



**A TECHNICAL REPORT
STUDENT INDUSTRIAL WORKING EXPERIENCE SCHEME
(SIWES)**

**Held at
ANTHONY SOLUTION I.T EXPERT**

**Prepared by:
ISIAQ HABEEBAT
ND/23/PAD/PT/0062**

SUBMITTED TO

DEPARTMENT OF PUBLIC ADMINISTRATION
INSTITUTE OF FINANCE AND MANAGEMENT STUDIES
KWARA STATE POLYTECHNIC, ILORIN

INPARTIAL FULFILLMENT OF THE AWARD OF THE REQUIREMENT
OF THE AWARD OF NATIONAL DIPLOMA IN PUBLIC
ADMINISTRATION

Oct., – Nov., 2024

DEDICATION

I dedicate this technical report to the Almighty God, the giver of knowledge, wisdom and who is rich in mercy.

ACKNOWLEDGEMENT

I take this opportunity to express my profound gratitude and deep regards to the creator of heaven and earth, the one who knows the beginning and the end, the alpha and the omega, the Almighty God and also to my guides (MR & MRS ISIAQ), and to all those who has helped me during my SIWES programme. The blessings, help and guidance given by them, time to time has carry me so this far and shall carry on the journey of life on which I am about to embark. I also take this opportunity to express a deep sense of gratitude to compliment my mentor for his cordial support valuable information and guidance which helped me in completing my SIWES through various stages.

TABLE OF CONTENT

Title page	i
Table of content	ii
Dedication	iii
Acknowledgements	iv

TABLE OF CONTENTS

CHAPTER ONE

1.1. Background of SIWES	1
1.2. History of SIWES	1
1.3. Objectives of SIWES	1
1.4. Objectives of Establishment	2

CHAPTER TWO

2.1. Brief History of establishment	3
2.2 Objectives of establishment	3
2.3 Organization structure	3
2.4 Various Department of the Establishment	3

CHAPTER THREE

3.1 E-marketing	5
3.2 Types of E-Marketing	5
3.3 Terminology in E-marketing	6
3.4 Advantages of E-Marketing	6
3.5 Challenges of E-Marketing	7

CHAPTER FOUR

4.1 Landing Page	8
4.2 Characteristic of Landing page	8
4.3 Types of Landing Page	8
4.4 Best Practices for Creating Effective Landing Page	8
4.5 Tools for creating Landing Page	9

CHAPTER FIVE

5.1 Conclusion	10
5.2 Recommendation	10

CHAPTER ONE

1.1 INTRODUCTION TO SIWES

Students Industrial Work Experience Scheme (SIWES) is a Skills Training Program designed to prepare and expose Students of Universities, Polytechnics, Colleges of Technology, Colleges of Agriculture and Colleges of Education for the Industrial Work situation they are likely to meet after graduation. The Scheme affords Students the opportunity of familiarizing and exposing themselves handling equipment and machinery that are usually not available in their institutions.

1.2 HISTORY OF SIWES

The Students' Industrial Work Experience Scheme (SIWES) was initiated in 1973 by the Federal Government of Nigeria under the Industrial Training Fund (ITF) to bridge the gap between theory and practice among products of our tertiary Institutions. It was designed to provide practical training that will expose and prepare students of Universities, Polytechnics, and Colleges of Education for work situation they are likely to meet after graduation.

Before the establishment of the scheme, there was a growing concern among the industrialists that graduates of institutions of higher learning lacked adequate practical background studies preparatory for employment in industries. Thus the employers were of the opinion that the theoretical education going on in higher institutions was not responsive to the needs of the employers of labour.

As a result of the increasing number of students' enrolment in higher institutions of learning, the administration of this function of funding the scheme became enormous, hence ITF withdrew from the scheme in 1978 and was taken over by the Federal Government and handed to National Universities commission (NUC), National Board for Technical Education (NBTE) and National Commission for Colleges of Education (NCCE). In 1984, the Federal Government reverted back to ITF which took over the scheme officially in 1985 with funding provided by the Federal Government.

1.3 OBJECTIVES OF THE PROGRAMME

The specific objectives of SIWES are to:

- Provide placements in industries for students of higher institutions of learning approved by relevant regulatory authorities (NUC, NBTE, NCCE) to acquire work experience and skills relevant to their course of study
- Prepare students for real work situation they will meet after graduation.
- Expose students to work methods and techniques in the handling of equipment and machinery that may not be available in schools.
- Make transition from school to the labour market smooth and enhance students' conduct for later job placement
- Provide students with the opportunity to apply their knowledge in real life work situation thereby bridging the gap between theory and practice
- Strengthen employer involvement in the entire educational process and prepare students for employment in industry

Promote the desired technological knowhow required for the advancement of the nation.

1.4 OBJECTIVES OF ESTABLISHMENT

- To provide optimum and individual care to patients.
 - To develop recognition for patients needs for privacy and preservation of dignity.
 - To maintain good relationship with patients, relations and the community through health education.
 - To carry out diagnosis and intervention.
 - To provide training for students.
 - To maintain sufficient hospital supply of equipment and promote their utilization and maintenance.
- To treat and control diseases.

CHAPTER TWO

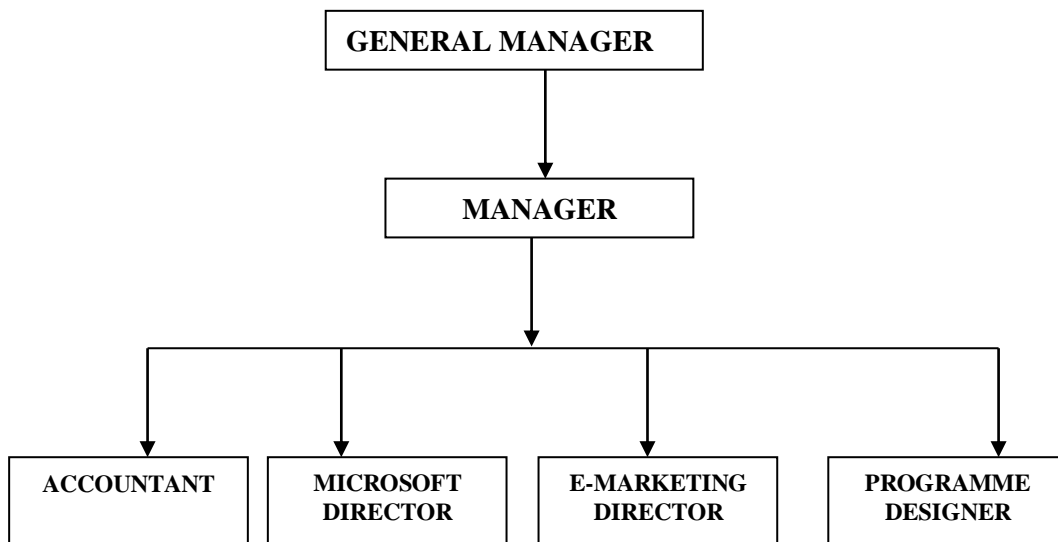
2.1 LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

Anthony Solution I.T expter is located at No 25, Alafia oluwa Street Osere, Ilorin Kwara State it was held/established Mr Oluwadamilola Anthony Who Love Teaching and Educate young one Information Technology (IT) such as E-marketing, Web Developing and other IT. The Establishment was created in 2021, the establishment includes 5 workers who manage different expert such Web designer, Microsoft expert, Accounting Expert, E-marketing expert and Programmer developer.

2.2 OBJECTIVE OF THE ESTABLISHMENT

1. To educate
2. To render good service on IT to the people around the area and other places
3. To investigate more experience about IT

2.3 ORGANIZATION STRUCTURE



2.4 VARIOUS DEPARTMENT

1. **GENERAL MANAGER:** A *general manager* manages all teams, maintains organisational structure, guides team leaders, assigns *duties*, and leads
2. **MANAGER:** manager is the one who manage the establishment in the absent of General manager

3. Accountant: *Accounting officer* involves overseeing financial operations, maintaining accurate financial records, preparing financial reports, ensuring office is run well financially
4. E-marketing Director: Is the person who Teach and Work on E-markting in the Establishment
5. Programme Designer: Is the person who Teach and Design program in the Establishment
6. Microsoft Director: Is the one who Teach and Work on Microsoft (either in Excel, Word etc) in the Establishment

CHAPTER THREE

EXPIREENCE GAIN

3.1 E-Marketing

Definition of E-Marketing

E-marketing is the promotion of products or services over the Internet, including email, wireless media, and databases.

E-marketing refers to the use of digital channels, such as the Internet, email, and mobile devices, to promote products, services, or ideas.

E-marketing encompasses all marketing activities conducted through digital channels, including online advertising, email marketing, and social media marketing."

E-marketing, also known as digital marketing, is the promotion of products or services using digital channels, such as search engines, social media platforms, email, and mobile devices."

E-marketing is the promotion of products or services using electronic media, such as the Internet or email."

E-marketing, also known as digital marketing, is the promotion of products or services using digital channels, such as search engines, social media platforms, email, and mobile devices.

These definitions highlight the various aspects of E-marketing, including:

- Promotion of products or services
- Use of digital channels (Internet, email, mobile devices, etc.)
- Online advertising and marketing activities
- Electronic media and digital platforms
- Targeted and personalized marketing efforts

3.2 TYPES OF E-MARKETING:

1. Search Engine Optimization (SEO): Optimizing website content to rank higher in search engine results pages (SERPs).
2. Pay-Per-Click (PPC) Advertising: Creating and publishing online ads that are paid for each time a user clicks on them.

3. Social Media Marketing: Promoting products or services on social media platforms such as Facebook, Twitter, and Instagram.
4. Email Marketing: Sending targeted and personalized messages to customers or prospects via email.
5. Content Marketing: Creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.
6. Influencer Marketing: Partnering with influencers to promote products or services to their followers.
7. Affiliate Marketing: Partnering with affiliates who promote products or services in exchange for a commission.
8. Mobile Marketing: Promoting products or services through mobile devices such as smartphones and tablets.

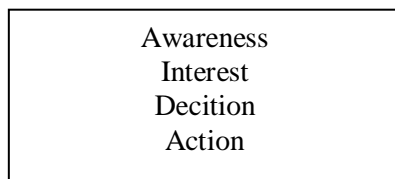
3.3 TERMINOLOGIES USED IN E-MARKETING

Target Audience

EMSP <Email Marketing Services Provider

ESS < Email Sender Software

Sales Funnel



Navigation: These are embedded pages on a website that a visitor can easily navigate

Banner: This is a Business concentration or picture on what your business entails

Rich Content: This is a section on a websites talking about your website business product

3.4 ADVANTAGES OF E-MARKETING

1. Increased Reach: E-Marketing allows businesses to reach a global audience.
2. Cost-Effective: E-Marketing is often more cost-effective than traditional marketing methods.
3. Measurable Results: E-Marketing allows businesses to track and measure the effectiveness of their marketing efforts.

4. Personalization: E-Marketing enables businesses to personalize their marketing messages to individual customers.
5. Faster Response Times: E-Marketing enables businesses to respond quickly to customer inquiries and feedback.

3.5 Challenges of E-Marketing:

1. Competition: The internet is a crowded and competitive marketplace.
2. Constantly Changing Algorithms: Search engine algorithms and social media platforms are constantly evolving.
3. Data Protection and Privacy: Businesses must ensure that they comply with data protection and privacy regulations.
4. Measuring ROI: It can be challenging to measure the return on investment (ROI) of E-Marketing efforts.
5. Staying Up-to-Date with the Latest Trends: E-Marketing is a constantly evolving field, and businesses must stay up-to-date with the latest trends and best practices.

CHAPTER FOUR

4.1 Landing page

What is a Landing Page?

A landing page is a standalone web page designed to convert visitors into taking a specific action, such as filling out a form, making a purchase, or subscribing to a service.

4.2 Characteristics of a Landing Page

1. Focused objective: A clear and specific goal, such as generating leads or driving sales.
2. Simple and concise design: A clean and minimalistic layout that directs visitors' attention to the call-to-action (CTA).
3. Relevant content: Persuasive and informative content that resonates with the target audience.
4. Prominent call-to-action (CTA): A clear and prominent CTA that encourages visitors to take action.
5. Minimal distractions: No navigation menus, sidebars, or other elements that might distract visitors from the main objective.

4.3 Types of Landing Pages

1. Lead generation landing page: Designed to capture visitors' contact information in exchange for a resource, such as an eBook or webinar.
2. Sales landing page: Created to drive sales, often featuring a product or service with a clear CTA to purchase.
3. Squeeze page: A simple landing page that captures visitors' email addresses in exchange for a free resource or offer.
4. Thank-you page: A page that appears after a visitor completes a desired action, such as filling out a form or making a purchase

4.4 Best Practices for Creating Effective Landing Pages

1. Keep it simple and concise: Avoid clutter and ensure the page loads quickly.
2. Use attention-grabbing headlines: Craft compelling headlines that resonate with your target audience.
3. Optimize for mobile: Ensure the page is responsive and provides a seamless user experience across devices.
4. Test and iterate: Continuously test and refine your landing page to improve conversion rates.

4.5 Tools for Creating Landing Pages

1. Unbounce: A popular landing page builder with a user-friendly interface and customizable templates.
2. Instapage: A powerful landing page platform with advanced features, such as A/B testing and heat maps.
3. Wix: A website builder that also offers a landing page creation tool with drag-and-drop functionality.
4. Google Optimize: A free tool that allows you to create and test landing pages, as well as personalize content for different user segments.

4.6 Advantages of Landing page

1. It Direct your website visitors to take a give in action
2. It convert visitors to lead
3. It enable you to haste quality list

Some landing page synonyms

1. Sequence page
2. Sales page
3. Lead magnet page

CHAPTER FIVE

5.1 CONCLUSION

The student industrial work experience scheme (SIWES) helps students to expand their knowledge and experience in their field of study. It will also help student whenever they come across it in future career.

5.2 RECOMMENDATION

I wish the government and the school authority to provide necessary materials for the students during this programme. They should also try to pay the students allowance so as to serve as help for the students in one way or the other.

Also, the supervisors should make sure they visit the students in their place's of attachment for proper monitoring, improvement and progress for the benefit of the societies as a whole.