



UNIVERSITI
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Cawangan Melaka
Kampus Bandaraya Melaka

PUBLICIS GROUPE MALAYSIA (DIGITAS)

INDUSTRIAL TRAINING REPORT

3 MAR - 15 AUG



DIGITAS

**STUDENT'S NAME: AIMAN HAFIZ BIN
MOHAMAD ZAKI**

STUDENT ID: 2022646028

CLASS: BA 240 6A

ADVISED BY DR SITI AISYAH ASRUL

SURAT KEBENARAN

Tarikh : 14 / 8 / 2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



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Tuan/Puan

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Nama Pelajar	ZINAN HAFIZ B. MOHAMAD JARI		
No. Matriks	2022646028	Nama Program	BA240
Tajuk Laporan	PUBLICIS GROUPE MAYAHIA (DIGITAS)	Nama Syarikat	PUBLICIS GROUPE

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EXECUTIVE SUMMARY

My fulfilling and informative industrial training program started on 3 March 2025 at Digitas Malaysia, the digital agency of globally renowned Publicis Groupe. During the internship, I was an Account Executive Intern and got completely involved in the vibrant culture of advertising, client servicing, and integrated marketing.

This report is a general overview of my internship experience. This encompasses my personal profile, company history and operations of Digitas Malaysia, and real work that I undertook during the time I was with them. At the center of this report is the evaluation of the company's SWOT (Strengths, Weaknesses, Opportunities, and Threats) supported by the application of the PESTEL tool to further analyze its business environment.

During my employment, I could engage in campaign coordination, creative feedback management, client report preparation, and acquaintance with the end-to-end project cycle of campaigns for a brand. All of this activity not only helped me enhance my organizational and communication capabilities but also provided me with real-world exposure to the inner workings of a successful ad agency.

SWOT analysis ascertains Digitas Malaysia's strengths, such as its strong global network and data-driven culture, and weaknesses, such as the dependence on high-profile clients. It also explores opportunities through digital revolution and threats through intensive competition in the advertising industry.

This report concludes with practical suggestions on how Digitas Malaysia might further utilize its strengths, mitigate its weaknesses, and maximize opportunities for expansion. It concludes with reflective insights into my learning and professional development throughout this internship..

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Allah for giving me the strength and guidance to complete my internship successfully. I would also like to sincerely thank Dr. Aisyah, my internship advisor, for her continuous support and encouragement throughout this journey.

From March 3rd until the end of my internship, I served as an Account Executive Intern at Digitas Malaysia under Publicis Groupe. This internship was part of the final requirement for my Bachelor of Business Administration (Hons.) in Marketing at Universiti Teknologi MARA (UiTM).

During this period, I gained valuable exposure to the fast-paced environment of a digital creative agency, learning about client servicing, campaign coordination, and cross-functional collaboration. Despite facing challenges, I was able to apply my academic knowledge in real-world scenarios and improve my communication, organization, and problem-solving skills.

This experience has greatly enriched my understanding of the marketing and advertising industry and has laid a solid foundation for my future career.

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