



A

TECHNICAL REPORT ON

STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES) REPORT

*UNDERTAKEN AT*

*SOLU TECH CITY*

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SUBMITTED TO

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## **CERTIFICATION**

This SIWES report is cordially acknowledged and certified by the following dignitaries

## **ACKNOWLEDGEMENT**

I thank Almighty God for all glory, honor and adoration, for mercy received during the period of my studies and when undergoing my industrial training.

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## **CHAPTER ONE**

### **INTRODUCTION**

SIWES is an acronym of student industrial work experience scheme. SIWES is an effective instrument used for exposing student to the realities of the work environment in Nigeria, especially and the world in general, in their various profession so as to achieve the needed technological advance for the nation.

#### **SOME OF THE AIM OF SIWES ARE:**

- To provide for the student opportunities to be involved in the practical aspect of their respective disciplines. This bridging the gap between the practical aspect taught in the class and the real world situation
- To expose student to latest development or technological innovation in their chosen profession
- To prepare students for industrial working environment they are likely to meet after graduation

#### **BRIEF HISTORY OF SIWES**

The student industrial work experience scheme (**SIWES**) is skill training program designed to expose and prepare student of universities, polytechnic college of technology and others for the industrial work experience they are likely to meet after graduation.

the scheme also afford student of opportunity of familiarizing and exposing themselves to the needed experience in handling equipment and machineries that are usually not available to their institution, the Industrial Training Fund(ITF) funded the scheme during its formative year in 1973/74 but as the financial involvement became unbearable fund withdraw from the scheme in 1978. The federal government handed over the scheme in 1979 to both the National Universities Commission (**NUC**) and the national board for

technical education (**NBTE**) later, the federal government in November 1984 revert the management and the implementation of the SIWES program to (**ITF**) and it was effectively taken over by the industrial training fund in July 1985 with the funding being solely borne by the federal government.

### **IMPORTANCE AND OBJECTIVE OF SIWES**

In regards to the SIWES handbook, the specific objectives and importance of the SIWES are to:

- Provide an avenue for student institution of higher learning to acquire industrial skills and experience in their course of study
- Prepare student for the industrial work experience they are to undergo after graduation.
- Provide student with an opportunity to apply their knowledge real work situation there by bridging the gap between theory and practical
- To satisfy accreditation requirement set by NBTE
- To provide student an opportunity to see the real world of their discipline and consequently bridge the gap between the classroom and real work situation
- To enable student asses interest suitable for their chosen profession

## **CHAPTER TWO**

### **BRIEF HISTORY OF SOLU TECH CITY**

We specilize in mobile, web application, web design, client-server application, system integrator, internet of thing and database management solutions for businesses of all sizes

## **CHAPTER THREE**

### **TECHNICAL TRAINING EXPERIENCE**

#### **Week 1:**

Digital marketing refers to the use of digital channels, platforms and technologies to promote products services or brand to a target audience. Why is the digital marketing important? Well there are a whole host of reason that we will explore in this section both a simple term

Benefit of digital marketing: Global audience , digital marketing allows you reach audiences and breaking down geographical barriers.

Digital marketing, strategy understanding your customer is a crucial foundation for creating an effective digital marketing strategy

#### **Week 2:**

Key components of the digital marketing allows you? Search engine optimization is a crucial aspect of digital marketing that involves optimizing your websites that aren't content to improve keyword research, identifying relevant keywords that user search for when booking for products, service or information related to your business

organic traffic: Higher ranking result is increased organic (unpaid) traffic to your website.

Pay per- click Advertising (PPC) : Is it did you call marketing strategy where advertiser pay a each time their ADS clicked. it is a way to buy visits to your website rather than earning them organically here's an overview



**Week 3:**

benefits of PPC, immediate results, Ads appears almost instantly after set up bringing immediate visibility to your business, social media, marketing social media platform media is to connect with your target audience build brand awareness and achieved marketing goals, benefits of Social media marketing: brand awareness. Social media helps expose your brand to larger audience, improving brand recognition and recall.

Audience engagement: interact directly with audience, building relationships and fostering a sense of community

**Week 4:**

Content marketing: This involves creating and distributing valuable , relevance and consistence content to attract and engage a target audience,

Value added content: Content, marketing focuses on providing value to your audience to information, educational, or entertainment content.

Audience centered approach: Understanding your target audience need preferences and pin points to create content that resonates with them

branch alignments : ensure your content align with your brand value messaging and goals

**Week5:**

Benefits of content, creation, audience engagements, where class that contains captivates your audience. Encourage them to spend more time on websites or platforms

Educational value: informative content, establish your expertise and builds trust with your audience

Brand awareness: regular content creation expose your brand to a wider audience increase in Brand recognition.

Lead generation: valuable content can act as a magnet attracting potential customers and generate leads.

### **Week 6:**

Benefits of content strategy: alignment with good goals- content strategy ensures that every piece of contents serves a purpose tied to your Business objectives

Audience relevance: strategically planning content speak directly to your target. Audience needs and interest.

Consistency: strategy maintain a regular, Posting schedule keeping your audience engaged and call me back for more Effectiveness: planning content in advance stream, the creation , and distribution pussies, saving time and resources

### **Week7:**

Email marketing is a digital marketing strategy that involves sending targeted Email to a group of recipient with the goal of building relationship.

Keep placement of main marketing; email list building -gather a list of subscribers who have opt in to receive email from your businesses.

Segmentation: divide your You may list into segments based on demographics behavior or interest to send more personalized content Content creation: craft engaging and valuable email content include newsletters, promotion announcement, and More

## **Week8:**

Benefits of email, marketing, direct communication email provided direct Line of communication to your audience, allowing engage them on a personal level, personalization segmenting and personalizing emails improve relevance and engagement

Cost- effective email is relevantly low cost compared to traditional marketing methods

Target messaging: you can tailor your message to a specific segment delivering content that's most relevant to them

## **Week 9:**

Influencer marketing a strategy we have Brand collaborate with individuals who have significant on engage following you on social media and online platform

key elements of influencers marketing — Identify mean, influencer :find influence whose audience align with your target markets, and brand value

Content collaborations :work with influencers to create content that highlights your products or services naturally within their content style. Authenticity successful influencer campaigns feel authentic as influencer resonate their audience through genuine recommendations

## **Week10:**

Affiliate marketing: is a performance based marketing strategy where business reward affiliate ( partners) for driving traffic sales to their website

Affiliate partners: affiliate can be individual blogger content creator influencer or other business who promotes your product or service

Affiliate network: these platforms connect business with affiliate, offering tracking reporting and payment system

Affiliate link: affiliate use unique tracking link or code to identify traffic or sales generated through their efforts

### **Week 11:**

Benefit of affiliate marketing.

Cost - effective: business only pay commission when desired action (sales, lead, are achieved

Promotion affiliate: use various channels like blog , social media, email and website to promote your product

Performance based: affiliate are motivated to perform well as their earnings are directly tied to their efforts

Scale ability: Affiliate programs can easily accommodate a growing number of partners

### **Week 12:**

Seo boost : back link from affiliate content can improve your website engine

Risk mitigation: you can only pay for actual conversion reducing on effective market spending.

Todd, Patsy edition positive athletes review and endorsement, provide sushi approved for your project. Affiliate marketing require careful management, clear communication with affiliate and robust tracking system.

**Week13:**

Online public relation PR and reputation management- monitoring mention: keep track of online mention of your brand products or services across social media blogs news website, and forums

Engagement: Respond promptly and professionally to comments, questions and feedback from user and customers

Crisis Management: Address negative situation is promptly and transparently aiming to resolve issue and minimize damage

Content creation: Develop valuable and shareable content to showcase your expertise and thought leadership in your industry

**Week14:**

Media relation: Build relationship with online journalist, blogs, and influencer who cover your industry

Reputation management: monitoring reviews -monitor and response to online reviews on platform like Google my business

Social Media management: Monitor, comments and messages on social media platform to advise, respond and engage with your audience.

SEO optimization: publish positive content that's rank well in search results to suppress negative content

**Week 15:**

Customer satisfaction: deliver exceptional product and customer service to prevent negative feedback, and enhance your brand reputation

Brand perception: positive online PR shapes how the public view your brand in enhancing credibility and trust

Crisis mitigation: Effective management helps mitigate the impact of negative situations and maintain your brand integrity

customer trust: responding to feedback and review shows Customer that's the opinion matters and you value their input

**Week 16:**

SEO benefits, positive content and views can improve your search engine ranking pushing negative content down the results page

Competitive edge is strong online reputation can differentiate your brand from competitors and attract more customer.

Improve relationship: engaging with customers online foster stronger relationships and loyalty

Long term impact: Building a positive online reputation contribute to sustained Success and growth

## **Week 17:**

Key elements of Analytics and data analysts-

Data collection: gather data from various source, such as website, analyst social media platform, email marketing, and ads campaigns

Data interpretation: Analyze the data to identify trends patterns, strengths weaknesses and areas for improvements

Benchmarking: Compare your data against industry benchmark to gauge your performance relative to competitors

A/B testing: Experiment with different versions of content, ads or landing page to determine which perform better

## **CHAPTER FOUR**

### **RECOMMENDATION**

Going through some of the experience gained during the programme I recommend that there is need for improvement on some of the activities both in the media organization where I served and the school.

- The time deviation for the programme should be extended for more than a month.
- Media organization should create more practical knowledge for the students for them to acquire more knowledge from their versatile staffs.



## **CHAPTER FIVE**

### **CONCLUSION**

SIWES was established to provide opportunities for student to be involved in the practical aspect of their respective discipline in the industrial working environment. During my 4 month industrial training I gained a wide range of experience for the various assignments undertaken such as programme production and presentation, programme recording and editing process. All the experience gained helped to fulfill the objectives of SIWES.

## **REFERENCE**

New Oxford Dictionary (Reversed Edition)

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