

PRN No :- 2052100900

Seat No :- 20233

Marketing

(2021-2023)

A
Project
Report On

**"A STUDY ON MARKET RESEARCH AND PROMOTIONAL
ACTIVITIES" AT "IDEALIZEER MEDIA SOLUTIONS"
PUNE.**

**Submitted to Savitribai Phule Pune
University, Pune**

**In partial fulfillment for the award of the degree of
Masters of Business Administration**

Submitted by

Mr. Chirmay Kaustubh Potnis

Under the Guidance of

Dr. Shriram S Dawkhare





Sinhgad Institutes

**SINHGAD INSTITUTE OF
MANAGEMENT"**

(2021-2023)

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1	 <p style="text-align: center;">TO WHOMSOEVER IT MAY CONCERN</p> <p style="text-align: right;">Date: - 25.11.2022</p>	3
2	<p>This is to certify that Mr. Chinmay Kaustubh Potnis, student of Sinhgad Institute of Management, MBA (Marketing), has successfully completed his internship with Idealizeer Media Solutions LLP as a Marketing Intern (Full-time Internship) during 15.09.2022 to 15.11.2022</p> <p>During the period, he worked in close connection with the core marketing team, handled the promotion and marketing of a high commercial project, keeping in view that it reaches the targeted audience and business forums. To fulfil the demand of the job, he worked in close association with the Client team for smoother functions. He was very diligent in project deliveries.</p>	6
3	<p>During the course of internship, Mr. Chinmay has shown fair amount of responsibility, sincerity and a genuine willingness to learn and a zeal to take on new assignments & challenges.</p> <p>We wish him all the very best for the future.</p>	14
4	<p>With regards,</p>  <p>Madhumita Mishra</p>	15
5	<p>For, Idealizeer Media Solutions LLP</p>	18
6	<p>Office No. 211, City Centre, Behind Persistent Systems, Hinjewadi, Pune-57. www.idealizeer.com</p>	31



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Dr. (Mrs.) Sunanda M. Navale
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Dr. Daniel J. Penkar
M Com., MA (Eco), MMS, Ph D
DIRECTOR

TO WHOMSOEVER IT MAY CONCERN

Date: 25.11.2023

CERTIFICATE

This is to certify that the project report titled **A study on market research and promotional activities at idealizeer media solutions, Pune.** which is being submitted herewith for the award of the degree of **Master of Business Administration (MBA)** course of **Savitribai Phule Pune University**, is the result of the **Summer Internship Programme** completed by **Ms./Mr. Chinmay Kaustubh Potnis** under our supervision and guidance. To the best of our knowledge and belief, the work embodied in this project report has not formed earlier the basis for the award of any degree or similar title of this for any other University or examination body.

Dr. Shriram Dawkhar
Project Guide

External Examiner
SPPU

Dr. Daniel Penkar
Director

Place: **PUNE**
Date: **10/02/2023**

