainability, comfort, and culture, using storytelling power and grow brand messaging.

Customers are actively engaged through the activity in every way possible, ensuring interest to create brand image through personalized experiences with social media updates, and different feedback. For the matter of reputation management, this would imply public sentiment will always be heard, grievances will be dealt with immediately, and direct communication lines will be kept open at all times. Through these avenues, the PR & Communication Department thus maintains the Rajendra Eco Resort with its idea of promoting sustainable tourism and a positive brand image in the hospitality industry of Bangladesh, thereby further elevating the resort's market presence.

3.2 Organizational Role of PR & Communication

The PR and communication department is the very valuable link of communications between the Rajendra Eco Resort & Village on one side, and visitors, commercial clients, media outlets, and internet audiences on the other. It aims to efficiently communicate eco-projects, hospitality standards, and brand standards of the resort through all internal and external channels. Its main role is to:

- Selling the services of the resort via stories and campaigns
- Protect and maintain image-building communication for the brand

- Handle customer feedback and media relations professionally
- Support in coordination and public engagement campaigns.

In Bangladesh, the hospitality sector is too competitive, with PR & Communication effective efforts that create or build public trust and corporate reputation with direct terms of the business sustainability and loyalty of the resort.

3.3 Key Objectives of the Department

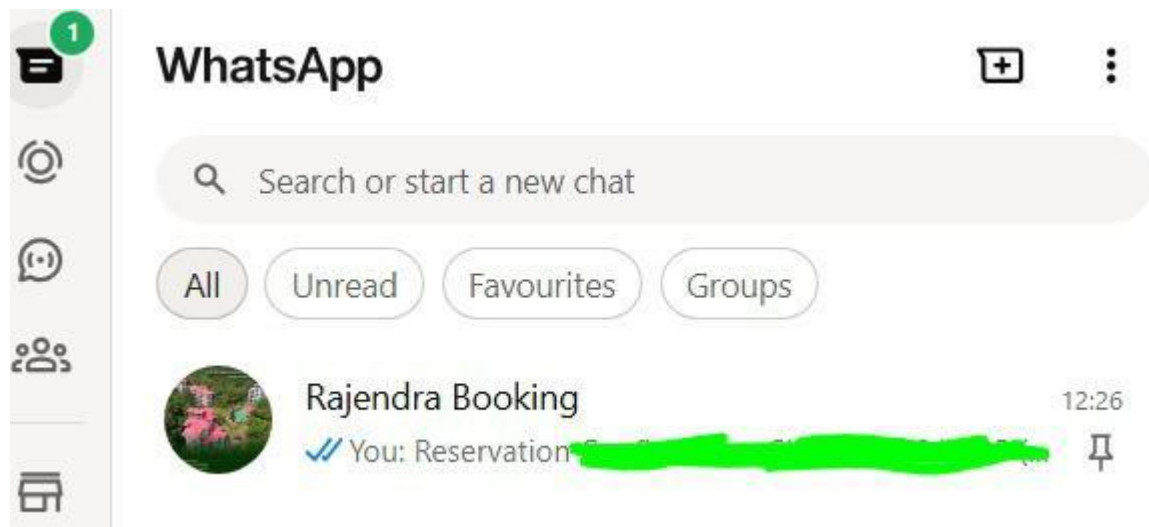
- To build and maintain a strong and positive image of Rajendra Eco Resort.
- To create worthy communication with the target group.
- Promoting resort services by both offline and digital media.
- To plan and execute campaigns and reach corporations.
- Managing up to the mark communication which delivers accurate messages and brand identity.

Finally, these objectives are set for recognizable establishments.

3.4 Communication Channels Used (Internal & External)

Internal Communication:

Modern communication technologies like email and WhatsApp are used for internal coordination. For updating with term and policy departments supervised these to communicate about notifications, time scheduling of meetings, day-to-day update..Planning meetings and briefings provide team members for smooth coordination of programs or marketing campaigns, preparing and focusing on relevant communication in terms of what must do. This well-organized internal communication process gives support to the service quality and visitor & guests satisfaction at the same time, it strengthens cooperation and efficiency which maintains the flow of information.

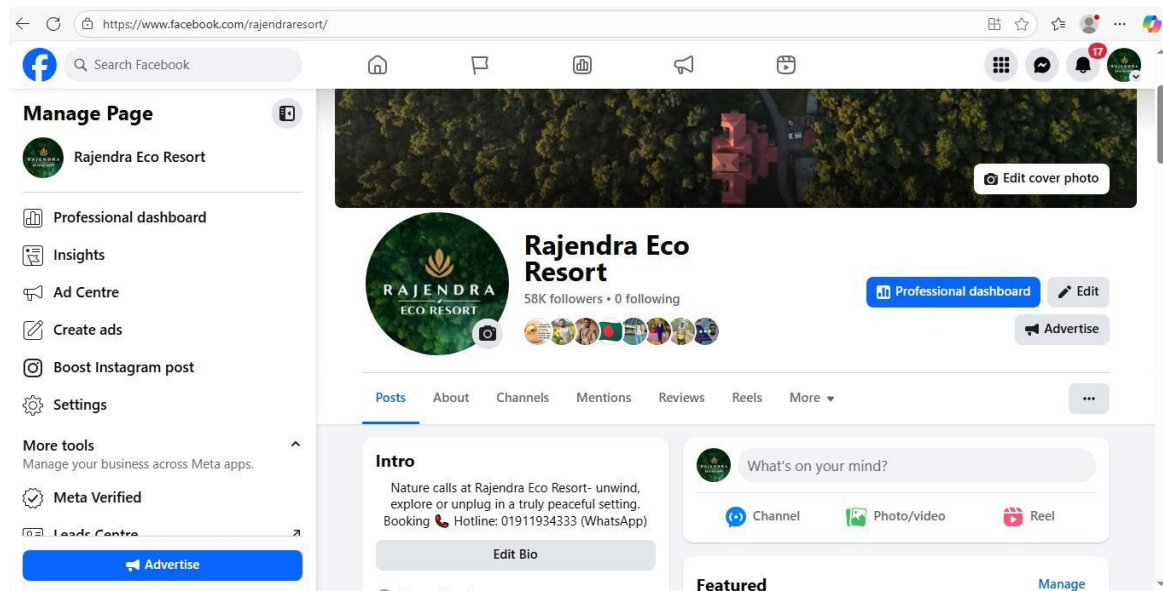


4. Whatsapp Communication Internal Team

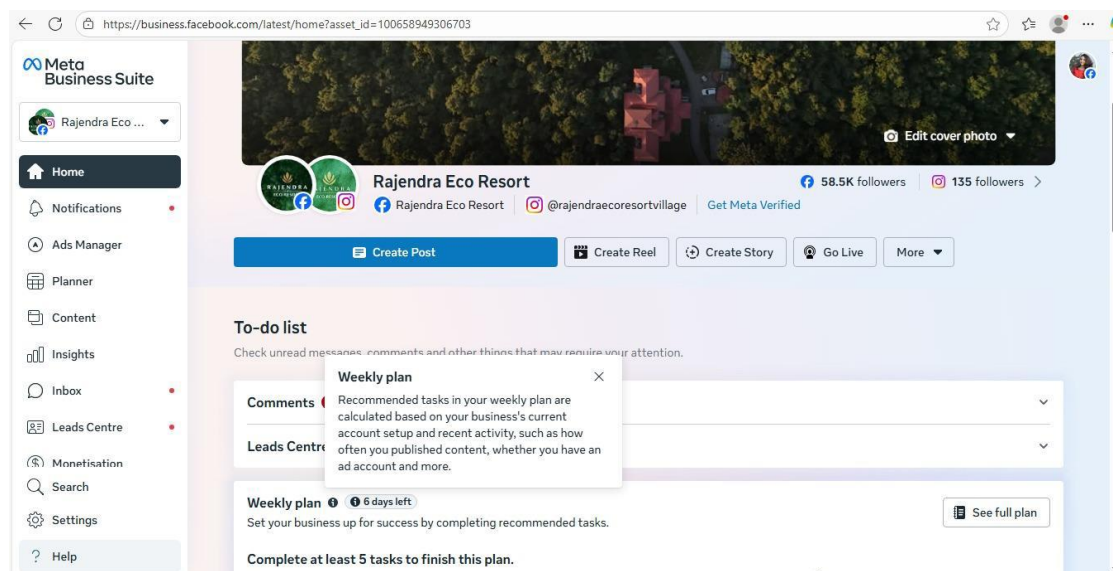
External Communication:

The team externally communicates with guests, corporate clients, and media through:

- Social media Handle (Facebook, Instagram)
- Website updates and online Visibility.
- Corporate emails and phone calls.
- Digital media advertisements



5. Official Facebook Page



6. Business Meta Suite

The screenshot displays the homepage of the Rajendra Eco Resort website. The header includes the resort's logo, a navigation menu with links to Home, About us, Rooms & Suites, Packages, Offers, and Contact us, and a 'Book Now!' button. The main content area features a large banner with the text 'Unique Place to Relax & Enjoy' and a sub-headline 'Discover a world where comfort, elegance, and tranquility come together to create unforgettable moments.' Below this is a 'Discover More' button. At the bottom, there is a green booking form with the following fields: 'Check in' (mm/dd/yyyy), 'Check Out' (mm/dd/yyyy), 'Booking Type' (Select), 'Rooms' (Select), 'No. of Room' (Number of rooms), 'Adults' (Number of adults), and 'Children' (Number of children). A 'Reserve' button is located at the bottom right of the form.

RAJENDRA
ECO RESORT

Home About us Rooms & Suites Packages Offers Contact us Book Now!

Unique Place to Relax & Enjoy

Discover a world where comfort, elegance, and tranquility come together to create unforgettable moments.

Discover More

Check in	Check Out	Booking Type	Rooms
mm/dd/yyyy	mm/dd/yyyy	Select	Select
No. of Room	Adults	Children	
Number of rooms	Number of adults	Number of children	Reserve

7. Official Website

3.5 Major PR Tools

The department used modern tools and some traditional methods for reaching all its target group efficiently:

- Campaigns: These include corporate & family reaching out.
- Social Media Marketing: Making visual identity, giving discounts cards, and improving storytelling.
- Branding materials: Master Brochures, promos, reels, picture & videos, visiting cards.
- Corporate reach: Making plans for engagement with organizations and companies.
- Digital Content Creation: Photo and video shooting published with captions to create attraction to the clients.

By these methods, the PR & Communication team maintains Rajendra Eco Resort's brand image and its relationship with both the media and the public.

Chapter Four

Internship Experience

4.1 Duration and Working Hours

I started my training period in the Rajendra Eco Resort on May 5, 2025, and lasted for three months. I became an intern in the Public Relations & Communication Department area, got the support of the Sales & Marketing Department as my mentor, and worked regular office hours from 10:00 AM to 6:00 PM, six days a week. Over the 12 weeks internship, I was engaged in desk work and corporate communication & creative Writing (Social Media handle, Caption Writing, Script writing for ADs) activities etc.

4.2 Assigned Tasks and Responsibilities

Here, I am summarizing my core responsibilities and tasks,

- Work around copy used in ad and event materials.
- Consultation with photo and text captions for inclusion in social media websites.
- Offering additional support to the team upon corporate visits and event management.
- Gathering information and organizing contact data from a marketing point of-view.
- Communicating with most of the clients and handling inquiries professionally.
- Maintaining reports and records of daily PR activities.

4.3 Projects or Campaigns Involved In

I worked at the resort on several communication-marketing segments including:

- **Corporate Daylong Campaign:** I worked promoting and organizing offers for the corporate guests by Whatsapp.
- **Social Media Promotions:** I was engaged in creating ideas for visuals and captions for packages and reward giving.
- **Hospital Corporates Visits Campaign:** I made sheets to conduct Campaign feature highlighting current discounts and packages to offer corporate clients.

4.4 Campaign Coordination Experience

As a member of the PR & Communication team, I was engaged in idea supervision and making public relations campaigns that would be used as various marketing activities. My responsibilities were reaching out with customers to confirm reservations, planning marketing campaigns, and managing the logistics. This Execution required continuous coordination with operations, sales, hospitality services, and other departments.

By all this, I was capable of knowing very well about time management, teamwork, and up to the mark successful coordination. I got appreciation for professionalism and communications in dealing with clients. My organizational skills were growing while the experience was Knowledgeable me into the working world where teamwork and client satisfaction and success of PR campaigns.

4.5 Media & Client Communication Experience

During this internship, client and media communications were the center of what I was engaged in under the direction of my mentor. I was writing briefs and short advertising messages, answering queries, and social media or email for business were some of the specific tasks. I also got knowledge of impressions from the PR teams cooperating media channels, and business partners, which would help to grow the image of the resort and attract the public. This boosts my understanding of talking tone, and professional communication, while engagement with external target groups helps Rajendra Eco Resort to create a strong brand image.

4.6 Use of Digital Tools (Social Media, Canva, Excel)

In my internship period, I used many tools such as PR and communication digital technologies at Rajendra Eco Resort. I created posters for social media and advertising that conveyed the resort's messaging and branding by Canva. These grow my development of skills like data management, Microsoft Excel and Google Sheets for maintaining contact, coordination of campaign data, and managing customer databases. I prepared posts across multiple social media platforms through Meta Business Suite to embark on audience engagement and campaign. These experiences enable my point of view of digital tools. it can give an advantage to modern PR and marketing in terms of productivity, creativity, and spread out.

4.7 Activities Timeline

Week 1: (May 5, 2025- May 10,2025)

Activities,

1. I got access to the official social media handles of Rajendra Eco Resort to understand digital communication operations on the first day.
2. I helped with copywriting for different social media posts to keep up with the brand tone and consistency.
3. Creative caption ideas were developed to increase the interaction with the audience and the reach.
4. Participated in an **on-site visit to Rajendra Eco Resort** to observe its hospitality environment and PR practices firsthand.

Learning Outcome:

During the first week of my internship (5–9 May), I gained a practical understanding of how professional social media platforms are managed within a corporate brand context. By engaging in copywriting and developing creative captions, I improved my content creation and audience engagement skills. The practical experience made it easier for me to link the theoretical understanding of media communication to the practical use in brand promotion. Moreover, touring Rajendra Eco Resort gave me an understanding of the hospitality operations integration with PR activities and I could see how good communication techniques support the image of an organization and hence, the relationships with customers.



8. My first visit to Rajendra Eco Resort

Week 2 (12 May – 18 May)

Activities:

1. I assisted in drafting and scheduling social media posts for Facebook and Instagram.
2. I created captions and visual ideas to align with ongoing promotional campaigns.
3. I placed the logo on the picture and uploaded it to social handles.
4. I attended to multiple team meetings where we discussed communication strategies and the effectiveness of the campaigns.

Learning Outcome:

This week my audience-targeted communication and content planning skills were improved. I was able to experience the combination of creativity with strategic messaging and learned the significance of digital monitoring in PR decision making process. In June, I designed ads for copyrights of graphics. By being part of event coordination, I have been able to observe the

impact that communication strategies can have on client engagement and organizational objectives, thus revealing the direct support that such strategies can provide.

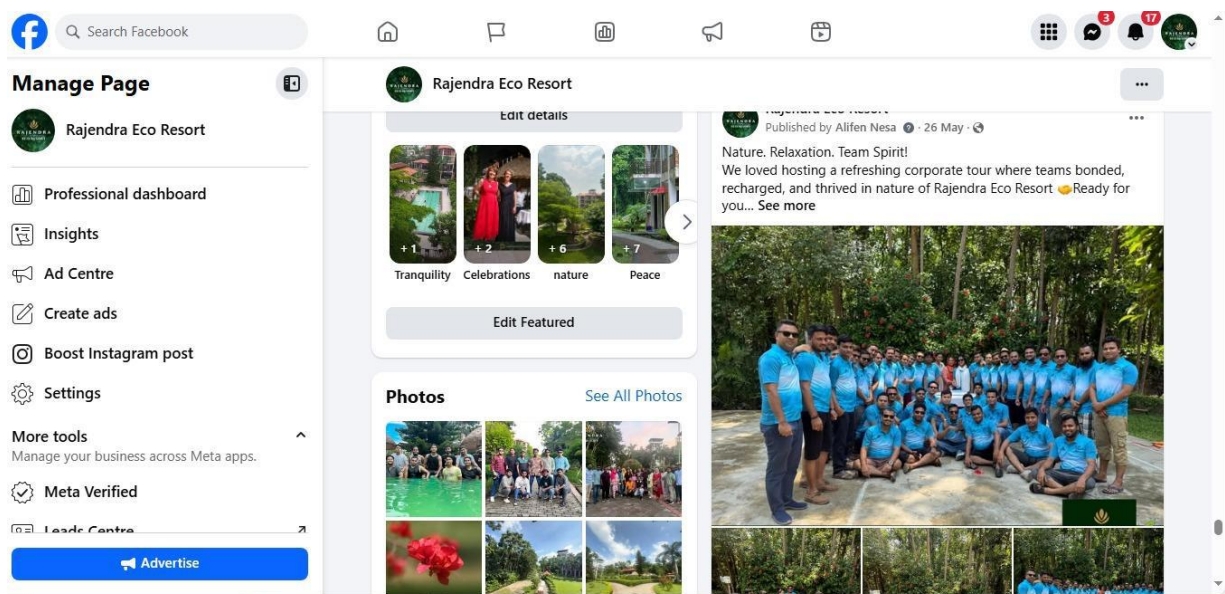
Week 2 (12 May – 18 May)

Activities:

1. I assisted in drafting and scheduling social media posts for Facebook and Instagram.
2. I created captions and visual ideas to align with ongoing promotional campaigns.
3. I placed the logo on the picture and uploaded it to social handles.
4. As part of my role, I attended team meetings to share ideas about communication and also to find out how effective the campaign was. effectiveness.

Learning Outcome:

This week was a big one for me in terms of learning. I got to know better the whole process of digital content creation and how to make it through the brand's identity. I became able to modify the written and the visual message to suit the different audiences and platforms, hence I sharpened my copywriting and creative thinking skills. Watching the PR team's meetings was a great opportunity for me to relate the theoretical knowledge of strategic communication to the practical planning and coordination processes of a real-world scenario which also reinforced my practical knowledge of media and public relations in the hospitality industry.



9. A glimpse of uploaded content

Week 3 (19 May – 25 May)

Activities:

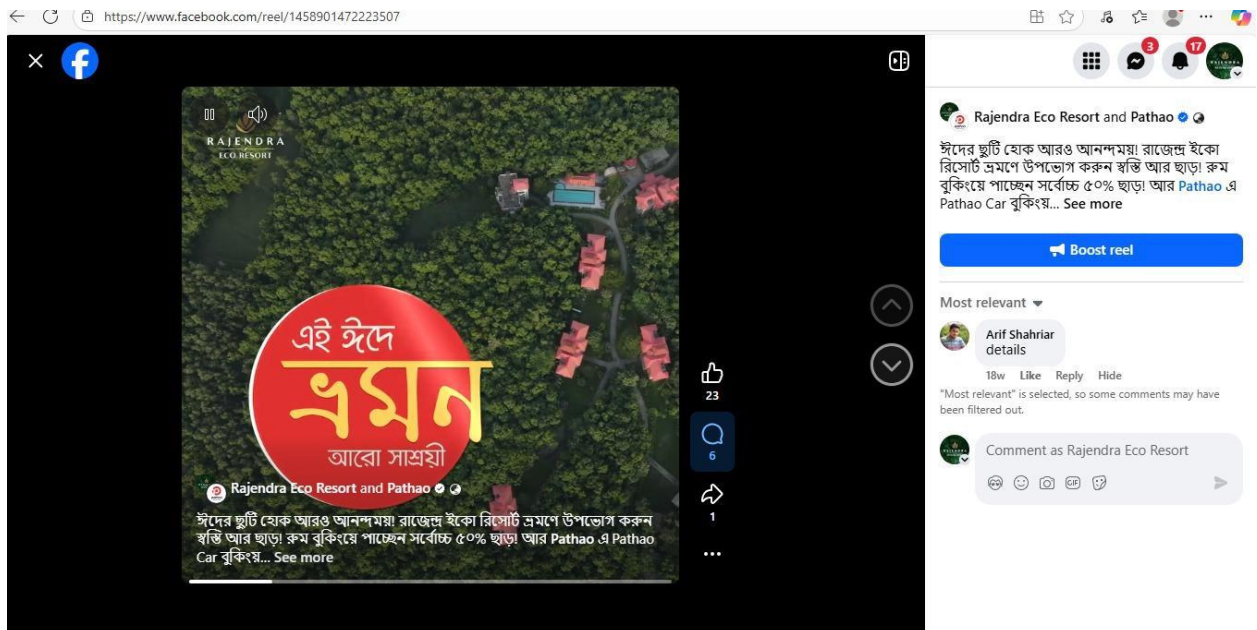
1. My contribution was necessary for the formulation of posts related to promotional offers and seasonal packages.
2. It was suggested that the company should partner with Pathao LTD.
3. My responsibility was to check the social media interaction and create the reports on performance.

Learning Outcome:

I could say that this week was a major step up in the areas of communication targeted at audiences and content planning. It was sort of seeing a new perspective where the creative part and the strategic messaging part were mixed together, and I also learned that PR decisions can be informed through digital monitoring. I prepared the graphics copyright ads for June. Through my participation in event coordination I got to witness firsthand that communication strategies are the main ingredients for client engagement and organizational goals.



11. June Package Details



10. Successful Campaign Running Ads

Week 4 (26 May – 1 June)

Activities:

1. To uncover the communication trends in the industry, I analyzed the competitors.
2. Together with the resort's social media team, I worked on the above-mentioned content calendar.
3. One of the projects where I provided assistance to the team was the Eid Package writing.

Learning Outcome:

I have developed my skills as an analyst by scrutinizing competitors' communication strategies and taking their insights to uplift the content quality. This week has expanded my understanding of media strategy, relations with the press, and the importance of a unified brand voice. It has also made the connection between PR theory and practice more.

https://docs.google.com/spreadsheets/d/1GgyW2iUHI7iPLk0i8Em3QCgbeM9xwMgAPu0gMYfb38/edit?gid=0

Resorts Packages

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A1	Resorts Name	Facebook Link
1	Resorts Name	Facebook Link
2	Seagull Resort and Spa	https://www.facebook.com/seagullresortandspavillage/videos/1851459188976276/?app=fbi
3	BK City Hotel And Resorts	https://www.facebook.com/share/p/1BYzWWSAo5/
4	Dream Square Resort	https://www.facebook.com/share/p/19JvEhjeoX/
5	Dusai Resort and Spa	https://www.facebook.com/share/p/1An8cZhmFQ/
6	CCULB Resort & Convention Hall	https://www.facebook.com/share/p/16f9kbUIUF/
7	Mermaid Eco Resort	https://www.facebook.com/share/p/18uc1gtie6/
8	Dhal's Amber Nibaas	https://www.facebook.com/share/v/16fgmgYrhW/
9	Grand Sultan Tea Resort	https://www.facebook.com/share/v/1EncrAcdti/
10	Junglebari Resort	https://www.facebook.com/share/p/19FFQU5hZB/
11	Water Garden Resort and Spa	https://www.facebook.com/share/p/15cOpiRPLD/
12	Sarah Resort	Not uploded details yet
13	Bhawal Resort & Spa	Not uploded details yet
14	Chuti Resort	Not uploded details yet
15	Nokkhotbari Resort	Not uploded details yet
16	Aronnobash Resort	Not uploded details yet
17	Chitra Resort	https://www.facebook.com/share/1DsUaPjh9j/

Price analysis

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D17	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	SL No	Name	Phone Number	Couple Daylong Night Stay Daylong Student Day Tour Food Facilities										
2	1	Meghla Shooting & Picnic Spot		No Fb Page										
3	2	Pubail Resort Club	0 1705-555888	Page- Below Standard	9500	10,500			2000	3 Times AC Room, swimming pool, Boating, natural sightseeing				
4	3	Godhuli Resort		No Fb Page										
5	4	Green Heaven Cottage - GHC		Page- Below Standard										
6	5	Chuti Aronnobash Resort	0 1310-000800	Standard	6,500	8,000	1799	999	3500	3 Times AC Room, swimming pool, Boating, Playground				
7	6	MG Pubail Bagan Bari		No Fb Page										
8	7	Neer Resort & Restaurant	0 1701-010141	Average	4444	7999			3 times	AC room, Swimming				
9	8	Pubail Socio Cultural Centre		No Fb Page										
10	9	Jol o Jongoler Kabbo	0 1885007777	Page- Below Standard										
11	10	FL Resort		No Fb Page										
12	11	Nijhum Resort & Picnic Spot		No Fb Page										
13	12	Zecora 24'N		no price cart										
14	13	Sabuj chaya		No Fb Page										
15	14	Sabrina Dream Resort		Page- Below Standard										
16	15	Hazari Cottage & Resort	0 1810-076792	Standard		G-8000/-	2200		3 times	AC room, Swimming, Playground				
17														

11. Pricing analysing upcoming EID.

Week 5 (2 June – 8 June)

Activities:

1. I helped create visual content using Canva for social media campaigns.
2. For advertising posts, I wrote captions and brief articles.
3. Through my evaluation of the package pricing, the price of the Eid Package was established.

Learning Outcome:

My digital content creation and copywriting skill week one has greatly enhanced my skills in all aspects. I was taught to combine pictures and words so that people are attracted and kept up with the communication and branding and was able to notice how consistency in communication keeps the same brand personality. The interaction with customers has given me a preview of the communication and relationship-building aspect of the hospitality industry that needs to be professional.



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Celebrate
Eid-ul-Adha
in Harmony with Nature!

GROUP DAY LONG	COUPLE DAY LONG	COUPLE NIGHT STAY
BDT 2500 /Per Person 3 FOODS & ROOM*	BDT 5500 /2 Persons 3 FOODS & ROOM	BDT 8900 * /2 Persons 4 FOODS & ROOM

 **01881449499, 01911934333**
www.rajendraecoresort.com.bd

* WITH FOODS & ALL RESORT FACILITIES

12. Eid Ul Adha final package pricing Ads Graphics

Week 6 (9 June – 15 June)

Activities:

1. I was engaged in telecommunication this week for giving up the mark of customer service in this pick sales time.
2. I assisted in lead management for supervising proper communication.

	A	B	C	D	E	F	G	H	I	J	K
	Customer Name	Phone Number	Package	Time	Remarks	Done					
1	Farhad Hossain	01677-459032	Shuttle Service	After Eid	Night stay issue	☒					
3	Nabela Binte	01764-329797	Family	Around end of June	AC issue	☒					
4	MD Ashwath Chowdhury	01748-806465	Family	Eid package	Confused	☒					
5	MD Monowar	01912-242310	Shuttle Service	Next Friday	not coming	☐					
6	Md Nazrul	01713-481709	Shuttle Service		not coming	☐					
7	Uzzal Kumar	01844-607652	Family	Eid Day & 2nd Day	not coming	☐					
8	PAP International LTD					☐					
9	MD Ashwath Chowdhury	01748-806465	Family	Eid package	Not coming	☐					
10	Anonymous	01717-526978	Family	Eid package		☐					
11	Shareef Rahman	01711-1399914	Family	Eid package	not coming	☐					
12	Jabed Shajal	01707-544744	Shuttle Service	Friday	done	☒					
13	Kapil Uddin	01609-515108	Shuttle Service	after 20th june	will inform	☐					
14	Tasnia Faizah	01777-209339	Shuttle Service	Eid package	Coming	☒					
15	Tareq Ahmed	01914-444712	Shuttle Service	After Eid		☐		Banglalink			
16	Shobuj	01841-710016	Shuttle Service	Eid package	will inform	☐		TV			
17	Tabassum Taposhy	0176-6091875	Family	Eid package		☐					
18		01710-559552	Couple		will inform	☐					
19		01716-951760			Not coming	☐					
20		01332-817723				☐					
21	Mr Asaduzzaman	01911-597366	Family	10/06/25	coming	☒		Shahjalal Bank			

13. Lead managing contacts sheets in EID.

Learning Outcome:

My practical knowledge of telecommunication with clients was enhanced this week. I realized that public relations tactics are mostly determined by the reaction and interaction of the target audience. I understood how communication channels are correctly sustained during the peak time or season.

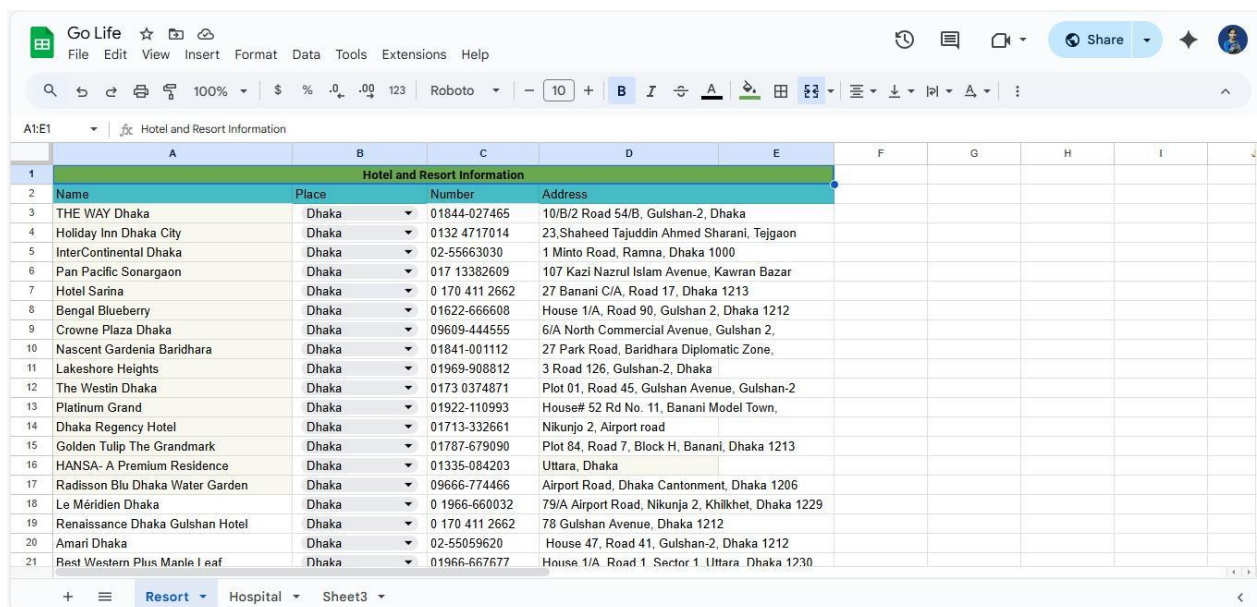
Week 7 (16 June – 22 June)

Activities:

1. For the next PR campaigns Go Life I helped in the preparing of another's resorts information & contact details.
2. I synchronized with other departments internally to align the campaign.
3. I was supporting the on-site event logistics and the guest communication via phone.

Learning Outcome:

I have learned how to coordinate PR activities through different channels and saw how internal communication works to keep the message consistent. I gathered over 300 contacts and it was enlightening to see how this influenced the strategy. This week solidified my comprehension of marrying media knowledge with hands-on event and content management.



Hotel and Resort Information			
Name	Place	Number	Address
THE WAY Dhaka	Dhaka	01844-027465	10/B/2 Road 54/B, Gulshan-2, Dhaka
Holiday Inn Dhaka City	Dhaka	0132 4717014	23, Shaheed Tajuddin Ahmed Sharani, Tejgaon
InterContinental Dhaka	Dhaka	02-55663030	1 Minto Road, Ramna, Dhaka 1000
Pan Pacific Sonargaon	Dhaka	017 13382609	107 Kazi Nazrul Islam Avenue, Kawran Bazar
Hotel Sarina	Dhaka	0 170 411 2662	27 Banani C/A, Road 17, Dhaka 1213
Bengal Blueberry	Dhaka	01622-666608	House 1/A, Road 90, Gulshan 2, Dhaka 1212
Crowne Plaza Dhaka	Dhaka	09609-444555	6/A North Commercial Avenue, Gulshan 2,
Nascent Gardenia Baridhara	Dhaka	01841-001112	27 Park Road, Baridhara Diplomatic Zone,
Lakeshore Heights	Dhaka	01969-908812	3 Road 126, Gulshan-2, Dhaka
The Westin Dhaka	Dhaka	0173 0374871	Plot 01, Road 45, Gulshan Avenue, Gulshan-2
Platinum Grand	Dhaka	01922-110993	House# 52 Rd No. 11, Banani Model Town,
Dhaka Regency Hotel	Dhaka	01713-332661	Nikunjo 2, Airport road
Golden Tulip The Grandmark	Dhaka	01787-679090	Plot 84, Road 7, Block H, Banani, Dhaka 1213
HANSA- A Premium Residence	Dhaka	01335-084203	Uttara, Dhaka
Radisson Blu Dhaka Water Garden	Dhaka	09666-774466	Airport Road, Dhaka Cantonment, Dhaka 1206
Le Méridien Dhaka	Dhaka	0 1966-660032	79/A Airport Road, Nikunja 2, Khilkhet, Dhaka 1229
Renaissance Dhaka Gulshan Hotel	Dhaka	0 170 411 2662	78 Gulshan Avenue, Dhaka 1212
Amari Dhaka	Dhaka	02-55059620	House 47, Road 41, Gulshan-2, Dhaka 1212
Rest Western Plus Manle Leaf	Dhaka	01966-667677	House 1/A Road 1 Sector 1 Uttara Dhaka 1230

14. Resorts Contact Information across the Bangladesh

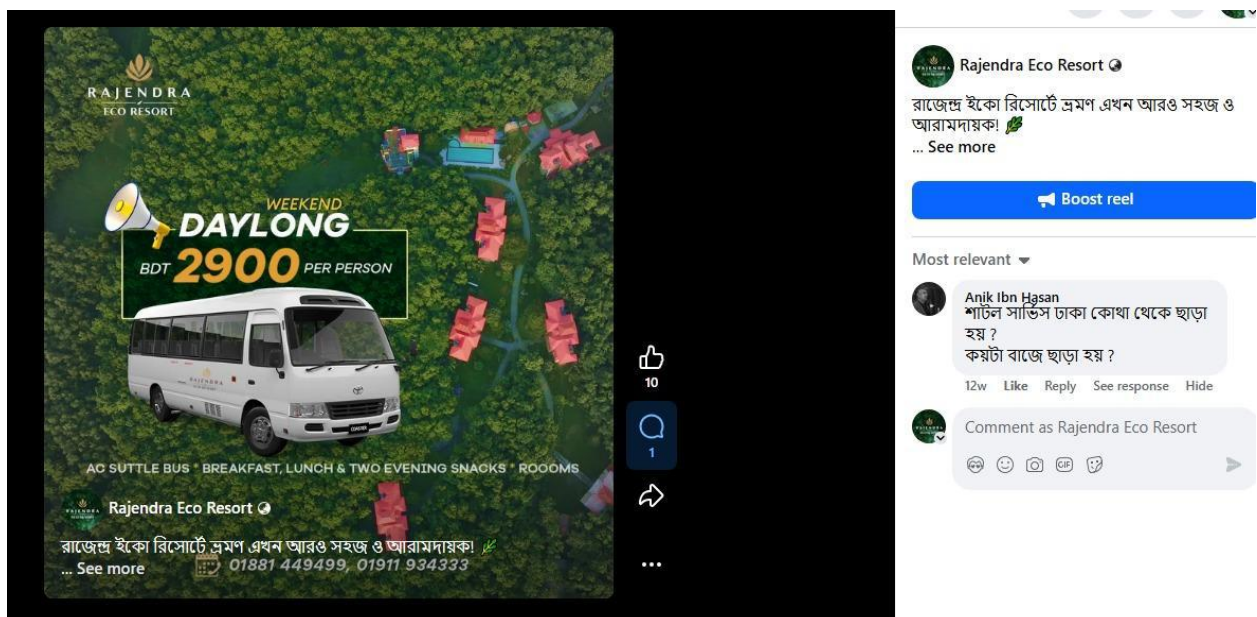
Week 8 (23 June – 29 June)

Activities:

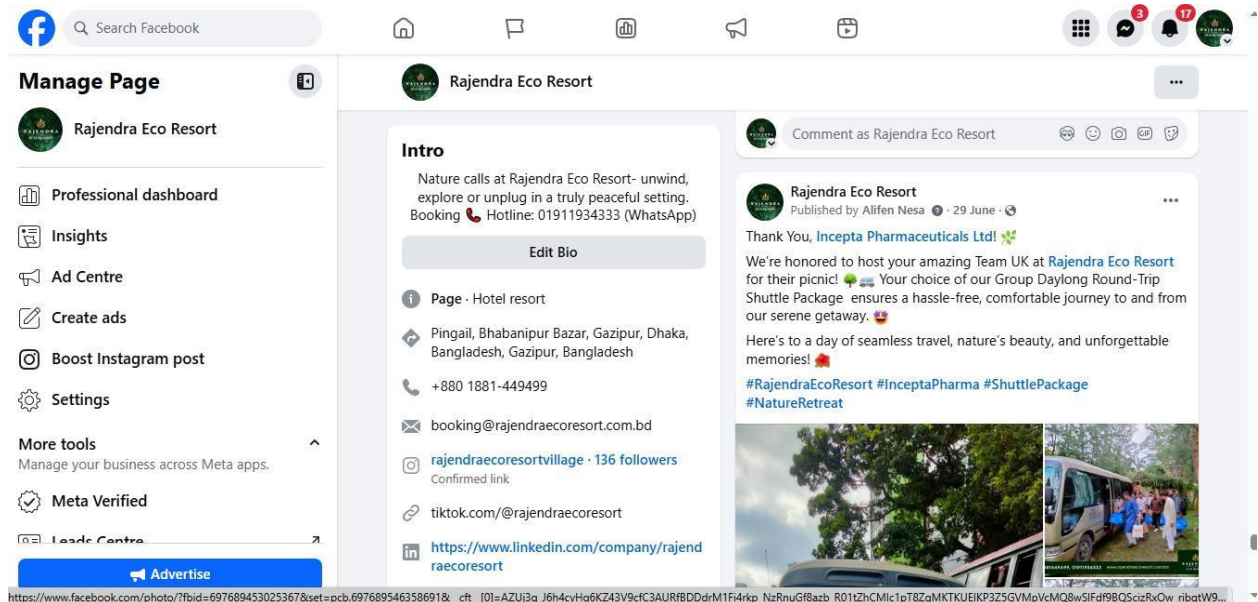
1. My role was to help with the new package's captions, which is called, “Shuttle Package.”
2. I kept track of the campaign performance through Meta's tools.
3. I had talks with the corporate clients regarding the package's specifics and prepared the quotation, which I then sent via WhatsApp/Email.
4. I suggested copywriting concepts to the creatives.
5. I obtained images from the corporate clients and left them positive comments on the official Facebook page.

Learning Outcome:

This week my marketing and PR skills have been uplifted by the fact that I was able to interpret social data and Alexandria, thus guiding content strategy. I saw how engagement metrics can be such an important factor in PR and how media application can really make communication much more effective. Client communicating has given me an idea about the professional communication proper etiquette.



15. Shuttle Package Graphics on Facebook



16.Thanks giving to Incepta Pharmaceutical LTD.

Week 9 (30 June – 6 July)

Activities:

1. I reorganized the University Students Bulk Contacts for a new campaign to reach out the students by Whatsapp and Sending the packages Ads materials by Whatsapp.
2. .I collected the video footage & reels from where people mention Rajendra Eco Resort.
3. I participated in coordinating team tasks for a corporate communication campaign.
4. I supported client communication and query handling.

Learning Outcome:

This week boosted my skills in content creation, campaign management, and professional communication. I learned the importance of timeliness and clear messaging in PR, and digital media is the key supporter of brand identity. Teamwork matters in building communication strategy.

WP Marketing

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SL No

SL No	Name	Number	SL No	Name	Number	SL No	Name	Number	SL No	Name	Number	SL No	Name	Number
1	Mahabub Morshed khan	01711-958788	361		0 1917059232	721	Naifu A	0 1939752218	1081	146031 F Tahmid	0 1989727608			
2	Symon Islam	01675-514545	362	Farhana	0 1622445437	722	Faeza M	0 1985277037	1082	146032 F Tahmid	0 1710656652			
3	Mohituj Jaman Khan	01714-023191	363	Fatema Yesmin Nera	0 1626478272	723	Imu	0 1913583177	1083	146033 F Tanzi	0 1955220783			
4	Imrul Hasan	016 31-1 49832	364	Ikra Kainat	0 1792119339	724	IMU's Morn	0 1553272269	1084	146034 F Mehez	0 1749146669			
5	Maksuda Shikha	01885-533212	365	Mimma Khadiza Mim	01942-761981	725	Rafid	0 1724482262	1085	146035 F Zunna	0 1775374081			
6	Dr. Javed Mirza	01715-626872	366	Mustasina	01866-062864	726	Raha	0 1616638664	1086	146036 F Sanjid	0 1685838568			
7	Al amin (quarter)		367	Prome	0 1621709749	727	Syed Ma	0 1915633310	1087	146037 F Mahbub	0 1685427008			
8	Farmacy Aziz super market		368	Shaoiin Sarah	0 1706699447	728	Protick Hasan	0 1684411421	1088	146038 F Lucky	0 1680079464			
9	Abu Sufian	01819-272671	369	Afra Ramisa Aanan	0 1924094832	729	Maliha Ibnat	0 1556358343	1089	146043 F Rabay	0 1939429894			
10	Md. Alam	01567-826012	370	Ahona Mim	0 1685600422	730	Abu Zafar	0 1689620474	1090	146052 Samia N	0 1711084452			
11	Kazi Emdadul Haque Khokan	01715-732577	371	Anamika Mollick Bris	0 1711007848	731	Ehan Chowdhur	0 1923444379	1091	146053 Romana	0 1748406664			
12	Dr. Md. Khairuzzaman	01715-024531	372	Ekra	0 1627163267	732	Imran Siam	0 1915118437	1092	146055 Sayeda	0 1687317526			
13	Shah Emran Rana	01712-109251	373	Jarin Akter	0 1930873670	733	Kamrul Hasan	0 1716359321	1093	146056 Asha Ha	0 1703775377			
14	Mofazzal Hossain	01715-065306	374	Mumu	0 1984529078	734	Masuma	0 1714417559	1094	146057 Mahamud	0 1922424384			
15	Farid sir (DCC)	01818-228724	375	Nushrat Zahan Mim	0 1957007344	735	Nusrat Jahan	0 1984994640	1095	146058 Sabiha N	0 1921679549			
16	Md Ruhul Aziz	01712-227403	376	Prabartana Roy Poni	0 1686689946	736	Raian Reza	0 1554918401	1096	146060 Farhana	0 1911777100			
17	Qamrul Huda	01914-258836	377	Priyanka	0 1956419885	737	Shihab Uddin	0 1779475755	1097	146064 Shahana	0 1775165976			
18	Shah Muhammad Shakil	01978-015579	378	Samia Rahman	0 1875957210	738	Takoan Bin Islam	0 1799349355	1098	146066 Mohua N	0 1671375443			
19	Echo Choudhury	01788-649109	379	Shinithia	0 1921412099	739	Tamir Reza	0 1682201017	1099	146067 Jesmin	0 1777679371			
20	Joshim Uddin	01711-377539	380	Smriti	0 1955242148	740	Prian Khan	0 1684717998	1100	146069 Toma Ak	0 1672840031			

1-1440 1441-2876 2877-4316 4317-5784 5785-7228

17.Bulk Data reorganising sheets.

Week 10 (7 July – 13 July)

Activities:

1. I collected hospital information to reach out to them for organizing their events at our Resort.
2. I wrote quotations and sent them by Whatsapp.
3. I gathered Influencer Information from Sources for collaborating with them.

Learning Outcome:

In this week, I learned about direct sales. I also understood how campaigns are executed from planning to success. It grow my practical PR skills. And most highlighted part is the importance of professional - communication with clients and internal teams.

https://docs.google.com/spreadsheets/d/1p56k2mPn3gG4Zk6eZQGjzpsVd8m4qm4KGc-cq9B/edit?gid=0#gid=0

Influencer List

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A1

	A	B	C	D	E	F	G	H	I	J	K	L
1	SL No.	Name	Contact Number	Email Address	Category	Followers	Facebook Link	Instagram	Tiktok			
2	1	Mily	0 1901-010101	milytsmlt@gmail.com	Lady Biker	665k	https://www.facebook.com/milamew4		mafija_mily			
3	2	Parisaholic		Parisaholic202@gmail.com	Lifestyle Blogger	27k 109K	https://www.facebook.com/parisaholic	https://www.instagram.com/parisaholic	tiktok.com/@parisaholic			
4	3	Nusrat Epu		nusratjanam123@gmail.com	Lifestyle Blogger	75k	https://www.facebook.com/nusratjanam123	instagram.com/nusratjanam123	tiktok.com/@nusratjanam123			
5	4	Tasfia Amin		tasfiasamiawork@gmail.com	Arts & entertainment	95k 103k	https://www.facebook.com/tasfiaamin	instagram.com/tasfiaamin	www.tiktok.com/@tasfiaamin			
6	5	Nusrat Shyrea			Brand Ambassador	15k	https://www.facebook.com/nusratshyrea	instagram.com/nusratshyrea	www.tiktok.com/@nusratshyrea			
7	6	Preity zaman official		preityzaman28@gmail.com	Lifestyle Blogger	117k	https://www.facebook.com/preityzaman28	instagram.com/preityzaman28				
8	7	Kazi Subah	0 1845-681274	itskazisubah@gmail.com	Lifestyle Blogger	232k	https://www.facebook.com/itskazisubah	instagram.com/itskazisubah	tiktok.com/@kazisubah			
9	8	Prerona		rushmilaprerona@gmail.com	Lifestyle Blogger	125k	https://www.facebook.com/rushmilaprerona	instagram.com/rushmilaprerona				
10	9	Tomatoo		tanitar174@gmail.com	Entertainment	3.2 M	https://www.facebook.com/tomatoo	instagram.com/tomatoo	tomatootomatoo			
11	10	Saila Sultana Sathy		sailasathydigit@gmail.com	Artist	2.5 M	https://www.facebook.com/sailasathydigit	instagram.com/sailasathydigit	tiktok.com/@SailaSathy			
12	11	Arohi Mim		arohismim@gmail.com	Artist	1.4 M	https://www.facebook.com/arohismim	instagram.com/arohismim	www.tiktok.com/@arohismim			
13	12	Ritu Hossain			Lifestyle Blogger	66k	https://www.facebook.com/rituhossain	instagram.com/rituhossain	www.tiktok.com/@rituhossain			
14	13	Nusrat Jahan Ontora		nusratjahanontora1346@gmail.com	Lifestyle Blogger	5.6 M	https://www.facebook.com/nusratjahanontora1346	instagram.com/nusratjahanontora1346	www.tiktok.com/@nusratjahanontora1346			
15	14	Shamima Afrin Omi		rahatkid@gmail.com	Lifestyle Blogger	2.2 M	https://www.facebook.com/rahatkid	instagram.com/rahatkid	www.tiktok.com/@rahatkid			
16	15	Bengali Boin		boinbangali@gmail.com	Entertainment	1.3 M	https://www.facebook.com/boinbangali	www.instagram.com/boinbangali	vt.tiktok.com/253kayca			
17	16	Saboziee		saboziee.business@gmail.com	Lifestyle Blogger	109k	https://www.facebook.com/saboziee.business	https://www.instagram.com/saboziee.business	https://www.tiktok.com/@saboziee.business			
18	17	Makeup by Tahsin		tahsinjahan21@gmail.com	Makeup Artist	131k	https://www.facebook.com/tahsinjahan21	https://www.instagram.com/tahsinjahan21	https://www.tiktok.com/@tahsinjahan21			
19	18	Marishaa Rahman		marisharahman001@gmail.com	Lifestyle Blogger	185k	https://www.facebook.com/marisharahman001	https://www.instagram.com/marisharahman001	https://www.tiktok.com/@marisharahman001			
20	19	Blossom by Tadmira H		tadmira.09@gmail.com	Lifestyle Blogger	130k	https://www.facebook.com/tadmira.09	https://www.instagram.com/tadmira.09	https://www.tiktok.com/@tadmira.09			

Sheet1

Influencer Database


 Hospital Info
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Roboto
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B
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A
Share

	A	B	C	D	E	F	G	H	I
77	Antorik Diagnostic & Consultation	Not specified	1819104757	jamil.rez@gmail.com					
78	Al-Madina General Hospital (pvt.)	I Not specified	8118709						
79	Al-Ghazzali Diagnostic Center Ltd.	Md. Rowsan Zaman	01535-413684	alghazalibd2011@gmail.com					
80	Alive Medical Services	Md. Shahadat Hossain	01949-303150	alive_lab@yahoo.com					
81	Al-Baraka Diagnostic Complex Ltd	Md. Fazlur Rahman	01819-500451	marufnira@yahoo.com					
82	Bangladesh Cancer Hospital & We	Not specified	01763-678870	bangladeshcancersociety@e					
82	Bangladesh Heart & Chest Hospit	Not specified	01711-675846						
84	Bangladesh Medical College Hosp	Not specified	9120792						
85	BDM Hospital & Diagnostic Centre	Not specified	9133712	bdm_hospital@yahoo.com					
86	Bangladesh Assisted Conception (Prof. Dr. Feroza Begum		01824-630161	begum_firoza@yahoo.com					
87	Bangladesh Spine & Orthopaedic	Prof. Dr. Mussarat Haque	01977-063412	bsoh.dhaka@gmail.com					
88	Bangladesh Eye Foundation & Pha	Dr.G.M. Faruque	01715 244424						
89	Basic Diagnostic & Consultation C	Mr. Khorsheed Alam	0 1711832778	alam_mk@yahoo.com					
90	Biomed Diagnostics	M. Mossadak Hossain	01929-993298	info.biomeddiagnostics@gn					
91	Bangladesh Institute of Medical Sc	Prof(Asso) Dr. M A Bashed	01714-301925	drmbashed@yahoo.com					
92	Bangladesh Laser Dental and Ma		01552-340232	mokkerom@yahoo.com					
93	Bangladesh Thalassemia Hospital		01912-530498	thalbangla@yahoo.com					
94	100 Bhuiyan Hospital		9339916						
95	101 Bhuiyan Poly Clinic		01711-520909						
96	102 Barnali Nursing Home		8011178						
97	103 Baitussorof Darushefa Clinic		8317094						

18.Hospital data from sources

Week 11 (14 July – 20 July)**Activities:**

1. I assisted in drafting social media posts for ongoing campaigns and offers.
2. I gave plan to the PR team in preparing media content for Getaway Rewards.
3. I assisted in evaluating the effectiveness of ongoing campaigns through analytics.

Learning Outcome:

I learned how to measure campaign impact using social media analytics and apply insights to improve content strategy. And learned about how Customer retention campaign worked for building trustable relationship between customer and company. In this week I gained my practical skills in loyalty rewarding, supervising campaign and professional client communication, connecting theory with real-time.



RAJENDRA
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 **FREE Drop-Off**
on **Friday, 01 August**
DAYLONG FUN AWAITS!





 **01911934333, 01881449499**

19. Daylong Getaway Rewards Campaign

Week 12 (21 July – 5 August)

Activities:

1. I gathered information from 2024 & 2025 Corporate Clients information in sheets from previous quotations for the next Customer Retention Campaign.
2. I finished my all report and submitted to the concern.

Learning Outcome:

At the last week, I wrap up all my learning by reviewing and analyzing PR activities, campaign performance, and client engagement. I focused on the application of communication theories in real and powered my professional skills in media management, content management, and public relations. And this allowed me to exemplify my growth and give strength for future professional life in journalism and communication.

SL No.	Date	Name	Contact No.	Organizations	Amount	Advance	Dues	Remarks
1	August 12, 2025	Mr. Shariful Islam	0 1904-488319	PATHAO LTD.	715,000	350,000	365,000	
2	May 10, 2025	Mr. Mustafizur Ansary	0 1787255760		360,000	100,000	260,000	
3	May 06, 2025	Mr. Rajib	0 1763-375463		50,000			Partner
4	March 27, 2025	Mr. Sayem Adnan	0 1787255760		70,000	40,000	30,000	Partner
5	23 June, 2025	Mr. Kaysar Ahmed	0 1940010039	Style Mart Brand	103500			
6	May 22, 2025	Mr. Javed Shajal	01707-544744	Anti Corruption Commissio	128,000	50,000	71,800	
7	May 22, 2025	Mr. Towhid Khan	01688-384697	YSM Global Sourcing	90,000	12,000	78,000	
8	September 8, 2025	Mr. Atikur Rahman Khandak	01712-227190	Terre des Hommes Italia	325,000			
9	December, 2024	Mr. Jahirul Islam	0 1677-499165		52,800			
10			0 1987-630127		112,000			
11		Mr. Ahsan Habib Babu	0 1711-364070	Bangladesh Chemist and C	250,000			
12				BETS Consulting Services LT	112,800			
13	December 09, 2024	Mr. Sayeedul Islam	0 1717702177	BJIT Bangladesh	330,000			
14	November 04, 2024	Ahmad Asif Arifeen		City Bank PLC	525,000			
15	December 09, 2024	Professor Kazi Neamul Hoq		Dhaka City College	570,000			
16	October16, 2024	Ms. Tahmina Haque Luva	0 1843-447802	Summerfield International S	725,000			
17	December 15, 2025	Ms. Nusrat Jahan Tania	0 1313362762	NAQIB GROUP	189,000			
18	November 2, 2024	Mr. Mustahid hasan Sajjad	0 1324438683	Unilever Bangladesh	46,200			
19	October 18, 2024	Mr. Mustain Sakib	0 1944-541575	Vivo Bangladesh	62500	10,000	52,500	
20	December 17 2024	Mr. Tarek Rahman	0 1711528954	Garden Centre Landscap	1 92 000			

20. The last campaign sheets in my Internship Period

4.8 Work Experience of Internship

After Completing internship, I gained the theoretical knowledge and practical experience both in public relation, brand management, and communication in the hospitality field. I learned how to manage client relations and put together on a sound basis communication plans and strategies with the utmost dealings conforming to professionalism and integrity at Rajendra Eco Resort. The applicant was lucky to spend time in corporate communication and closely observe its internal affairs. Internal PR functions such as promotion of an event from conception stage to digital marketing and media and publicity coordination were part of the timed experience. The more I understood how PR develops customer relations and brand reputation, the more my confidence grew, and enhancing team spirit and problem-solving became skills of mine. In the end, it was a very satisfying experience, an integral one, that really helped me to understand professional practice versus academic knowledge better.

Chapter Five

Evaluation of Learning

5.1 Key Observations from the Internship

On looking through with my internship period, I learned that nothing really happens unless communication is effective at Rajendra Eco Resort. The Public Relations division works in close association with the Marketing and Event Management Division to ensure that all verbal and non-verbal messages are consistent with the brand image being portrayed in advertisements and promotional activities and culminating in customer satisfaction. The realization dawned on me when I saw that visual communication, digital content creation, and internal coordination in continuing are of equal importance in publishing the resort's public image and advancing eco-consciousness for the resort. I also learned the equal importance of personal interaction when building trust in long-term client relations. This balanced method of digitalism mixed with a personal reach out is where success in communication happens at the Resort.

5.2 Strengths of the Organization's PR Activities

The strength of PR activities,

- Strong Brand Identity: The resort promotes a clear eco-friendly and nature-based image.
- Active Social-Media Outlook: The online public visibility enhances postings and creates visuals.
- Client Relation : Personal communication strengthens trust and chance to get repeat customer.
- Team work: The PR team supervises every task well with other departments.
- Campaign Creativity: Campaigns are coordinated and planned fully to grow the visibility of the brand.

These methods make Rajendra Eco Resort a trusted name in nature-based whispers.

5.3 Challenges Identified

- There was limited manpower in the PR team which sometimes created workload pressure during large coordination meetings.
- For measuring the impact of some digital campaigns, stronger data analysis might be necessary, but here they did not conduct stronger data analysis.
- There was necessary for more internal training on new PR tools and digital strategies.

In summary, there should be increased manpower for the urgent need of communication and tried on modern tools in this competitive market.

5.4 Gaps Between Theory and Practice

In academics the communication theory would apply. But what I have experienced in internships at Rajendra Eco Resort was that public relations needs a lot of flexibility, creativity, and decision making ability in the real-time instant communication of that moment while client satisfaction is mandatory. . Academic lessons stress audience analysis, message design, and planning strategy. But my own experiences have told me that interpersonal relations, on timing, and responses according to clients' gestures speed up becoming far more crucial for achieving communication objectives. It bridged a gap between theory and practice for me and made me realize that in organizational communication a person has to be ready for any consequence but at the same time be ready to deliver and think critically in the real-time, instance solving idea, talking as the identifying customer tone.

Chapter Six

Conclusion

6.1 SWOT Analysis

Strengths:

- This is strong eco-friendly brand identity
- Here, social media presence and digital engagement are active
- Professional and coordinated PR team
- Positive client relationships and creative campaign management

Weaknesses:

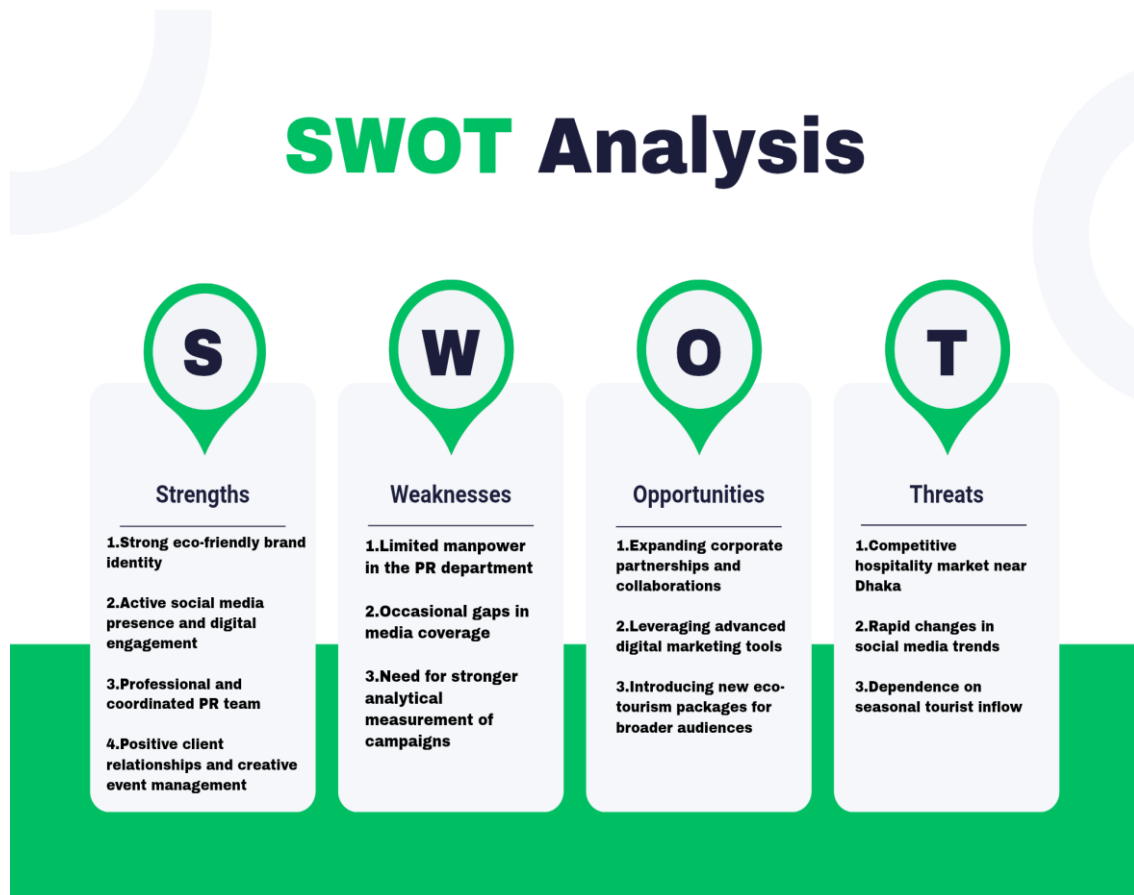
- Also here, limited manpower in the PR department
- Occasional gaps in media coverage
- Here must be need for stronger analytical measurement of campaigns

Opportunities:

- Getting in touch of corporate partnerships and collaborations
- Leveraging advanced digital marketing tools
- Introducing new eco-tourism packages for the target group.

Threats:

- Competitive hospitality market near Dhaka.
- Rapid changes in social media trends.
- Dependence on seasonal tourist in flow.



6.2 Reflection on Learning Outcomes

This internship gave me the opportunity to combine theoretical with practical experience as it could allow the consumption of concepts learned in Journalism, Media, and Communication into the real time of actual professional settings. Here, I interacted academically as social media management, client communication, event coordination, and PR campaign planning. These responsibilities provided strength with an insight regarding formulation to execution of communication methods in an organizational way. The job has also taught me the importance of cooperating with others, managing time, and professionalism when deadlines are crucial.

I learned that quality full public relations is best more than just putting content out there, it is indicated, building relationships, maintaining everything, and occupy creativity in problem-solving. In my sense, flexibility and communication must ensure the success of all internal and external clients.. This internship shaped my perceptions of self, I developed new skills and an opinion of my future move towards Public Relations and Media Communication.

6.3 Conclusion

Overall, the internship at Rajendra Eco Resort was an extraordinary learning journey. I set a proper ground between practice of public relations and theory of journalism, media, and communication during my internship at Rajendra Eco Resort. It helped me experiment with some of the main ideas in a practical organizational setting, for instance, audience contact, message development, story, and media relations. Learning gained from the study of journalism and communication also helped me understand the role media behavior plays in affecting public opinion as well as how strategic communication constructs brand image. All my writing, interpersonal communication, and online content creation were all polished through the internship, which is handy for journalism and public relations. In summary, this internship allowed me to enhance my working skills and sparked my passion to work in a field that has to do with public relations and communications.

Appendix

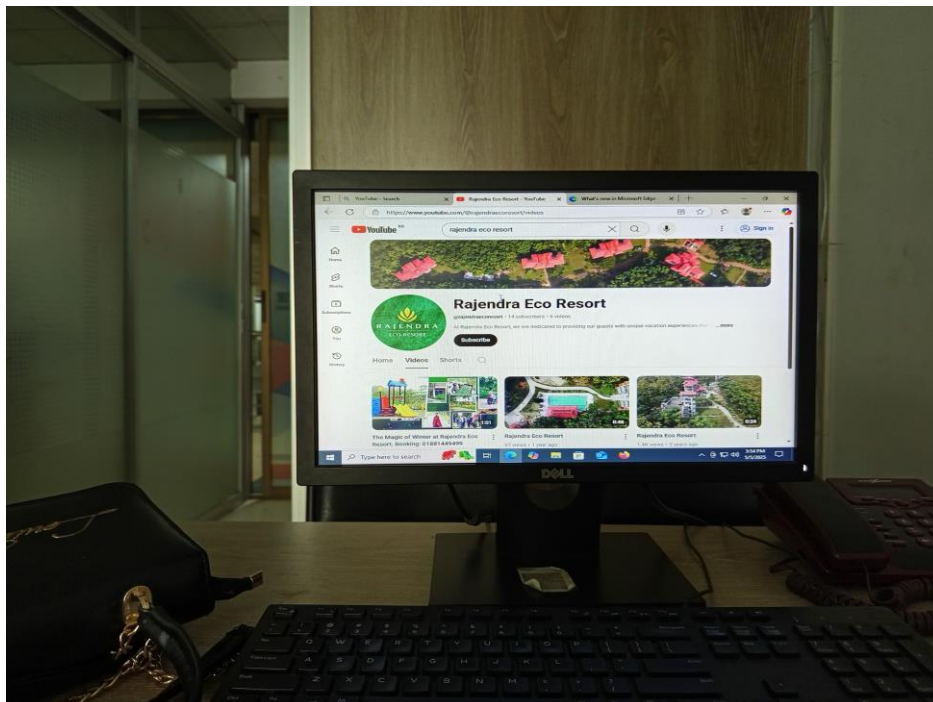
6.4 Appendix- A

Facebook: <https://www.facebook.com/share/1JtqkZbvGf/>

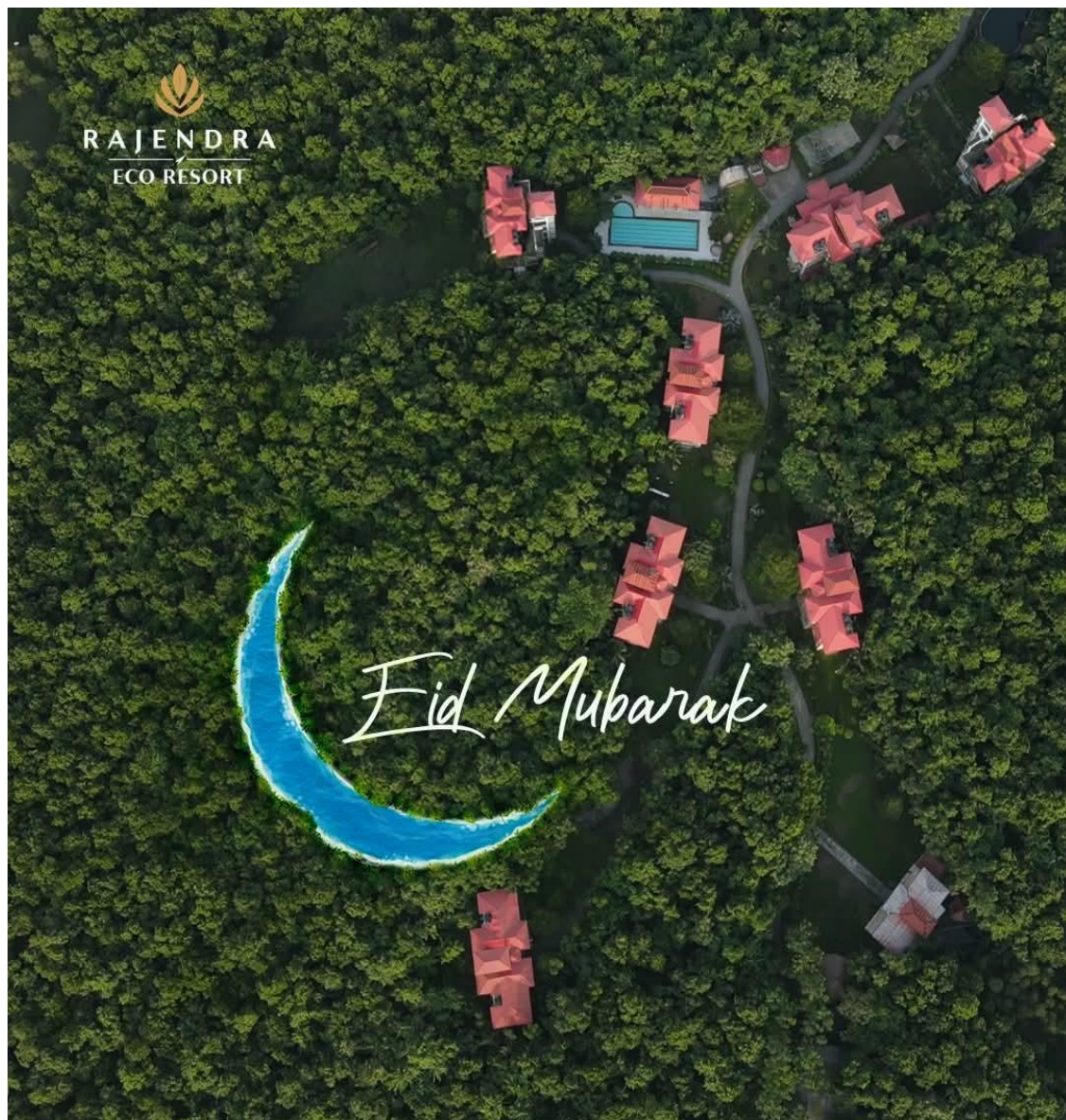
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Website: <http://rajendraecoressort.com.bd>

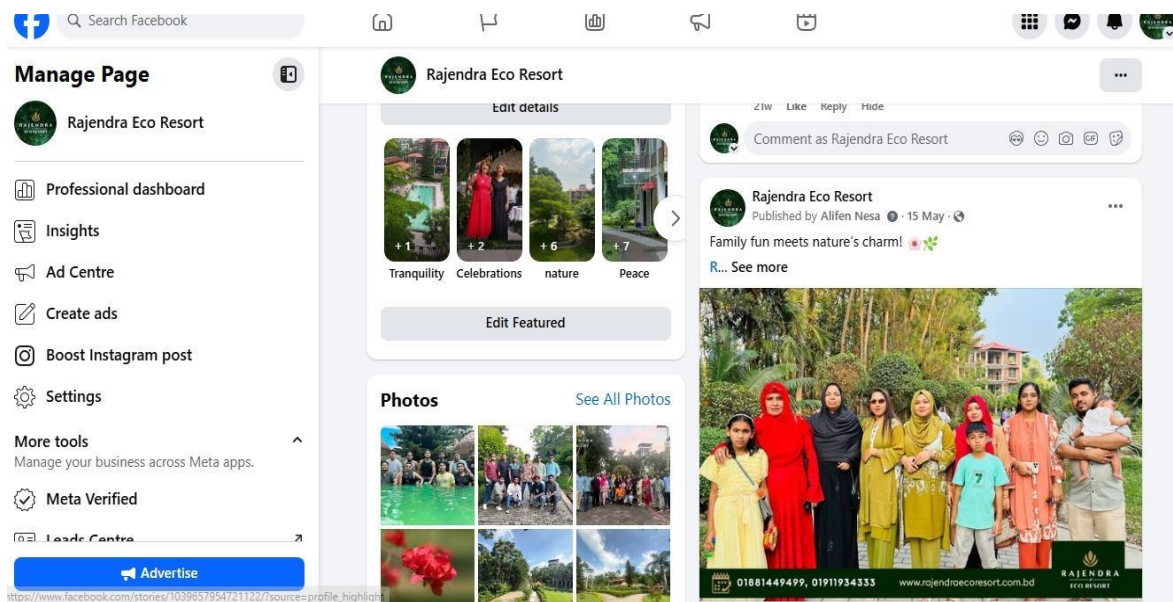
Email address: booking@rajendraecoressort.com.bd



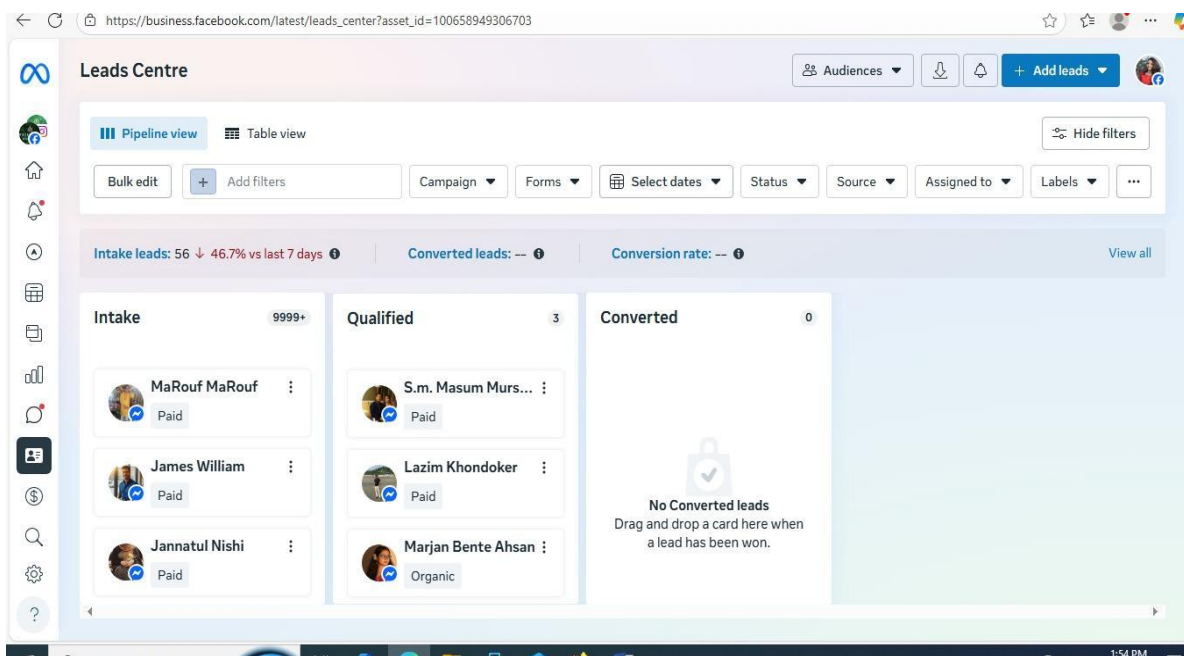
21) My desk at office



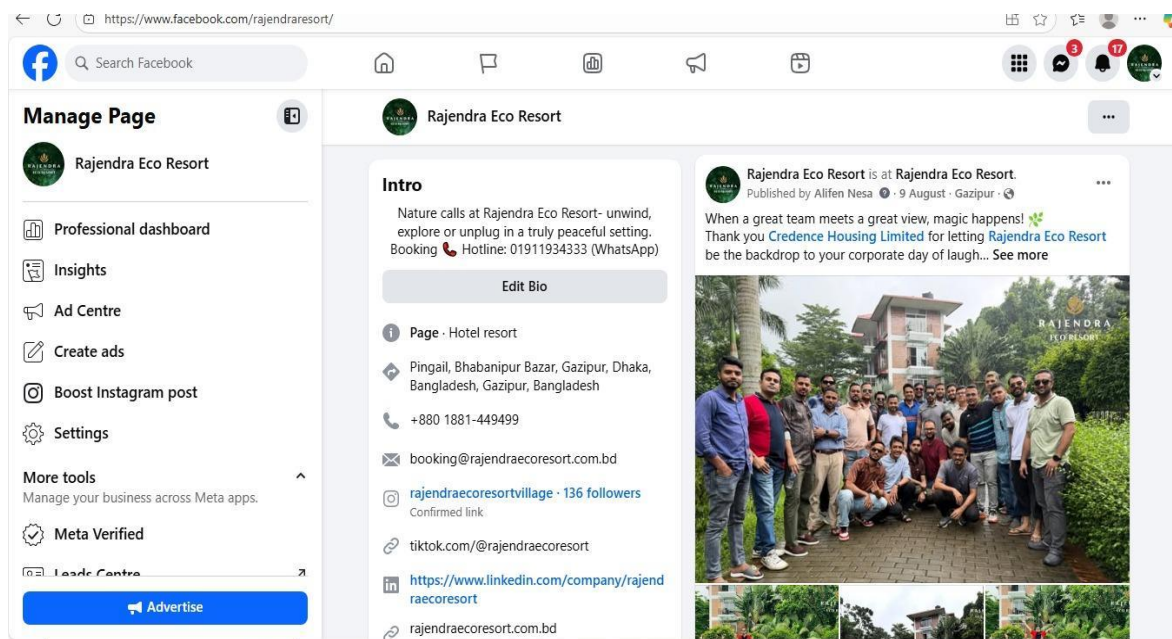
23) Eid Mubarak Graphics Made By Canva



24) Daily task to collect photos from facebook, place official logo, and post it at Facebook with creative captions.



25) Lead analysis.



27) Upload Thanksgiving post for corporate clients

Service	Owner	Last opened by me
Lead	me	3:22 PM
WP Marketing	me	3:21 PM
Hospital Info	me	3:19 PM
Price analysis	me	3:18 PM
Influencer List	me	3:16 PM
Rajendra Customer Retention	me	3:15 PM
Go Life	me	3:13 PM
Golife	me	3:11 PM
RER Sales	me	3:10 PM
Resorts Packages	me	3:03 PM

28) Collecting & Maintaining database for different campaigns



Resort: Pingail, Bhabanipur Bazar, Gazipur, Dhaka, Bangladesh
Booking Hotline: 01911934333, 01881449499 | Email: booking@rajendraecoresort.com.bd

Date: 22 May, 2025

Attention:

Ms. Tasnia Faizah, Phone: +8801777-209339

QUOTATION

Items	Details		
Event Date	Saturday, June 28, 2025 Corporate Daylong		
PAX/ Room	29 PAX Deluxe Room: 07 Nos		
Bus-Pick Drop	Coaster AC Mini Bus: 29 Seats		
Breakfast	Parata, Vegetables/Buter Dal, Fried Eggs, Halua, Salad, Water, Tea/Coffee		
Lunch	Plain Polao (Chinigura), Chicken Roast-1pc, Beef Rezala (250gm/pax), Fish Fry-1pc, Chinese Vegetables, Salad, Soft Drinks: Coke/7up- 250 ml, Water, Cup Doi/ Forni		
Evening Snacks	Vegetables Pakora, Samocha, Tea/Coffee, Water		
Travel Snacks	Juice, Cake ,Water		
Conference Room	Conference Room with Projector Facilities		
Sound system	1 Pair with 2 Mics		
Offer Include- Activities	Swimming Pool, Billiard, Table Soccer, Table Tennis, Badminton, Football, Cricket, Kids Play Zone, Car Parking, Forest sighting		
Check in/out	Check in- 09:00 AM Check out- 06:00 PM		
Child Policy	Up to 4 age is complimentary, Up to 12 age consider half PAX		
	Rate/PAX in BDT	PAX/ Per person	Total in BDT
Package Rate	2900/-	29 PAX	84,100/-

Booking Confirmation Payment Terms:

- 50% Advance: Required to confirm your booking.
- 50% Balance: Payable after the program concludes at the resort

For Booking Advance Payment-

Bksah: 01881449499 (Personal- Send Money) | Nagad: 01881449499 (Personal- Send Money)

Account Title- Winbaz Communications
 Islami Bank Ltd (New Market Branch) | Account No- 20501290100429904
 Customer ID- 1290200174108 | Routing No- 125263522
 Account Type- AWCA

Very truly yours,
 M. Jobaer al Asad | Executive Director, Sales and Marketing
 Rajendra Eco Resort Ltd | Mobile: +88 01881 449 499

Sales Office: 74/B/1, RH Home Center, Suite- 338-339, Green Road, Dhaka | **Phone:** +880 2223374554
Corporate Head Office: House-73, Road-04, Block-C, Banani Model Town, Banani, Dhaka

29) Quotation Writing Sample

30)Appendix References:

Professional References:

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Director, Sales & Marketing

Rajendra Eco Resort LTD

Email: rajendraecoresort2023@gmail.com

Phone: +880 1881-449499

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Faculty of Humanities & Social Science

Daffodil International University

Email: kabilkhan.jmc@diu.edu.bd

Phone: +880 1705-059549

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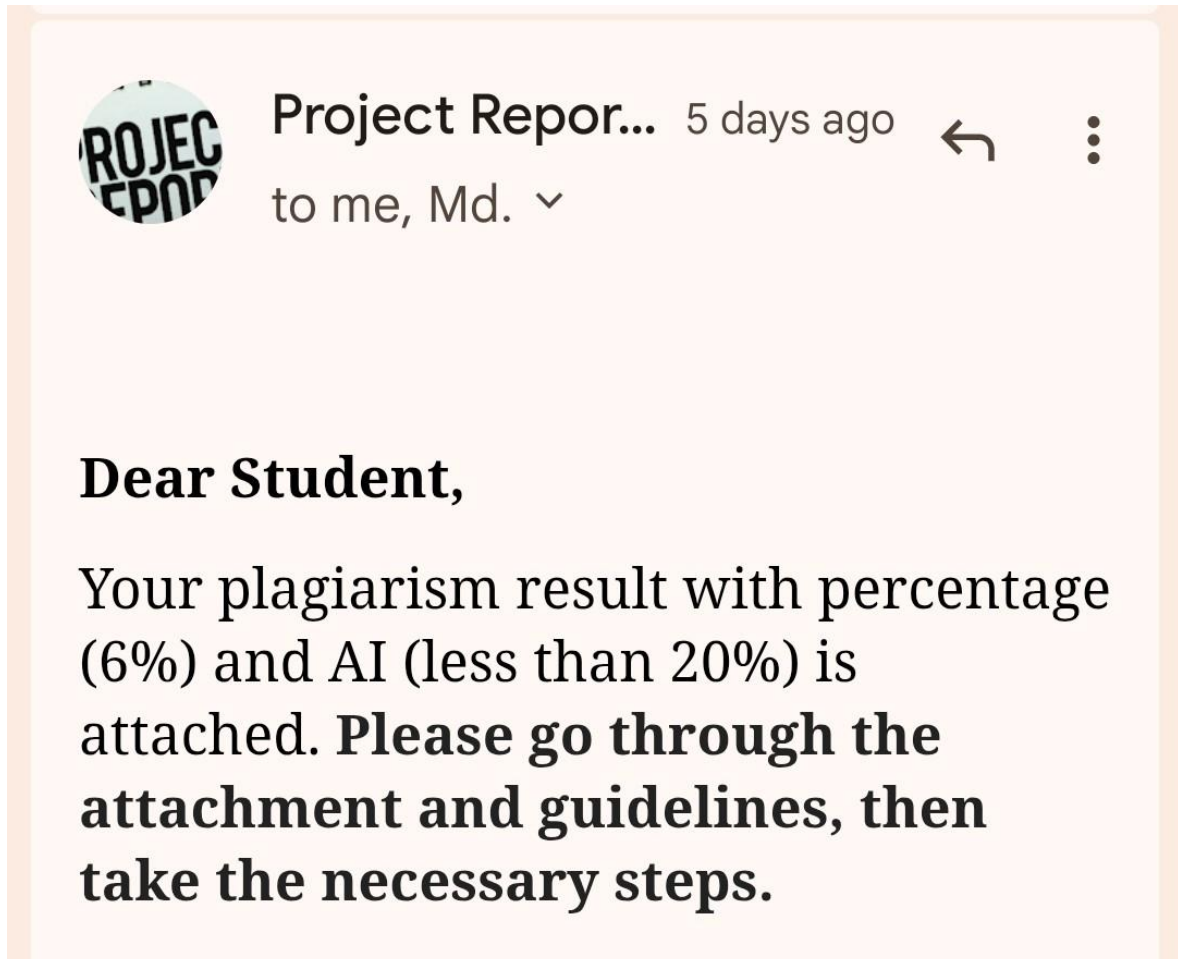
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