



Internship Report
On
“A Study on Social Media Marketing Practices in Webcoder IT Institute”

Submitted By:

Sumaiya Jarin

ID: 221-10-925

Batch: 55

Semester: Fall-2025

Course Name: Project Paper with Internship

Course Code: ENG431

Department of English Daffodil

International University

Supervised By:

Ms. Zerine Tohfa Farhat

Lecturer

Department of English

Faculty of Humanities and Social Sciences

Daffodil International University

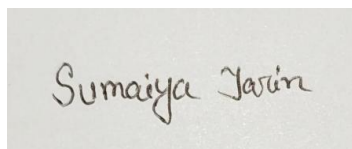
Date: Fall 2025

Declaration

I hereby declare that the internship report titled “A Study on Social Media Marketing Practices in Webcoder IT Institute” has been prepared by me as a requirement for the course Project Paper with Internship (ENG431) under the Department of English, Daffodil International University. This report is based on my personal observations, tasks and practical experience that I have gathered during my internship at Webcoder IT Institute, Uttara, Dhaka.

The work presented in this report is entirely my own. I have tried to describe the daily activities, responsibilities and learning outcomes related to social media marketing. I also confirm that this report has not been submitted anywhere else for any academic purpose.

This report has been completed under the supervision of Ms. Zerín Tohfá Farhat, Lecturer, Department of English, Daffodil International University. I sincerely express my gratitude for the guidance and support I have received throughout the internship period.



.....

Sumaiya Jarín

ID: 221-10-925

Batch: 55

Department of English

Daffodil International University

Certificate of the Supervisor

This is to certify that Sumaiya Jarin, a student of the Department of English, Faculty of Humanities and Social Sciences, Daffodil International University, has completed her project titled: “A Study on Social Media Marketing Practices in Webcoder IT Institute.”

She carried out this research project under my supervision and demonstrated steady commitment to understanding how digital platforms are utilized for marketing within an IT-based organisation. She maintained regular progress, gathered information responsibly, and showed analytical ability in presenting her findings. Her work reflects clarity, discipline, and an interest in exploring communication beyond traditional classroom contexts.

I acknowledge her sincere effort and wish her success in her future academic and professional endeavours.



Zerin Tohfa Farhat
Lecturer
Department of English
Faculty of Humanities and Social Science
Daffodil International University

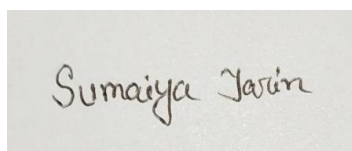
Acknowledgement

First of all, I would like to express my sincere gratitude to my course teacher, Ms. Zerin Tohfa Farhat, Lecturer, Department of English, Daffodil International University, for her encouragement, continuous guidance and valuable feedback throughout the internship period. Her guidance helped me stay focused and complete the work properly.

I'm also thankful to my internship supervisor, Md. Shagar Sheikh, at Webcoder IT Institute for his kind guidance, support, and cooperation throughout my internship. His helpful instructions and friendly attitude made it easier for me to learn and understand the practical side of social media marketing.

I am grateful to the entire team of Webcoder IT Institute for creating a positive working environment and for assisting me whenever I needed help during my internship period.

Finally, I would like to thank everyone who guided and helped me during my internship, making it a useful learning experience.



.....

Sumaiya Jarin

ID: 221-10-925

Department of English

Daffodil International University

Abstract

The main purpose of this project report is to describe my internship experience at Webcoder IT Institute, with a focus on learning how Social Media Marketing is practiced in a real office environment and present the experience I gained while working at Webcoder IT Institute.

During my internship, I worked closely with the digital marketing team and observed how an organization plans, creates and manages social media content to promote its services. I took part in activities such as brainstorming ideas, preparing content outlines, participating in meetings and understanding how the institute communicates with its audience through Facebook and other platforms.

This report highlights how Webcoder IT Institute uses social media to reach its target audience, their strengths and the challenges they face. It also shows how teamwork, communication, time management and creativity are important in daily marketing work. Through this experience, I improved my skills and learned how digital marketing helps a company grow.

Overall, the experience helped me gain confidence, improve my skills and develop a practical understanding of how social media contributes to organizational growth.

Keywords: Social Media Marketing, Workplace Experience, Marketing Strategy, Content Planning, Skill Development

Table of Contents

Chapter Number	Contents	Page Number
	Declaration of the Intern	i
	Certification of the Supervisor	ii
	Acknowledgement	iii
	Abstract	iv
	Table of Contents	v
Chapter 1	1.1 Introduction	1
	1.2 Background of the Study	1
	1.3 Objectives of the Study	2
	1.4 Significance of the Study	2
	1.5 Methodology	3
	i. Institution Selection	3
	ii. Placement	3
	iii. Procedure of Internship	3
Chapter 2	Profile of the Organization (Webcoder IT Institute)	4
	2.1 Mission, Vision & Goals	4
	2.2 Services and Courses Offered	5
	2.3 Social Media Presence of the Institute	5
Chapter 3	Internship Experience	6-7
	3.1 Duties and Responsibilities	7
	3.2 My Learning from the internship	7
	3.3 Challenges Faced	7-8
	3.4 Limitations	8

Chapter 4	Observation & Findings	9-11
	4.1 Observation	9-10
	4.2 Findings	10-11
Chapter 5	Recommendations	12-13
Chapter 6	Conclusion	14
Chapter 7	Reference	15
Chapter 8	Appendices	16-19

Chapter 1

1.1 Introduction

In today's digital world, social media has become one of the most powerful tools for communication, branding and marketing. Organizations of all sizes from global companies to small training institutes use social media platforms to reach people quickly and effectively.

Webcoder IT Institute, a training center in Uttara, Dhaka, uses social media as its main promotional tool. The organization offers training in web development, graphic design, digital marketing, and other professional IT skills. Since most students search online before choosing any skill development center, the institute depends heavily on social media to create awareness, provide information and attract learners.

For my internship, I joined Webcoder IT Institute, an IT-based organization in Uttara, Dhaka, that works with digital marketing, content creation, and skill development training. Working in their marketing section gave me the opportunity to understand how social media platforms are used to promote services, engage with audiences, and build an online presence. Through this experience, I observed how a team plans, designs, schedules, and analyses social media content based on the needs of the organization.

During the internship period, I worked under the supervision of the marketing team, who guided me in learning the basic techniques of social media management. I got the chance to participate in different tasks such as creating content ideas, editing posts, observing campaigns, and understanding how digital platforms help an organization connect with potential learners. This practical experience helped me relate my academic knowledge with real professional tasks.

1.2 Background study

I had the opportunity to complete my internship at Webcoder IT Institute. Working in this institute allowed me to explore the field of digital and social media marketing closely. This practical exposure helps students understand how theoretical ideas, communication techniques, and critical thinking skills function in an actual corporate environment.

This internship played an important role in developing my professional skills. I learned how social media pages are maintained, how content is created based on audience needs, and how

marketing strategies are designed to increase engagement and brand visibility.

This background inspired me to study the effectiveness of Webcoder IT Institute's social media marketing strategies and analyze how these practices contribute to their overall growth and organizational goals.

1.3 Objectives of the Study

The main objectives of this study are:

- To gain practical experience in creating and designing social media content.
- To compare academic knowledge with real workplace experience, especially in digital marketing and communication.
- To develop professional skills, such as teamwork, time management, and maintaining communication during daily marketing tasks.
- To learn basic technical tools used in online marketing and web operations.
- To enhance my ability to write and manage digital content effectively.

1.4 Significance of the Study

This study is important because it helps to understand how Webcoder IT Institute uses social media to reach students and promote its courses. Nowadays most people depend on platforms like Facebook, YouTube, Instagram etc to get information, so it is essential for an institute to use these platforms properly. By observing their daily marketing work, this study shows which posts get more attention, what type of content students respond to and how regular communication helps the page grow.

The study is useful for the institute because it points out what they are doing well and where they need improvement. If they know which strategies bring real engagement and which ones do not work, they can plan their marketing in a better and more effective way.

Personally, the study is meaningful because it gave practical experience—creating posts, communicating with students, working with the team, and understanding how promotions actually run. This real-life experience will be useful for future studies and professional

Methodology

i. Institution Selection

For my internship, I selected Webcoder IT Institute, an IT-based organization in Uttara, Dhaka, where I was already familiar with their work environment. I chose this institution because it actively uses social media to promote its courses and services. Since my project topic focuses on social media marketing practices, Webcoder IT Institute was a suitable organization where I could observe real marketing activities closely. I also preferred this institution because it matches my personal interest in digital marketing. I enjoy working with creative content. Webcoder IT Institute gave me the chance to explore these skills practically. Their active digital presence and supportive work culture also encouraged me to choose this place for gaining practical experience.

ii. Placement

To complete this internship and prepare the report on, I followed several steps. At the beginning, I discussed the internship requirements with my department and received the official recommendation letter. With this letter, I contacted Webcoder IT Institute and informed them about my internship plan. After a short discussion, the organization agreed to allow me to work with their digital marketing team.

iii. Procedure of Internship

On the first day, I was introduced to the digital marketing team and given an overview of their ongoing activities. Throughout the internship period, I followed a daily work schedule that included content research, post creation, caption writing, and observing how the team manages social media pages.

I also participated in meetings, planning sessions, and campaign development activities. This structured procedure helped me understand how social media marketing functions in a real workplace.

Chapter 2

Profile of the Organization (Webcoder IT Institute)

Webcoder IT Institute is a training organization that provides both online and offline courses in various IT and digital marketing fields.

It is located in Uttara, Dhaka, Bangladesh. The institute focuses on teaching skills such as web design, web development, digital marketing, e-commerce development, and other IT-related courses. With a team of trainers, administrative staff, and support personnel, Webcoder IT Institute ensures that students receive both practical and theoretical knowledge.

The institute operates in a professional office environment spread over multiple floors, equipped to conduct classes, workshops, and hands-on training.

2.1 Mission, Vision & Goals

Mission:

The mission of Webcoder IT Institute is to develop strong technical and creative problem-solving skills among students while preparing them to meet the demands of the digital market. It also aims to create skilled freelancers and reduce unemployment among youth.

Vision:

The vision of the institute is to build a generation of technology users who can not only use but also create technology and contribute meaningfully to the digital economy.

Goals:

- Reduce unemployment by providing skill-based IT and digital marketing training.
- Produce competent freelancers who can work remotely or independently.
- Offer a structured learning platform where students can gain practical skills and project-based experience.

2.2: Services and Courses Offered

Webcoder IT Institute provides a wide range of services and courses:

- Digital Marketing Courses covering Facebook Ads, Google Ads, SEO, and social media management.
- Web Design and Development Courses including HTML, CSS, JavaScript, PHP, and Laravel framework.
- Web Application Development training.
- E-Commerce Website Development training.
- Service Provision: The institute also provides web development and digital marketing services to clients.

2.3 Social Media Presence of the Institute

YouTube: Webcoder IT Institute maintains an active YouTube channel where tutorials on digital marketing, freelancing tips, and web development are shared.

Facebook: The institute uses Facebook to update students about courses, events, and training schedules while actively engaging with the audience.

Website: The official website webcoder-it.com provides details about courses, schedules, trainers, and contact information.

Digital Tools: Webcoder IT Institute uses tools like Meta Business Suite and other social media marketing platforms to manage campaigns, monitor engagement, and optimize content.

Chapter: 3

Internship Experience

4.1 Duties and Responsibilities

During my internship at Webcoder IT Institute, I was involved in various social media marketing and digital promotion activities. These tasks helped me gain practical experience and understand how digital marketing strategies work in a real organizational setting. The major activities I performed are listed below:

♦ **Social Media Content Creation & Management:** My primary responsibility was to assist the Social Media Marketing team in planning and implementing online promotional activities. I worked on researching trending topics, designing visually appealing posts using Canva. I also helped in writing short promotional texts, event-based posts, and informative content that aligned with the brand's communication style. I also helped prepare the monthly social media content calendar and scheduled posts on social platforms. Besides monitored daily page activity, engagement rate, and audience interactions

♦ **Facebook Ads Management:** A major part of my activities included learning how Facebook Ads work. I supported the team in planning and running targeted and retargeted campaigns by working with Facebook Pixel, custom audiences, and lookalike audiences. Through these tasks, I gained a practical understanding of how paid campaigns increase brand reach and engagement.

♦ **Community Management:** I observed how performance reports are generated. I learned to check analytics such as reach, impressions, engagement, and ad performance. This helped me understand which types of content perform well and how marketing strategies are adjusted based on data.

♦ **Market Research & Competitor Analysis:** I did market research to understand the latest trends in digital marketing and the types of content people are engaging with. I also checked the social media pages of other IT institutes to see how they design posts, what kind of captions they use, and how often they upload content. By comparing their strengths and weaknesses, I understood which strategies work well and which do not. This helped me get a clear idea of what Webcoder IT Institute can improve in its own social media activities. I shared my observations with the team so we could plan better content and increase audience engagement.

♦ **Communication & Coordination:** I coordinated with trainers to get class updates,

communicated with students to gather feedback, and collaborated with the design and marketing teams to ensure all campaigns were aligned with institute goals. I also participated in team discussions, brainstorming sessions, and weekly review meetings.

Throughout the internship, I communicated regularly with my supervisor, discussed tasks, and received feedback to improve my work. Overall, these activities helped me develop hands-on skills in social media marketing and allowed me to apply theoretical knowledge in real situations.

4.2 My learning from the Internship

Before starting my internship at Webcoder IT Institute, I had completed an online course on digital marketing. However, most of my previous learning was theoretical and online based, so I did not have real-life experience before joining the office. Working closely with the digital marketing team at Webcoder IT Institute allowed me to gain hands on experience, observe real marketing operations and practice the skills I had learned in a professional setting. This experience strengthened my understanding of digital marketing strategies and enhanced my ability to collaborate, communicate and manage time effectively.

During this period, I learned how to plan and run social media campaigns, create different types of content, schedule posts, and analyze their performance. I also gained hands-on experience with tools like Canva, Photoshop, and Facebook Ads Manager, which helped me understand how targeted promotions work. Through this, I learned the importance of audience engagement, quick communication, and maintaining consistency in posting.

Being part of team meetings and discussions taught me how ideas are shared, how plans are made, and how teamwork is maintained in a professional environment. Sometimes I was asked to suggest post ideas or give feedback on content, which helped me build creativity and confidence. Communicating regularly with my supervisor also improved my writing, designing, and task management skills.

This internship helped me develop essential workplace skills such as communication, teamwork, creativity, time management, and problem-solving. It bridged the gap between theory and real practice, giving me valuable experience and confidence in the field of social media marketing.

4.3 Challenges Faced

During the internship, I also faced some challenges:

Limited Experience: Initially, I had little practical experience with social media marketing, so adapting to real workplace tasks was a challenge.

Time Pressure: Managing multiple tasks like creating posts, scheduling, and responding to messages within limited time was sometimes stressful.

Content Creativity: Coming up with unique and engaging content ideas regularly required extra effort

Analytics Understanding: Learning how to track performance metrics and interpret data was challenging at first.

4.4 Limitations

1. Lack of Confidential Data:

Some important information such as campaign budgets, revenue details and conversion reports were not shared due to privacy policies.

2. Limited Access to Internal Meetings:

As an intern, I was not allowed to join all strategic or decision-making meetings which restricted my understanding of the full marketing process.

3. Observation-Based Findings:

Most of the findings are based on daily tasks and activities, not on complete long-term marketing plans.

Chapter 4

Observation & Findings

5.1 Observation

1. Work Environment Observation: During my internship at Webcoder IT Institute, I observed that the work environment is professional yet friendly. The trainers and staff are cooperative and supportive, which makes learning and task execution easier for interns. Teamwork is emphasized, and all employees communicate effectively to ensure smooth workflow.

2. Social Media Workflow Observation: The institute follows a structured approach for managing social media. Each post is carefully planned, designed, captioned, and scheduled. The team prioritizes Facebook for promotional activities, while paid advertisements are targeted toward specific audiences. Regular monitoring and engagement with followers are maintained to enhance visibility.

3. Marketing Strategy Observation: Webcoder IT Institute uses strategic marketing approaches, including course-specific promotional posters and retargeted ads to attract potential students. Creative content is given importance, and marketing campaigns are timed according to enrollment periods to maximize outreach.

4. Student Interaction Observation: Many student inquiries are received daily through messages and comments. Some queries are repetitive, while the majority of engagement occurs during evening hours. The team ensures that replies are timely and informative, maintaining a positive image of the institute.

5. Organizational Structure Observation: The institute has a clear hierarchical structure. The CEO supervises overall operations, trainers handle course delivery, and the marketing team manages promotions. Interns assist with content creation, analytics, and other tasks, providing a practical understanding of organizational operations.

6. Learning Process Observation: The institute uses various digital tools to support workflow and learning. Canva is primarily used for content design, Meta Business Suite for scheduling posts, and analytics tools for monitoring engagement and performance. This structured approach allows interns to learn both practical and strategic aspects of social media marketing.

7. Student Feedback Observation: I observed that Webcoder IT Institute actively collects and monitors feedback from students after each class or course. This helps the trainers and

marketing team understand students' needs, identify areas of improvement, and adapt teaching or content strategies accordingly. Observing this process highlighted how important feedback is for continuous improvement.

8. Team Collaboration Observation: The marketing team works closely with trainers and administrative staff to ensure smooth operations. Regular discussions, feedback sessions, and task delegation help maintain consistency in content posting and campaign execution. Observing this teamwork helped me understand the dynamics of a professional IT institute.

9. Technology Use Observation: Webcoder IT Institute integrates modern technology and tools into daily operations. They explore AI tools for content ideas, design, and analytics. Using these technologies increases efficiency and reduces repetitive workload, which is helpful for interns learning modern marketing practices.

10. Professional Development Observation: Interns are encouraged to participate actively in projects, campaigns, and content creation. This exposure helps in developing professional skills such as communication, time management, creativity, and problem-solving. It also prepares students for real-world challenges in the IT and marketing industry.

11. Free Demo Classes Observation: I observed that the institute sometimes organizes short free demo classes for students. Offering 15–20-minute sessions on trending topics helps potential students understand the course content and teaching style. These demo classes attract more inquiries and encourage students to enroll in full courses, making them an effective marketing and engagement strategy.

12. Monthly Performance Review Observation: The institute holds monthly performance review meetings where the marketing and management teams discuss ongoing campaigns, student engagement, and overall performance. These meetings allow the team to evaluate what strategies are working, identify challenges, and plan improvements for upcoming activities. Observing these sessions helped me understand how feedback and evaluation are crucial for maintaining effective social media and marketing operations.

5.2 Findings

After observing daily activities and analyzing the marketing workflow, several important findings emerged:

1. Facebook is the main driver of leads, while Instagram and TikTok help maintain brand visibility.
2. Most students join after seeing Facebook ads, showing the importance of paid promotion.
3. People respond more to real photos of classes, students, and activities than to plain graphics.

4. Video content performs better, but the institute doesn't upload enough videos.
5. Replying to messages quickly increases admission chances, but the team sometimes delays responding.
6. Posts with success stories and reviews get the highest engagement, which shows trust-based content works best.
7. There is a need for more storytelling-based posts that show the journey of students.
8. The audience prefers simple and friendly captions, not complicated or overly formal writing.
9. The institute should track analytics regularly, such as post reach, link clicks, cost per lead, and user demographic data.

Chapter 5

Recommendation

During my internship at Webcoder IT Institute, I observed several creative and practical steps that the organization can adopt to make their social media marketing activities more efficient and impactful:

- **Fraud Order Detection Team:** Many IT and training-based institutions face issues with fake inquiries and time-wasting leads. A small verification or “fraud order detective” team can help the organization filter out non-serious clients.

This will save time, reduce unnecessary communication, and allow the marketing team to focus on genuine leads.

- **Promoting Entrepreneurship Alongside Skill Development:** Many students dream of becoming independent or starting small businesses. Webcoder IT Institute can highlight motivational lines which can inspire learners and increase engagement on social media.

- **Social Media Content Lab Creation:** Webcoder IT Institute can set up a small 'Content Lab' where students and interns can brainstorm ideas, create designs, and test engagement patterns.

This will:

- build creativity among learners
- increase content quality
- help the institute maintain a consistent posting schedule

- **Micro-Influencer Collaboration:** Many students today have small follower bases on Facebook, Instagram, and TikTok. Webcoder can collaborate with these micro-influencers by offering:

- Free workshops
- Certificates

They can promote Webcoder’s courses — cost-effective and high-reach tactic.

- **Live Q&A Sessions on Facebook:** The institute can host weekly live sessions with trainers where students can ask questions about courses, career guidance, freelancing, etc.

This builds transparency and increases page activity.

- **Create More Interactive and Creative Content:** To attract a broader audience, the institute should focus on producing creative and engaging content. This can include short videos, reels, polls, and sharing student success stories. Such content not only captures attention but also

encourages users to interact and engage with the posts more actively.

- **Adopt Data-Driven Strategies:** Regularly monitoring analytics is crucial for understanding which posts perform best. By analyzing data, the marketing team can make informed decisions, refine strategies, and optimize content to better meet audience preferences. This approach ensures that efforts are focused on content that generates the highest engagement and reach.
- **Enhance Audience Communication:** Building trust with the audience requires timely and meaningful interaction. Responding promptly to comments, messages, and inquiries strengthens communication and fosters a positive relationship with followers. Active engagement demonstrates that the institute values its audience, which can improve loyalty and overall online presence.

These observations show that Webcoder IT Institute has the potential to incorporate new technologies and creative approaches to enhance their social media marketing performance, save time, and build stronger engagement with students.

Chapter 6

Conclusion

This internship at Webcoder IT Institute has been a meaningful learning experience for me. Before joining, I only knew social media marketing from online courses, but working here gave me the chance to see how the work is actually done in a real environment. From creating posts to observing ad campaigns and communicating with clients, I learned how marketing works beyond the classroom.

My university played an important role by giving me the opportunity to complete an internship along with my project paper. Without this support, I would not have been able to enter a real workplace and understand how an organization runs its social media activities. Webcoder IT Institute also helped me by trusting me with different tasks and giving me space to learn and prove myself in a professional field.

Through this internship, I gained confidence, practical knowledge, and a clearer idea about the job market. I learned how teamwork functions, how tasks are managed, and how marketing strategies are applied to reach students online. These experiences will help me in future jobs and prepare me for real-life responsibilities.

This internship has helped me grow both personally and professionally. It allowed me to apply what I learned in university, discover my strengths, and understand what kind of work I enjoy. This experience will remain valuable as I move forward in my career.

Chapter 7

Reference

1. Webcoder IT Institute official website: [<https://webcoder-it.com/>]
2. Digital Marketing Basics – Google Digital Garage
3. Canva for Beginners – Online Design Guide

Chapter 8

Appendices

Image 1: Placement Letter from University

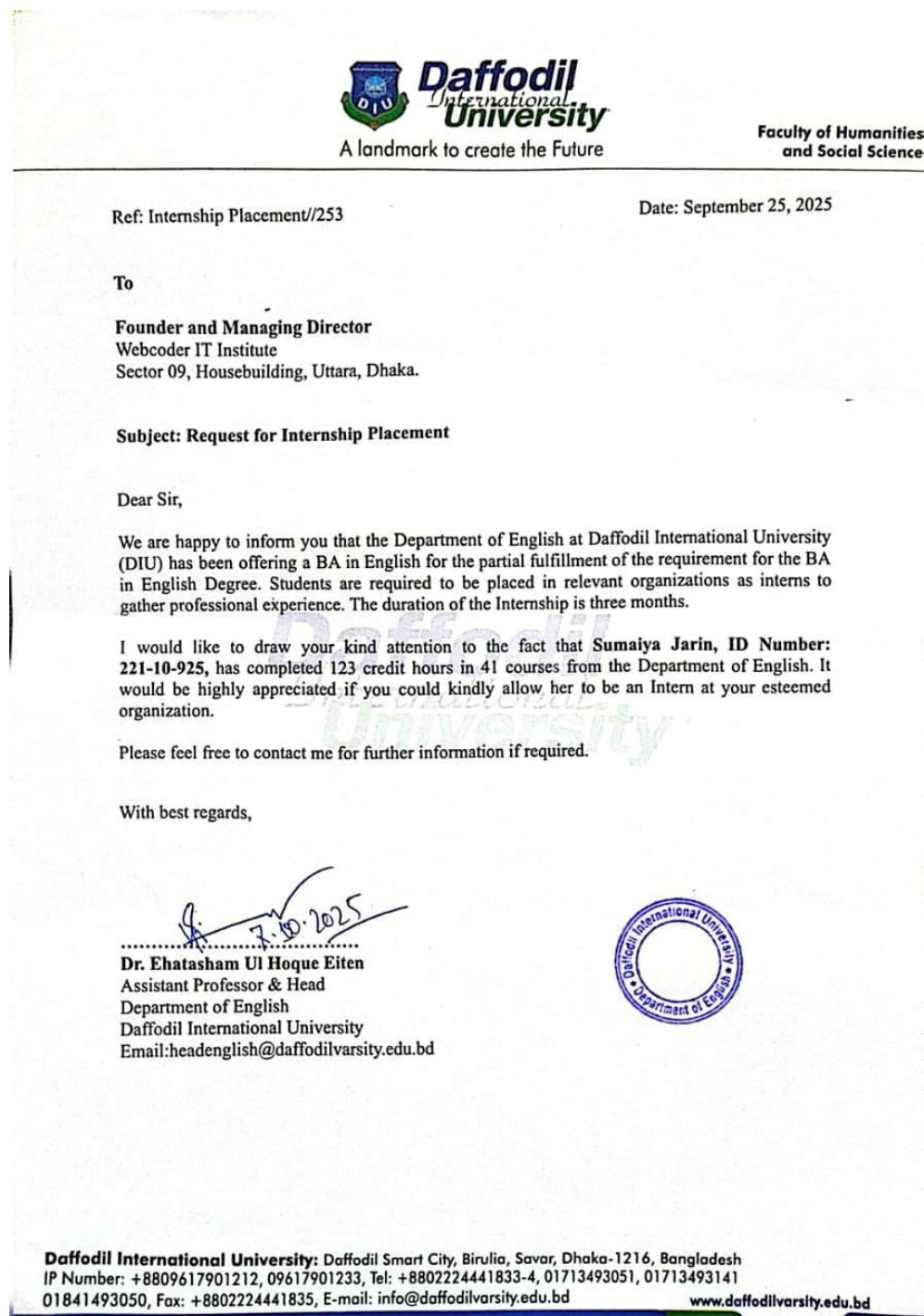


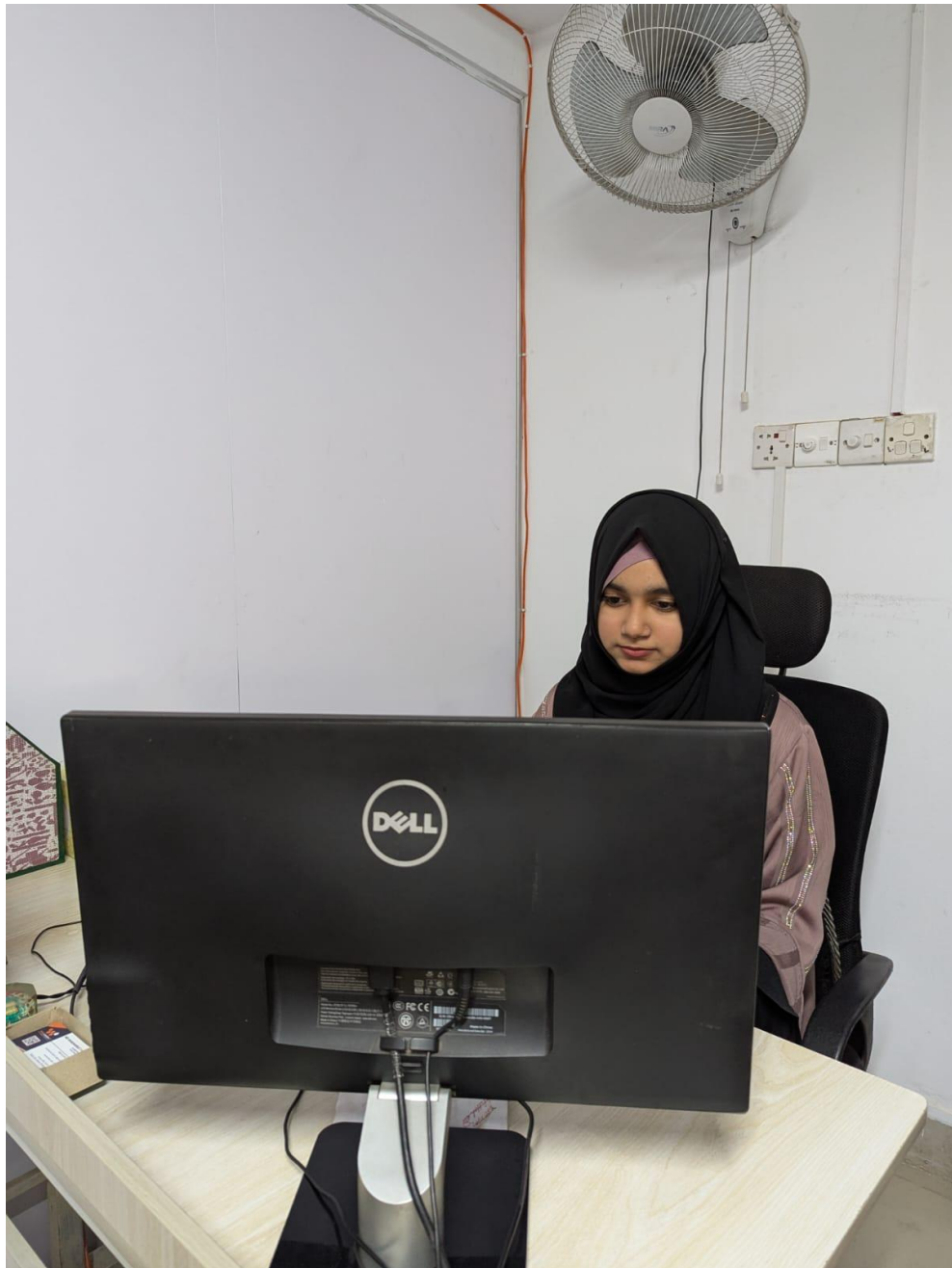
Image 2: Certificate from Webcoder-IT Institute



Image 3: Institution's Logo



Image 4: While Working at the office



221-10-925

ORIGINALITY REPORT

8%	6%	1%	4%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Daffodil International University Student Paper	2%
2	dspace.daffodilvarsity.edu.bd:8080 Internet Source	2%
3	Submitted to Parkland College Student Paper	1%
4	Submitted to SRM University AP Amravati Student Paper	1%
5	"Marketing and Smart Technologies", Springer Science and Business Media LLC, 2025 Publication	<1%
6	my.talladega.edu Internet Source	<1%
7	Submitted to University of Newcastle Student Paper	<1%
8	vdocument.in Internet Source	<1%
9	acmeinfofolabs.blogspot.com Internet Source	<1%
10	atprint.com.au Internet Source	<1%
11	www.ceoinsightsindia.com Internet Source	<1%
12	www.coursehero.com Internet Source	<1%

13	go.griffith.ie Internet Source	<1%
-----------	--	---------------

Exclude quotes Off Exclude matches Off
 Exclude bibliography Off