

ABSTRACT

This report explores the practical application of marketing management knowledge by a student during a professional internship at PT Gema Semesta Cendikia, focusing on the Grand Mahkota 2 housing project. The intern was assigned to the Marketing and Sales Division and actively involved in key activities such as digital promotion, KPR simulation, lead management using a CRM system, and external partnerships with institutions such as BPJS Ketenagakerjaan..

Throughout the internship, core marketing concepts—such as STP (segmenting, targeting, positioning), marketing mix, and digital marketing—were implemented directly in a real business setting. The challenges faced included adapting to professional work culture, handling technical questions from potential buyers, and managing customer data during busy promotional events. These experiences strengthened the intern's problem-solving abilities, interpersonal communication skills, and work ethic.

This professional program effectively bridged the gap between academic theory and industry practice. It not only deepened the intern's understanding of property marketing dynamics but also fostered professional character traits essential for career readiness in today's competitive job market.

Keywords: *professional internship, property marketing, digital marketing, CRM, Grand Mahkota 2*