



Goswami Ganesh Dutta Sanatan Dharma College

Internship for Enhancing Employability

**Department of Journalism & Mass
Communication**

Title: Digital & Social Media Branding: Tools & Techniques

Summer, 2026

Important dates	-- Classes begin: June 08, 2026 -- Classes end: July 02, 2026 Holidays <ul style="list-style-type: none">• Martyrdom Day of Sri Guru Arjun Dev Ji: June 18, 2026 (Thursday)
Internship Supervisor	Dr Priya Chadha
Contact	internship@ggdsd.ac.in
Training Timing	Monday to Friday (9:00 am to 3:00 pm)
Credits	B.Voc Media & Entertainment – 4 Credits (120 hrs/ 20 days) B.A. Journalism & Mass Communication – 2 Credits (60 hrs/ 10 days)
Core Training Areas	<ul style="list-style-type: none">• Digital Journalism, Media Production & Storytelling• Content Creation, Podcasting & Social Media Strategy• Brand Communication, Digital PR & Audience Engagement• AI, Media Technology & Digital Skills• Soft Skills, Professional Communication & Personal Branding

<p>Learning outcomes</p>	<p>(Week 1-2)</p> <ul style="list-style-type: none"> • Digital Media, Marketing & AI • WordPress Website Management • Social Media Strategy • SEO & Search Console • SEO Blogging & Content Planning • Podcast Research & Scripting • Podcast Production & Publishing • Multi-format Content Creation • Canva, Photoshop & AI Design • Brand Strategy & Audience Persona • Influencer Campaign Planning • Resume & LinkedIn Branding • Media Brand Strategy Presentation <p>(Week 3-4)</p> <ul style="list-style-type: none"> • Understand D2C and e-commerce • Build Shopify stores • Execute Meta Ads and funnels • Use AI for media and marketing • Plan influencer and UGC campaigns • Conduct professional interviews • Produce complete podcasts • Build resume and LinkedIn presence • Present media brand strategies
<p>Employability Focus</p>	<ul style="list-style-type: none"> • Podcast Producer / Host • Media Planner • Digital Marketing Executive • Social Media Manager • Content Creator / Content Strategist • Corporate Communication Executive • Campus Journalist / Media Correspondent • Digital PR Executive • Brand Strategist • Personal Branding Consultant • Freelance Media Strategist

<p>Evaluation</p>	<p>The evaluation of the internship shall be based on a combination of continuous assessment and final performance review.</p> <p>The evaluation process will include</p> <p>I. Internship Report and Viva Voce (80% Weightage): Students must submit a detailed report documenting their activities, learning outcomes, challenges faced, and skills developed during the internship. Students are required to appear for a viva-voce before a 2-members internal evaluation committee (including a supervisor) to discuss their internship experience and learning outcomes.</p> <p>II. Supervisor’s Evaluation (20% Weightage): Feedback from the Internship Supervisor/Mentor at the host organization or within the department, assessing the student's engagement, skill development, professionalism, and attendance based on Activity Log Book.</p>																									
<p>Internship Activity Logbook</p>	<p>Students will maintain an internship activity logbook for the “Enhancing Employability” internship throughout the training period. The logbook will be duly signed by the mentor and the internship supervisor upon completion of the training. The format of the Internship Activity Logbook is given below:</p> <table border="1" data-bbox="407 1020 1463 1230"> <thead> <tr> <th>Week</th> <th>Dates</th> <th>Activities Performed</th> <th>Skill Learned</th> <th>Remarks from Mentor</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>4</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Week	Dates	Activities Performed	Skill Learned	Remarks from Mentor	1					2					3					4				
Week	Dates	Activities Performed	Skill Learned	Remarks from Mentor																						
1																										
2																										
3																										
4																										

Feedback Report

The mentor will prepare a Feedback/Evaluation Report for each student enrolled in the Internship for Enhancing Employability. The format for the Feedback/Evaluation Criteria is provided below:

Criteria	Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)
Punctuality and Attendance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionalism and Work Ethics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills (Oral and Written)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiative and Enthusiasm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to Work Independently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical/Subject Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Problem-Solving and Analytical Ability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teamwork and Collaboration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality and Timeliness of Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adaptability and Learning Ability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Moreover, the mentor will provide remarks on the key strengths of the student intern, areas requiring improvement, and any special contributions or achievements demonstrated by the student during the internship.

Training Schedule

Week 1: Website, SEO, Podcast Foundation Techniques

Week	Dates	Topics	Mentor	Hours
1	8/6/26	Digital Marketing, Media Ecosystem, AI Overview	Chandan Sanwal Dr Gowri	4 2
	9/6/26	Domain, Hosting, Website Architecture, WordPress, CMS, Website Planning	Mohit Sharma Dr Gowri	4 2
	10/6/26	Social Media Marketing & Management	Chandan Sanwal /Kajal Sharma Ms Ambica	4 2
	11/6/26	Podcast Orientation Podcast Pre-Production	Ankit Sharma / Chandan Sanwal Dr Gowri	4 2
	12/6/26	Search Console + SEO Foundations	Mohit Sharma / Kajal Choudhary Ms Ambica	4 2

Week 2: Blogging, Social Media, Podcast & Branding Techniques

Week	Dates	Topics	Mentor	Hours	
2	15/6/26	Brand Building	Prety Dr Gowri	4 2	
	16/6/26	Blogging, Monetization	Chandan Sanwal Dr Gowri	4 2	
	17/6/26	Social Media Strategy, Audience Persona	Kajal Sharma/ Mahak Bhatia Ms Ambica	4 2	
	18/6/26	HOLIDAY			
	19/6/26	Content Creation	Jashan / Ankit Sharma Ms Ambica	4 2	
	20/6/26	Social Optimization + Podcast Editing	Mahak Bhatia/Jashan Ms Ambica	4 2	

Week 3: Advertising, E-commerce & Institutional Podcasting

Week	Dates	Topics	Mentor	Hours
3	22/6/26	E-commerce/D2C	Chandan / Rohit Ms Ambica	4 2
	23/6/26	Shopify Scaling ecommerce	Rohit Ms Ambica	4 2
	24/6/26	Meta Ads, Pixel, Funnels	Rohit	6
	25/6/26	Ad Copywriting + Faculty/Club Podcast	Rohit Dr Gowri	4 2
	26/6/26	Podcast Editing	Jyothsna Azad / Ankit Sharma	6

Week 4: AI, Leadership Communication & Capstone

Week	Dates	Topics	Mentor	Hours
4	29/6/26	AI Tools for Media & Marketing	Chandan Sanwal Ms Ambica	4 2
	30/6/26	Influencer Marketing & UGC	Kajal Sharma Ms Ambica	4 2
	31/6/26	Soft Skills, LinkedIn, Presentation	Kajal Choudhary Dr Gowri	2 4
	1/7/26	Mock Interviews + Principal Podcast	Kajal Choudhary / Chandan Sanwal Dr Gowri	2 4
	2/7/26	Capstone + Final Podcast Upload	All Mentors Ms Ambica	4 2

Note: Internship report for BA, viva voce and supervisor's evaluation for 2 credit courses will be conducted after 10 days.

Internship report for B.Voc, viva voce and supervisor's evaluation for 2 credit courses will be conducted after 20 days.