Internship Report

on

Social Media Marketing Practices in Bangladesh: A Case Study on Jolly Chemical Company Ltd.

Submitted by:

Md Ashik

ID: BBA2103024051

Program: Bachelor of Business Administration (BBA)

Major: Accounting

Department of Business Administration

Sonargaon University (SU)

Submitted to:

Department of Business Administration

Faculty of Business

Submitted for the partial fulfillment of the degree of

Bachelor of Business Administration (BBA)



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: August 30, 2025

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Lecturer
Department of Business Administration
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Date of Submission: August 30, 2025

Letter of Transmittal

Date: August 30, 2025

To
Sumon Sheikh
Lecturer
Department of Business Administration
Sonargaon University (SU)
147/1, Green Road, Tejgaon, Dhaka 1215

Subject: Submission of Internship Report Titled Social Media Marketing Practices in Bangladesh: A Case Study on Jolly Chemical Company Ltd.

Dear Sir,

With due respect, I am pleased to submit my Internship Experience at Jolly Chemical Company ltd in Marketing Department, which is a part of the requirement for the completion of my undergraduate program.

This report reflects the experiences, knowledge, and skills that I have gained during my internship in your esteemed organization. I have made every effort to prepare the report with accuracy, honesty, and in accordance with your guidance and instruction.

I am sincerely grateful to you for providing me with a supportive learning environment and valuable professional experience. Your continuous supervision and cooperation made this internship a fruitful journey for me.

I hope this report meets your expectations. I would be happy to provide any clarification or additional information if required.

Thank you for your kind support and guidance.

Yours Sincerely

_____

Md Ashik
ID: BBA2103024051
Bachelor of Business Administration (BBA)
Sonargaon University (SU)

Student's Declaration

I, Md Ashik , a student of Sonargaon University, ID: BBA2103024051, hereby declare that the internship report entitled Internship Experience at Jolly Chemical Company on Marketing Department is the result of my own work.

I affirm that this report has been prepared solely for the fulfillment of the partial requirements of my Bachelor degree in Marketing at Sonargaon University.

I declare that:

1. The findings, discussions, and conclusions presented in this report are based entirely on my personal experience, observations, and analysis during the internship.

2. No part of this report has been copied from any other academic or professional work, nor has it been submitted elsewhere for evaluation.

3. All sources of information, where applicable, have been properly cited and acknowledged in accordance with academic standards.

I take full responsibility for the authenticity and originality of the contents of this report.

Sincerely Yours,

_____

Md Ashik
ID: BBA2103024051
Major: Accounting (ACT)
Bachelor of Business Administration
Sonargaon University (SU)

Letter of Authorization

This is to certify that the internship report titled **"*Social Media Marketing Practices in Bangladesh: A Case Study on Jolly Chemical Company Ltd.*"** has been prepared by **Md Ashik**, ID: **BBA2103024051**, as a partial requirement for the completion of the Bachelor of Business Administration (BBA) program at the Department of Business Administration, Sonargaon University (SU).

The report has been completed under my supervision, and I hereby authorize its submission for academic evaluation. The content of this report, in full or in part, shall not be used for any other purpose without prior permission.

_____

Sumon Sheikh
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Acknowledgement

First and foremost, I express my sincere gratitude to the Almighty for giving me the strength, patience, and opportunity to successfully complete my internship and this report.

I would like to extend my heartfelt thanks to my internship supervisor, Mr. Sumon Sheikh, lecturer, Department of Business Administration, Sonargaon University (SU), for his continuous guidance, valuable advice, and kind cooperation throughout my internship at Jolly Chemical Company. His mentorship has been instrumental in enhancing my practical knowledge of marketing and professional skills.

My deepest appreciation also goes to all the faculty members of the Department of Marketing, Sonargaon University, for their constant support and for equipping me with the academic foundation that enabled me to perform effectively during the internship period.

I am also grateful to all my colleagues and team members at Jolly Chemical Company for their warm welcome, encouragement, and assistance in carrying out my responsibilities. Their collaborative spirit and shared knowledge have made my internship journey both educational and enjoyable.

Finally, I would like to thank for their unwavering encouragement and moral support, which have been invaluable throughout my academic and professional endeavors.

Executive Summary

My Internship Experience at Jolly Chemical Company Ltd in Marketing Department is a reflection of the knowledge, experience, and practical skills I have gathered during my internship period from April 2025 to July 2025 at Jolly Chemical Company Ltd.

The main objective of this internship was to bridge the gap between academic knowledge and real-world business practices. During this time, I worked under the guidance of Mr. Sumon Sheikh, Supervisor of the Marketing Department. My key responsibilities included data entry, client communication, client searching (via website, social media, and offline), and conducting market research.

This report highlights how I gained insights into market demand, consumer behavior, client needs, and the strategies used to promote and sell a product profitably. It also discusses the challenges faced, especially in convincing customers and positioning the product as the best in a competitive market, and how I overcame those through effective communication and strategic marketing approaches.

In conclusion, this internship experience has enriched my understanding of professional marketing practices and improved my confidence, communication skills, and ability to work in a corporate environment. The knowledge and skills acquired will be highly beneficial for my future career.

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Chapter-1
Introduction

1.1 Introduction

Social media has become a powerful platform for communication and marketing in today's digital world. Social media marketing focuses on creating content, running advertisements, collaborating with influencers, and analyzing customer want and needs to increase brand awareness and sales. Unlike traditional marketing, it ensures two-way communication, helping businesses build strong customer relationships.

Social media platforms are used to promote products and connect with customers. This experience helped to understand the importance of digital marketing strategies and their role in business growth.

There are different ways businesses practice social media marketing. These include:

1. Content Marketing
2. Advertising Campaigns
3. Influencer Collaboration
4. Community Engagement
5. Analytics and Monitoring

1.2 Objectives of the Study

The primary purpose to gain practical experience in the field of marketing by workings in a professional business environment. The study was designed to fulfill both academic requirement and personal learning goals. The specific objective of the study is as follow:

1. To apply theoretical knowledge in real-life situations: Utilize the marketing concepts and strategies learned in academic courses within an actual business setting.

2. To gain hands-on experience in marketing operations: Understand how marketing activities are planned, executed, and monitored in a corporate environment.
3. To develop professional skills: Improve communication, client-handling, problem-solving, and time-management abilities.
4. To understand consumer behavior and market demand: Learn how to identify customer needs and preferences, and align marketing strategies accordingly.
5. To explore product marketing and sales techniques: Gain knowledge about how to market products profitably, apply effective tips and tricks, and manage resources efficiently.
6. To prepare for future career challenges: Enhance adaptability and professional competence for entering the competitive job market.

1.3 Scope of the Study

The scope of this study is limited to the activities and experiences gained during my internship at Jolly Chemical Company in the Marketing Department, covering the period from April 2025 to July 2025. The focus is primarily on the marketing operations, strategies, and practices observed and performed within the organization.

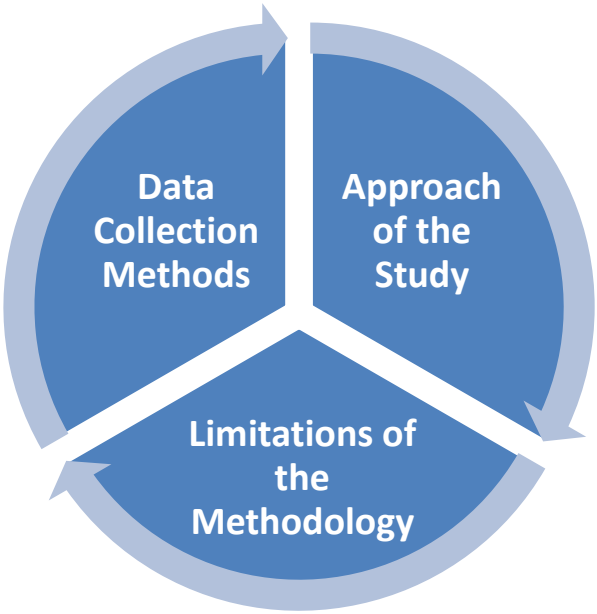
The study includes:

1. The nature of marketing tasks assigned, such as data entry, client communication, identifying potential clients, and participating in promotional activities.
2. Observation of how marketing strategies are implemented to meet consumer demands and market trends.
3. Learning processes related to product promotion, sales techniques, and customer relationship management.
4. Insights into organizational culture, teamwork, and the role of marketing in achieving business goals.

The findings of this study are based solely on my direct involvement and observations during the internship. As the internship was confined to the marketing department, other operational areas of the company—such as production, finance, and logistics—are beyond the scope of this report.

1.4 Methodology of the Study

The methodology of this study outlines the approach, processes, and sources of information used to prepare this internship report. The report is primarily based on my practical experiences during the internship period at Jolly Chemical Company in the Marketing Department from April 2025 to July 2025 .



1.4. 1. Data Collection Methods

Primary Data:

1. Personal observations during day-to-day activities.
2. Direct communication and discussions with my supervisor, Sumon Sheikh , and other team members.
3. Hands-on experience in client communication, data entry, and marketing campaign assistance.

Secondary Data:

a. Information obtained from the company's official website, marketing materials, and reports.
b. Relevant articles, textbooks, and academic resources on marketing practices.
c. Social media platforms and online resources related to the company's activities.

1.4. 2. Approach of the Study

a. Actively participating in assigned marketing tasks.
b. Observing and analyzing the workflow of the marketing department.
c. Applying marketing theories learned in university to practical situations.
d. Maintaining a daily log of activities for future reference in report writing.
e.

1.4. 3. Limitations of the Methodology

a. The study is limited to the marketing department; therefore, information about other departments is excluded.
b. Certain internal data of the company could not be accessed due to confidentiality policies.
c. Time constraints restricted in-depth analysis of long-term marketing strategies.

Chapter-2

Literature Review

2.1 Literature Review

Marketing is a critical function of any organization as it connects the company with its customer.

The landscape of digital and social media marketing (DSMM) is evolving rapidly, presenting both significant opportunities and notable challenge for businesses and researchers. DSMM enables organizations to reduce operational costs, improve brand awareness, and boost sales. However, it also introduces risks, particularly from negative electronic word which can damage brand reputation (Dwivedi et al., 2020). Key emerging areas in DSMM include artificial intelligence (AI), augmented reality (AR), mobile marketing, and B2B marketing, highlighting the increasing technological sophistication of marketing strategies (Dwivedi et al., 2020). Moreover, integrating customer co-creation and engagement is essential for advancing digital marketing research, as active consumer participation contributes to value creation and enhanced marketing outcomes (Zahay, 2021).

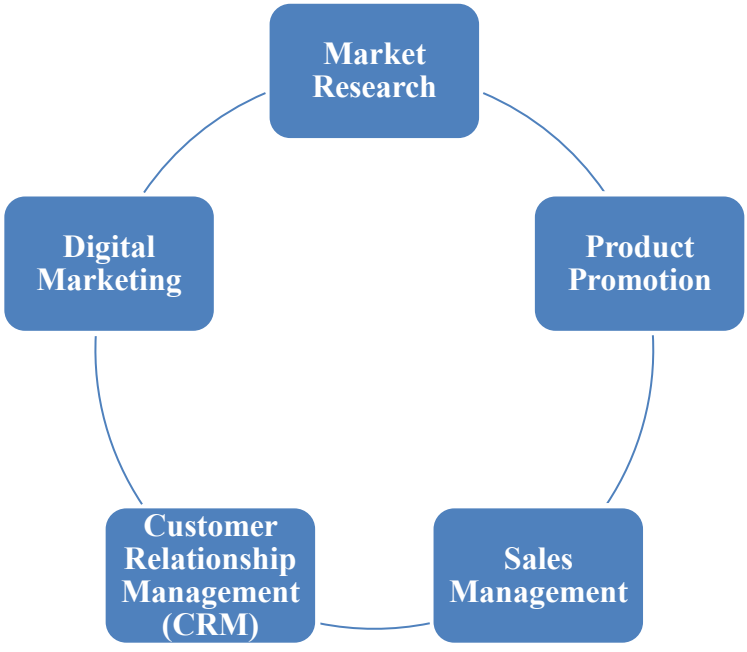
Future trends in DSMM are expected to influence business strategies through consumers, industry, and public policy lenses. Appel et al. (2019) organized these trends by their predicted imminence, emphasizing the needs for research to remain relevant and to bridge the gap between theory and practice. Scholars stress that DSMM research should focus on creating value for learning organizations while addressing current shortcomings in theoretical and practical application (Lamberton & Stephen, 2016; Zahay, 2021). Social media has revolutionized communication channel, allowing brands to reach vast audiences and shape market behavior (Yan et al., 2025). The field has evolved through distinct phases, beginning with the use of digital tools as decision aids, progressing to exploring online communication channels, and finally emphasizing the concept of connected consumers (Lamberton & Stephen, 2015).

Current research highlights mobile marketings and the applications of psychological and social theories to emerging DSMM issues. Additionally, researchers examine how social media affects marketing processes and strategies, emphasizing both operational and strategic implications for organizations (Yan et al., 2025; Rajak, 2020). Emerging research areas include AI-driven strategies, influencer marketing, integrated customer

service, sustainability in social media campaign, and virtual and augmented reality application (Appel et al., 2019; Rahman & Sultana, 2023; Shaheen, 2025). Bibliometric analyses reveal increasing academic attention, with nearly 1,872 relevant publications in the last decade, though regional disparities, particularly in the Arab region, highlight the need for localized research frameworks (Shaheen, 2025). Advanced methodologies, such as big data analytics, are recommended to explore underexamined topics and adapt to evolving platforms (Shaheen, 2025).

Research also identifies essential functional areas of social media marketing, including promotion, communication, monitoring, customer relationship management (CRM), and strategic application (Li et al., 2022). Studies show that social media influences consumers profiles, platform preferences, and purchase decisions, highlighting its significant role in shaping buying behavior (Ramadevi, 2024). Furthermore, businesses leverage social media to enhance customer relationships, improve engagement, and increase marketing effectiveness, demonstrating the growing integration of digital tools into organizational strategy (Ramadevi, 2024). Overall, the DSMM literature emphasizes the dynamic and multifaceted nature of the field, the critical need for context-specific research, and the growing importance of integrating technological innovations and consumer engagement in strategic marketing practice.

2.2 Key of Marketing Functions



1. **Market Research:** Understanding customer needs, analyzing trend, and studying competitors.
2. **Product Promotion:** Communicating the benefits of products to attract potential buyer.
3. **Sales Management:** Planning and controlling sales operations to achieve business goal.
4. **Customer Relationship Management (CRM):** Maintaining positive relationship to ensure customer satisfaction and loyalty.
5. **Digital Marketing:** Using online channels such as social media, email, and websites to reach target audiences effectively.

The integration of theoretical knowledge with practical experience during internships help students to understand how marketing strategies are applied in real-world scenarios. My internship at Jolly Chemical provided the opportunity to observe and participate in these marketing functions, bridging the gap between theory and practice.

Chapter-3

Profile of the Organization

3.1 Company Profile

Name of the Company: Jolly Chemical Company

Industry: Chemical Products

Head office: Dhaka,midford 1100.

Overview

Jolly Chemical Company is a well-established organization specializing in the supply and distribution of high-quality chemical product. The company caters to a wide range of industries, including manufacturing, agriculture, pharmaceuticals, and consumer goods. Over the years, it has earned a reputation for delivering reliable, innovative, and sustainable chemical solutions that meet the evolving needs of its clients.

3.2 Mission, Vision and Core Values

Mission:

To provide premium quality chemical products and services that enhance customer satisfaction while maintaining a strong commitment to environmental safety and sustainable business practices.

Vision:

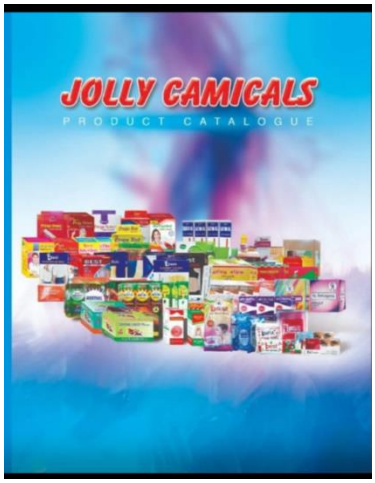
To be recognized as a chemical supplier in the markets, known for quality, innovation, and customer trust.

Core Values:

- Quality: Commitment to maintaining the highest standards in products and services.
- Customer Focus: Understanding and fulfilling client needs effectively.
- Integrity: Conducting business with transparency and honesty.
- Innovation: Continuously improving processes and products to adapt to market demands.

3.3 Products and Services

Jolly Chemical Company offers a variety of chemical products, including industrial chemicals, cleaning agents, agricultural solutions, and specialty chemicals. Along with supplying these products, the company provides expert advice, after-sales support, and technical assistance to ensure optimal customer satisfaction.

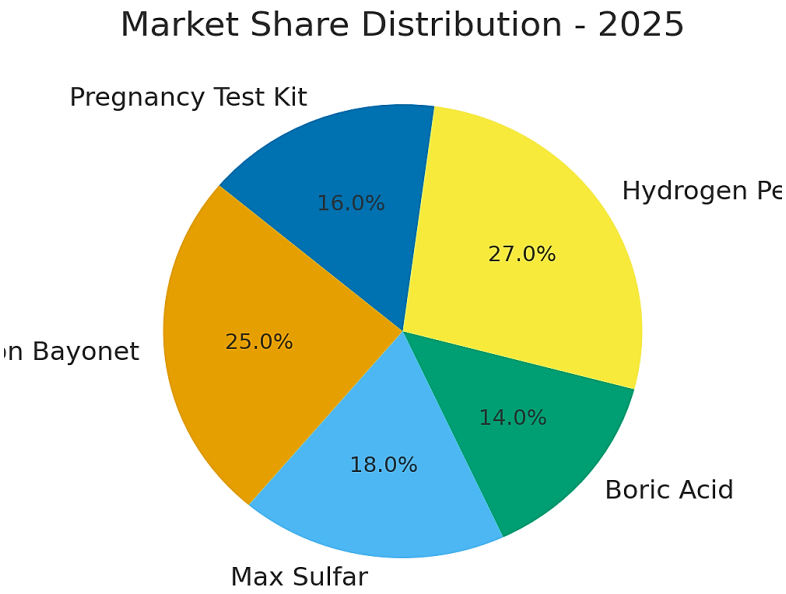


Products of Jolly Chemical Company

1. Jenson Bayonet
2. Max Sulfar
3. Boric Acid
4. Hydrogen Peroxide
5. Sulphuric Acid
6. Pregnancy Test Kit
7. Glycerine

Market Position:

The company serves a diverse clientele both locally and regionally, establishing long-term business relationships through quality assurance, competitive pricing, and reliable delivery.



Chapter-4

Internship Responsibilities

4.1 Internship Responsibilities

During my internship at Jolly Chemical Company in the Marketing Department from April 2025 to July 2025, I was assigned a variety of responsibilities that allowed me to gain valuable practical experience in the field of marketing. These responsibilities helped me understand how a marketing departments functions in a competitive business environment and how different tasks contribute to the overall success of the organization.



1. Data Entry and Record Management

I was responsible for entering client details, sales records, and marketing campaign data into the company's database. This task required accuracy and attention to detail to ensure that all information was correct and up to date.

2. Client Communication

I communicated with clients through emails, phone calls, and social media platforms to provide information about the company's products, respond to inquiries, and maintain positive relationships.

3. Identifying Potential Clients

I researched and identified potential customers using the company's website, social media channels, and offline sources. This included compiling contact lists and sharing leads with the marketing teams for follow-up.

4. Assisting in Marketing Campaigns

I participated in both online and offline promotional activitie, such as preparing marketing materials, updating social media posts, and supporting event organization.

5. Market Research and Observation

I observed market trend, studied competitor activitie, and analyzed customer preferences to provide insights that could help improve the company's marketing strategies.

6. Applying Marketing Techniques

I learned and applied various tips and tricks to make product marketing more profitable, focusing on aligning strategies with consumer needs and market demand.

4.2 Summary:

These responsibilities allowed me to enhance my professional skills, including communication, research, teamwork, and time management, while also giving me practical exposure to real-world marketing operations.

Chapter-5

Findings

5.1 Findings

During my internship at Jolly Chemical Company in the Marketing Department, I gathered valuable insights into how marketing operations function in a real business environment. Based on my observations, tasks, and interactions, the following key findings emerged:

1. Client Relationship Management is Crucial

The success of marketing activities largely depends on maintaining positive and consistent relationships with clients. Timely responses and professional communication significantly enhance customer satisfaction and loyalty.

2. Digital Marketing Has Strong Potential

Social media and online platform have become powerful tools for generating leads. A well-maintained online presence brings in a steady flow of potential clients at minimal cost.

3. Market Research Drives Strategic Decisions

Studying market demand, understanding customer preferences, and monitoring competitors help in creating targeted and effective marketing strategies.

4. Data Management Improves Efficiency

Proper organization and classification of client data make it easier for the marketing team to follow up with prospects and track performance over time.

5. Profitability Depends on Strategy, Not Just Sales

Applying sales techniques, promotional offers, and customers focused marketing can significantly increase profitability without necessarily increasing operational costs.

6. Team Collaboration Boosts Productivity

A supportive work environment and effective teamwork allow tasks to be completed faster and with better quality result.

5.2 Summary

The finding confirm that successful marketing relies on a combination of relationship-building, data-driven decision-making, and strategic use of digital tools. My internship provided firsthand experience of how these elements work together to achieve business goals.

Chapter-6

Recommendations & Conclusion

6.1 Recommendations

Based on my internship experience at Jolly Chemical Company in the Marketing Department and the findings outlined in this report, I would like to suggest the following recommendations to enhance the company's marketing effectiveness and overall business performance:

1. Strengthen Digital Marketing Efforts

Invest more in online advertising campaigns, search engine optimization (SEO), and targeted social media promotions to reach a larger audience at a lower cost.

2. Implement a Customer Relationship Management (CRM) System

A dedicated CRM software would help organize client data, track interactions, and automate follow-ups, leading to better customer retention.

3. Conduct Regular Market Research

Periodic surveys and competitor analysis should be carried out to stay updated on market trends, customer preferences, and potential growth opportunities.

4. Provide Continuous Training for Staff

Marketing team members should receive regular training on modern marketing tools, negotiation skills, and customer service techniques to stay competitive.

5. Enhance Offline Marketing Initiatives

Alongside digital channels, the company should participate in trade fairs, exhibitions, and networking events to build brand recognition and attract new clients.

6. Develop More Promotional Campaigns

Introducing seasonal discounts, referral programs, and product bundles could increase sales and attract new customers.

6.2 Conclusion

My internship at Jolly Chemical Company in the Marketing Department from (April 2025 to July 2025) has been an invaluable learning experiences, bridging the gap between academic knowledge and practical application. Throughout the internship, I had the opportunity to engage in a variety of tasks, including data entry, client communication, market research, and participation in promotional activities. These responsibilities allowed me to develop essential professional skills such as communication, time management, teamwork, and problem-solving.

I gained a deeper understanding of how marketing strategies are planned, executed, and evaluated in a competitive business environment. I also learned the importances of maintaining strong client relationships, utilizing digital platforms for promotion, and aligning marketing efforts with customer needs and market demand.

Overall, this internship has significantly contributed to my personal and professional growth. It has prepared me for the challenges of the corporate world and enhanced my confidences in pursuing a career in marketing. The experiences and insights I have gained will serve as a strong foundation for my future endeavors.

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