

INTERNSHIP REPORT

Internship master student:

Year of study: _____ | English

Master's program: Customer Relationship Management

Supervising teacher: _____

I. Internship Coordinates

1. The organization where the internship is carried out

Name: _____

Social headquarters: _____

Working point (if different from the social headquarters): _____

CAEN code (field of activity): _____

2. The appointed tutor

Surname and name: _____

Position held by the tutor: _____

3. Training module: Marketing

4. Duration of internship

Date: from _____ until _____

5. Compulsory total duration of the internship: 280 hours

6. Department where the internship is carried out (if applicable)

(For example: Marketing department, Sales department, Purchasing department, etc.)

II. SKILLS EXERCISED:

Transversal skills

CT2: Planning and organizing human resources within a group or organization, in conditions of awareness of responsibility for professional results.

III. PRESENCE JOURNAL DURING THE INTERNSHIP

No.	Activities carried out during the internship	Number of hours allocated to the activity	Brief presentation of the activities carried out
1.			
2.			
3.			
4.			
5.			
6.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
—			
Total hours of internship		280	

IV. RESULTS OBTAINED IN THE INTERNSHIP:

Brief presentation of the main results:

HIGHLIGHTS OF THE INTERNSHIP ACTIVITY

1. Presentation of the organization in which the internship took place

Brief background:

Number of employees:

Turnover / market share:

The object of activity of the organization:

Client portfolio:

(Remarks: avoid copy-pasting text from websites or other online and offline resources)

2. Organizational chart and position of the marketing department within the organization

The organizational structure of the company:

(if there is no marketing department, mention who has marketing responsibilities within the organization)

3. Presentation of the marketing activity of the organization

In which market do they operate?

Who are their main competitors?

Product / service portfolio - description.

Prices charged.

Distribution system.

Marketing communication (online and offline tools, campaigns, etc.).

Design an analysis of the online presence of the organization (website, social networks, etc.).

Which are the companies specialized in marketing services with which they collaborate (advertising agencies, marketing research companies, etc.)?

4. Proposals for the development of the organization's marketing activity

Which are the main strengths of the organization?

Proposals for improving the marketing activity of the organization.

5. The main skills and competences (including marketing) practiced during the internship

What skills have you practiced during your internship?

What new things have you learned?

6. Description of how you collaborated with the tutor and other people within the organization

How did you communicate with the tutor (working sessions, email, phone, Zoom, etc.)?

How were the work tasks transmitted?

Appreciate the quality of the interaction with the tutor, giving a grade from 1 to 10: _____

What other people in the organization have you interacted with and in what context?

7. Evaluation of the collaboration opportunity between ASE Bucharest - Faculty of Marketing and the organization

Strengths of the internship.

Weaknesses of the internship.

Would you recommend the organization to a friend, a student at the Faculty of Marketing, to do the internship here? Why or why not?

What advice would you give to future internship students?

8. The main knowledge acquired in the university that was used in the internship

Mention the main theoretical knowledge applied in the internship.

Can the information obtained during the internship be used in order to develop the practical part of your master graduation thesis? If so, what is your dissertation topic and how did the internship help you?

9. Supporting documents:

Photographs taken during the internship (optional).

Other documents or materials you made and which may be distributed to the public (confidential documents are excluded).

Prepared by,

Surname and name of master student: _____

Signature: _____