

EXECUTIVE SUMMARY

As a student of Acharya Institute of Technology, Bengaluru under Visvesvaraya Technological University (VTU) studying Master of Business Administration (MBA), I had to do an industrial internship for duration of 6 weeks Project (18MBAPR407). The study of an organization gave me an opportunity to get an in-depth understanding of how the Marketing Department of the company functions and how the different departments of the company are interrelated. Thus, I got this wonderful opportunity to work as an intern (Work from Home) at Mainstage Incubator, Frankfurt, Germany.

The company - Mainstage Incubator initiated with a sole vision to provide assistance to the ambitious Entrepreneurs all over the world to build start-ups which would have a world changing impact. Many talented Entrepreneurs from outside of Europe find it difficult to step into the complex regulatory market of Europe.

The main objective of the study was for a hands-on experience in the Marketing Department. This study has been conducted through the collection of relevant data from the records of the company, website and interaction with mentor Mrs. Niviya Augustine, the Chief Marketing Officer in Mainstage Incubator, Frankfurt, Germany during the course of the internship in a Work from Home basis.

This period of 6 weeks training was very helpful for my overall development. Getting an opportunity to work in an organization helped in contributing to develop my thought process and give a clear direction about what exactly happens in Marketing, especially in Digital Marketing. In conclusion, it has been an opportunity for development and enhancement of my skills and competencies in my area of interest.