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MARA

Cawangan Melaka
Kampus Bandaraya Melaka

INDUSTRIAL TRAINING REPORT

MGT 666

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EXECUTIVE SUMMARY

This internship report summarises my 6 month industrial training at the Bahagian Pemajuan Universiti, which is one of the units of the Office of the Deputy Vice-Chancellor (Development), Universiti Teknologi Malaysia (UTM). The internship which was held between 3rd March 2025 until 15th August 2025. This allowed me to apply the knowledge that I had acquired in theory during my studies to the Bachelor of Business Administration (Marketing).

My major assignments as an intern revolved around me helping out in tasks relevant to marketing and promotions, social media content, data entry and administrative work under trained supervisors. These assignments helped me practice my communication, time management, creative thinking and problem-solving abilities.

The report contains a student profile, a company profile, internship training reflections, a SWOT analysis of the company, discussion and recommendation as a result of that study. It is also focused on the abilities that I have learned and how internship has contributed to my personal and professional development.

In sum, the internship was a wonderful learning experience which enabled me to gear up to my future jobs in marketing and have a much better insight to what is expected of a working environment as a professional in it.



ACKNOWLEDGEMENT

Alhamdulillah, I would like to thank Allah swt because it is his will and strength that helped me to go through with this internship report and my industrial training.

I would like to thank Universiti Teknologi Malaysia (UTM) in regard to the provision of this industrial training as a part of my academic exposure. I would like to thank the office of the Deputy Vice-Chancellor (Development) Bahagian Pemajupan Universiti, Universiti Teknologi Malaysia, who permitted me to have an internship in their office and also who gave me the most needed knowledge and experience during industrial training period.

I owe my special thankfulness to my on-site supervisor, Encik Baharuddin Bin Mastari, who has assisted, counseled and encouraged me throughout the entire period of industrial training. Further, I would like to appreciate the kind-hearted persons in the department who helped me make the experience of my internship a great and memorable one.

Also I want to thank my advisor Dr. Roszi Naszariah Nasni who guided me and watch over me with her constructive criticism supervising the reporting process of the internship.

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