



Cooperative Education Report
**INTERNSHIP EXPERIENCE AT SIAM I-
EDU:**
Focus on the overall Marketing Strategy

Written by

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Title: Internship experience at Siam i-edu: Focus on the overall Marketing Strategy


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Abstract

The internship is conducted at Siam i-Edu Center, which enables students to achieve an enhanced level of success in mainstream schooling through interactive learning using Multimedia content. The objective of this report is to explore the marketing and promotional strategies in educational sector in Thailand. Through what I have seen and observed, I have analyzed that Siam I- Edu has been keeping the key marketing principles into consideration. It has been able to provide the company with larger audience. Even though the situations may not be same all the time but these principals can surely be effective after it is modified. Even though the core principle remains the same.

The key findings of the internship report can be divided into three parts. The first is that there is a great significance of brand name in educational sector. The other one is that promotions and marketing does not just cause through exposure in social media and multimedia. The last one is that we can efficiently maintain indirect customer relationship through referrals and correspondences and not an overall publicity of the organization and its services. Apart from this, there are some minor findings of the organization. Lastly, this report portrays the work experience, learning, pictures and information of Siam i-Edu center.

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Keywords: *Multimedia/ Marketing/ Branding*

Acknowledgment

Successful completion of any project requires help from a number of people. I would like to put on record the generous help that I have received from many along with deepest gratitude. I feel fortunate enough to work in an organization where every individual have provided me with his or her help, constant support and encouragement to make this internship successful.

First and foremost, I would like to express my indebtedness appreciation to my internship coordinator Dr. Maruj Limpawattana along with Mr. Chanatip Suksai for their constant guidance and advice, which played the vital role in making the execution of this internship report. I would like to express my appreciation to my supervisor Prof. Dr. Cheol Je Cho and Miss. Anyamane Klinthusinfor, the Marketing head for their constant guidance, advice, encouragement & every possible help in the overall internship period.

I would like to convey my sincere gratitude to Siam University & Kathmandu College of Management for coming up with such an advanced course, which has provided me with an opportunity to learn and grow.

- Pratima Kandel

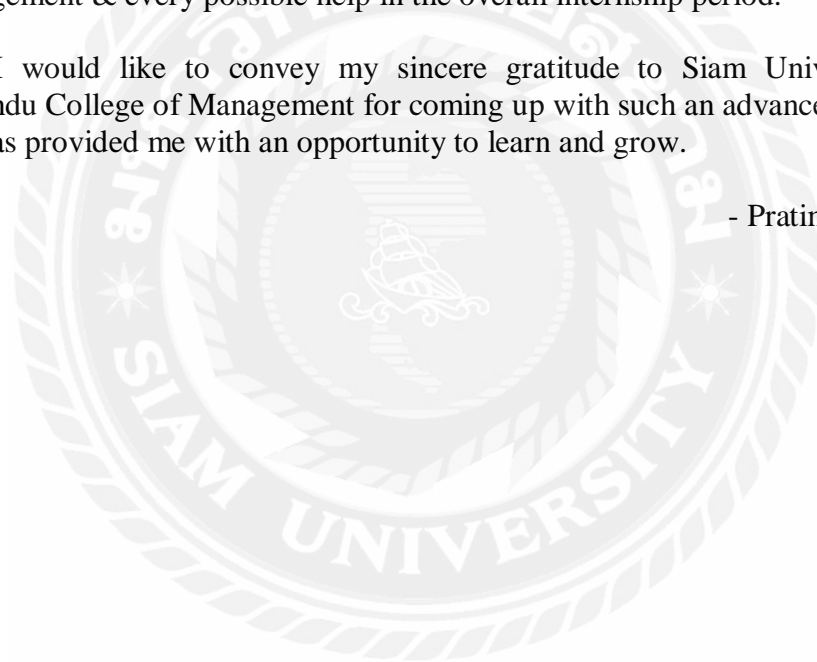


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Chapter 1: Introduction

1.1 Company Profile

The Siam I-Edu Centre is the part of Siam University started on July 2016 in order to provide an introduction to the English language in Thailand from early childhood. Courses at the Centre enable students to achieve an enhanced level of success in mainstream schooling through interactive learning using Multimedia content. The Siam I-Edu Centre refers itself as "content providers" for the English language. Along with the content they also provide service necessary in the context of a schooling curriculum so that students can learn English in an efficient way and gain effective control of the English language.

Siam I-Edu has been providing its service to more than 80 schools around Thailand including a Public school. Siam I-Edu offers a number of course books like Wings, Gerry and Berry and Enzo. The course compresses of a textbook, Cd's, Work Book, Student book, Mini book, and flashcards. Siam I-Edu also provides well-trained teachers for the schools along with the option for the school to train one of their existing teachers to use the program, as the entire course is different from the traditional way of teaching English. (Center)

Siam I- Edu has been using an innovative device called Net board System. The Net board system allows kids to be more interested in learning through multimedia devices, to remember knowledge more long time and to participate more actively in the learning process. It has a touchscreen that helps maximize the learning effect through 5 senses. It is an integrated learning process through listening, writing, speaking and reading using multimedia contents. (Klinthusin)

The major objective of Siam I - Edu has been to teach English to the Kids of Thailand using right media according to suitable age for maximum efficiency. This program is specially designed for kids as the foundation of an individual's personality depends on the childhood. In fact, a child's grasping power is approximately 25% more than an adult's grasping power. Therefore it is easier for them to learn the English language.

1.2 Organizational Structure

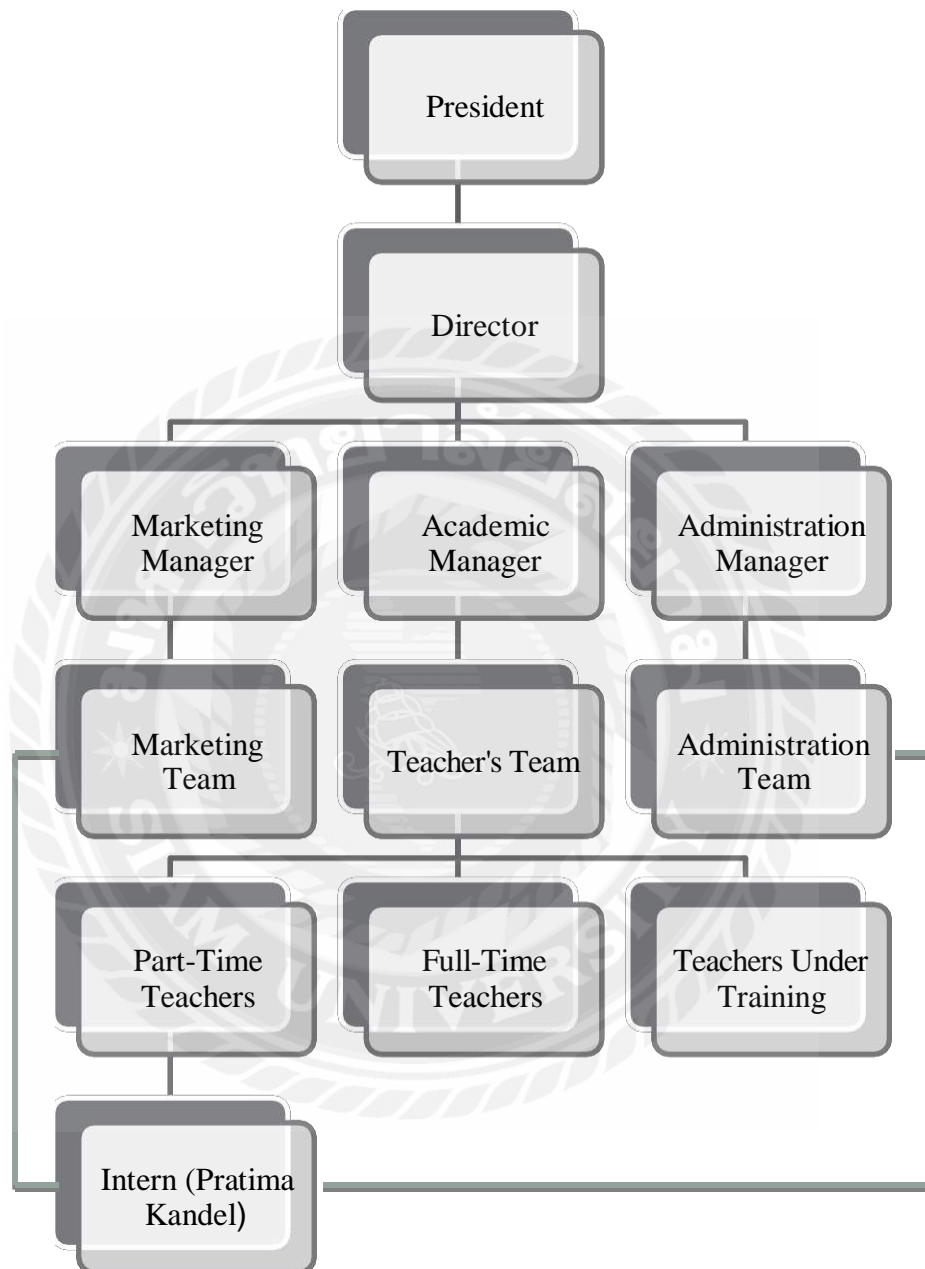


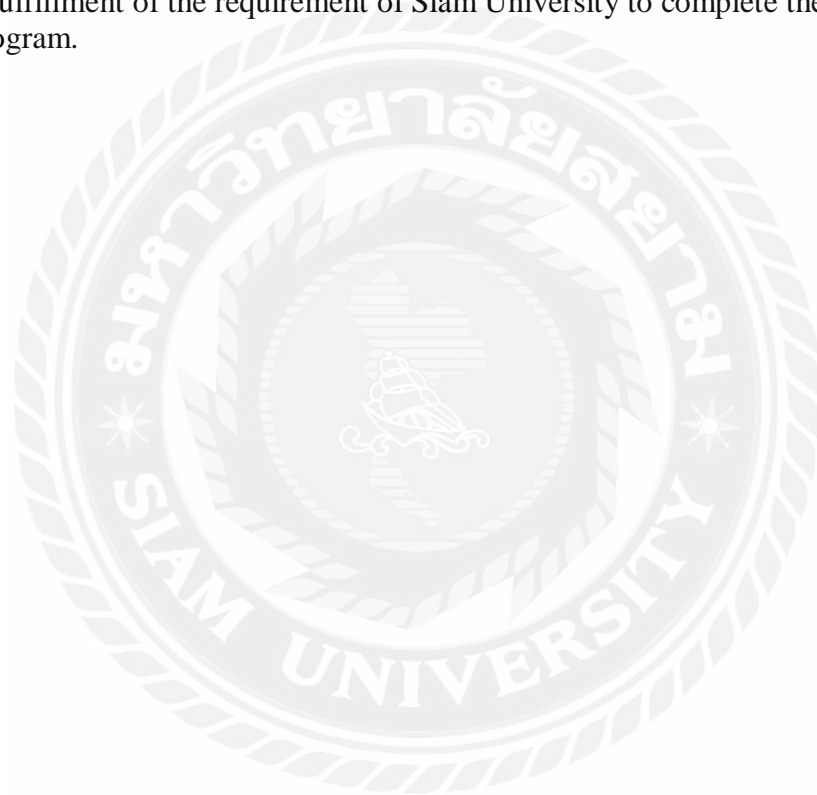
Figure 1: Organizational chart of Siam I-Edu Centre

In the organizational chart, President refers to president of Siam University. As I worked as an intern for Siam I-Edu on the Administration, Marketing as well as took some of the classes, which makes me a Part-time

teacher as well. So, I believe I don't exactly fall under one category. As mentioned above, being a major in finance and banking I choose to do my internship in Marketing field as I feel that this internship has given me a lot of exposure along with various career options as well. As the company is in the initial stage it has given me the chance to learn and ask questions in a supportive environment. This is also one of the reasons why I could express my views and solution to the problem without any hesitation.

1.3 Statement of the report

For the fulfillment of the requirement of Siam University to complete the 4 years BBA program.

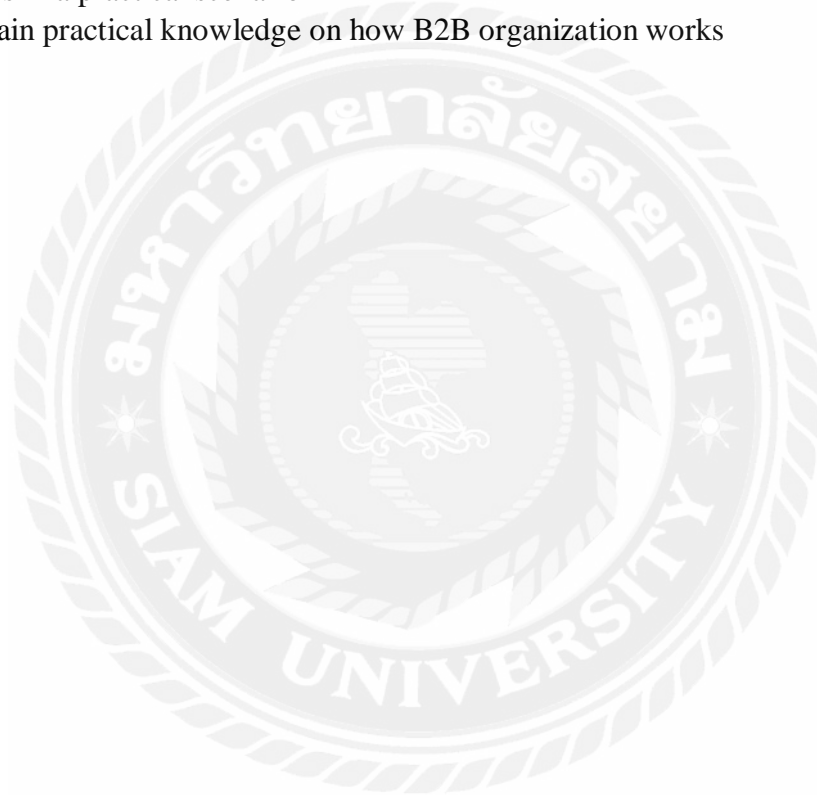


1.4 Objectives of the study

The internship provides an opportunity to apply knowledge and skills acquired in the classroom lectures to the activities of the corporation. It also helps us to seek, identify and further develop an appropriate level of professionalism. The basic objective of this report is to fulfill the course requirement of Siam University in order.

Some of the major objectives of this study are listed below: -

- Building networks, contacts and solid work ethic along with professional attitude, maturity, and judgment.
- To gain knowledge of how different marketing and promotional strategies works in a practical scenario
- To gain practical knowledge on how B2B organization works



1.5 Expected outcomes

In a simple language, a formal program developed and offered by companies whereby the company provides a limited on-the-job experience to potential future employees, in return for the intern's labour, either free or at minimal pay with certain expectations is basically what internship can be defined as. Some of the expected outcomes of the study are as follows: -

- Analysis of social media usage for marketing and promotion.
- Analysis of branding tool for indirect promotion.
- Analyzing the supply chain of the innovative program products used for teaching the Thai Kids.
- Increase in contacts and networking
- Competitive advantage while looking for a permanent job



1.6 Limitation of the study

A limiting condition that influences or has an impact on the interpretation of report is the limitation of the study. While doing the study the study had faced some of the following limitations, which can be listed as the follows: -

Lack of knowledge:

As a student, in the finance and banking field, I had a lack of knowledge in case of marketing. Luckily, I have had a chance to study few marketing subjects, which was of great help. So, it is a limiting factor to obtaining accurate information.

Lack of authority:

As an intern, there was only certain information that could be given due to which I could not analysis or evaluate the company on the basis of its financial growth.

Language barrier:

I am a Nepali and I am doing my internship in Thailand there was a language barrier. Most of the employees were Thai and could not speak English very well, due to which there would be difficulties in understanding the information given.

Cultural barrier:

The culture of an organization depends on the organization itself. It can differ from one organization to the other. The cultural barrier may cause some trouble unintentionally. In order to avoid that, I had to be very careful while working as well as talking.

Chapter 2: Literature reviews

A literature review is one of the critical aspects of a report. A literature review is a simple summary of the sources, but it usually consists of an organizational pattern and combines both summary and synthesis. It might give a new interpretation of old material or combine new with old interpretations. (The Writing Center, n.d.)

2.1: Main theory and concept applied

The article 'Innovation in Education', written by Polly Flanagan points out that "Some of the most exciting developments in education are to do with creativity and emotional wellbeing." The education sector has seen more innovation in the past 10-15 years than in the last 100 years before that. Classrooms have never been so efficient and exciting as we have leaped along in technology being laptops, tablets, projectors and other devices. This new approach adopted has proved to be rather efficient than the old and traditional approach since we can see most of the leading educational organization along with Siam I-Edu has adopted this technique.

The success of the business definitely depends on the business idea, innovation and need of the product but we cannot deny the fact that the performance is maximized when a business produces a creative marketing strategy and is able to implement that strategy in an efficient way. However, Contingency theory states that market or firm level may influence this, which makes one or the other more important which means there is a space for research and development. In order to provide businesses with guidance regarding allocation of resources, this research can be proving to be helpful.

In the case of Siam I – Edu, it has been proving content for English language from past 3 years and it has been doing quite well but one of the other aspects to be considered is that this organization started its operation long before that but was not very successful the major reason for this business to fail was Brand name. At that time, it did not have the name Siam attached to, it was a sole-proprietorship, company. As it did not have any brand name attached to it the customers who are the schools in this case hesitated to use their content. Since, Siam is a university and is in the same field as the I-Edu the merger was of great help.

Chapter 3: Contributions

3.1 Roles and responsibilities assigned

Roles are taken voluntarily or chosen while responsibilities are specified task assigned. Subtracting as little value as possible is how the intern adds value to the organization. Interns are taken in the company in order to provide potential value, as there is a chance the intern can be back for the job next time. During the internship period, the employee will be familiar with the culture of the company as well as the environment and also with the nature of job which will help save time as well as cost. Interns are also being considered as substantial investment.

I worked as an intern at Siam i-Edu center for the period of 3 months. My supervisor has provided me with so many opportunities to work upon so that I can learn through experience in the tasks given. In my internship period I was responsible for carrying out the following task:

1. Providing support to the marketing and operational team for daily administrative tasks:

As a part of the organization, I was expected to help organize marketing events along with providing and accepting evaluative feedback in a professional manner.

2. Arranging and carrying out the pre-defined course and syllabus:

I was also given the task of assigning the courses and lesson plan to different classes as per their eligibility. It was a compulsion to be punctual, available during official working hours and to make sure to comply with policies, standards, rules, regulations, and procedures of the organization.

3. Providing views, suggestions, actionable tips and advice for expanding their reach:

Though I was an intern, my supervisor always welcomed me to provide my suggestions, efforts, and tips to work collaboratively with other professionals and staff at Siam I-Edu. The staffs are considered to be valuable resources I was expected to listen to them carefully and was always motivated to ask questions.

4. Taking class ever-alternative day:

I was expected to take some classes in order to understand the children who would help me understand their mindset. It would also give me an idea to decide the course and syllabus. It also helped me address problems and find possible solutions or suggest solution to the problems.

3.2 Project details

I have previously mentioned some of the job roles and responsibilities during my internship period. Some of the tasks I have performed beside that are organizing seminars along with the university tour for around 50 people who were there to learn about the program and were interested to adopt the English program in their respective schools. These delegates were from Pattaya and were from 5 different schools. I believe it was a great way to introduce the program and one of the best marketing techniques. I also helped train teachers at the end of the internship program and shared my experience with different schools in order to help them with the teaching experience.



Chapter 4: Results and Discussion

4.1 Contributions of student

During my internship tenure, I tried to provide my fullest efforts and contributions to the team. As an intern, I worked as an employee and developed myself professionally.

The key highlights about this internship program are as follows:

i. Added my fullest potential in learning:

Since my coordinator really welcomed new ideas. I could provide new perspective on prevailing organizational issues, which was appreciated by the employees.

ii. Facilitated the marketing team:

I was also able to help with the organizations' marketing project and tasks that the center had for future as well as on the run. I believe I was able to help the center to gain brand advocates as I had been doing my internship but in the unconscious mind I spoke about the English program to different parents in different schools and was able to convince the parents that the learning program Siam I-Edu had introduced is the most effective way for their children's to learn English language.

iii. Contributed for event (seminar) marketing:

There was a seminar held for the introduction and promotion of the course. 5 schools in Pattaya visited the organization to attend the seminar along with their team where I worked to plan the event and also helped implementing it in any way possible. I was also responsible for taking a group of people around for the university tour where they had many questions about the university and Siam i-edu. I believe I was able to give them satisfactory answers as all those schools adopted the course.

4.2 Learning process and new knowledge received

Knowledge received and learning go hand in hand in order to make a great internship experience. I believe the learning process starts with acquiring the knowledge of a particular skill that interests you. Being a major in Finance, I chose to do my internship in the field of marketing to widen my knowledge in this field due to its significance. I have previously completed my internship in banks, which was completely on the financial side.

I started my internship from 1st of Feb. It took me a week to realize that what seemed so easy before wasn't actually that easy. I got to know about the company along with the service and products it promoted. It was quite impressive to know how the business was not a coaching center but in fact they were content and service providers. This was the moment I realized there are various opportunities. I also learned how the organization functions, how things really worked around and the organizations' culture.

Curiosity is what I believe helps the person to learn and grow. The second and third weeks I got training about the software, the net board, the pen and the teaching as well as the learning process in detail. After some days I also went to different schools in order to put my knowledge and training into practice. It gave me an insight on not just how the software works but how to be professional and time management. Along with the attitude and environment in the work place as I went to these schools not as a student intern but as a representative from the organization who was there to promote the program. I felt a sense of responsibility. The best part of the internship that helped me learn is the experience and happenings my coordinator never failed to share that information with us which helped us think about the situation more critically. Also there were teachers and staffs who shared their experience and knowledge, which proved to be beneficial for us.

Moving forward, there was a period where I had to reflect on the job I had done which only helped me and motivated me to improve. The staffs as well as my coordinator helped me after the reflection. They motivated me and showed me the right direction. On the 2nd month I got involved with the internal as well as external operations taking place. I had knowledge about the stocks, estimated order, the ordering process, the form of transportation used, organizing, managing the events, handling the delegates, importance of body language, role of right attitude, time management etc.

At the end of my internship period I can proudly say that I was asked to introduce the program and train one of the new teachers. I also had the chance of sharing my experience and knowledge I received. It was a very fruitful experience and I believed it has shaped me into a better professional than I was yesterday.



Chapter 5: Conclusions

5.1 Self-assessment as future professional

I believe that the internship program was a powerful experience. I felt as though I learned a lot about being a professional in general. I met the goals and challenges put forward by my coordinator.

Internship is the most ideal approach to put the theoretical learning into practice. I don't claim that I have fully turned into a professional in these 3 months but I would say that it is a very important phase that I believe will give me a competitive advantage in the future. More than anything I have learned that there are opportunities everywhere, you just need the right attitude and judgment. The experience has also shown me various possible career paths, which has helped me broaden my horizon on different career paths and thinking. These experience and learning will definitely help me as a future professional. Also, working away from my home country actually also helped me to be sincere and independent.

I have definitely learned a lot in the last 3 months of my internship. I gained knowledge on how one customer affects the sales as well as the power of goodwill it holds in today's growing world. I also gained knowledge on how the marketing strategies work depending on the area of business. I definitely need to develop a lot of skills to be ready for the market as future professional but this internship has helped me reflect on my weaknesses and strengths.

There are various factors to be considered to be a professional including leadership skill, management skill, interpersonal skill, and the ability to solve a problem, theoretical knowledge etc. To be a professional you should have an idea or basic knowledge of as many fields as possible but the major ones being finance and marketing. I think I have taken the first step to being a professional as I have done my internship in the marketing field even though my major is Finance & Banking.

5.2 Practical learning vs. theory

“Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.” (Confucius, 450B.S) .

Theoretical knowledge helps to learn and understand the nuts and bolts of how business functions, what diverse procedures are engaged with maintaining an effective business and how to remain over changes in those procedures whereas Practical learning acquires specific techniques which will be your tool for the trade in the professional world. It provides a deeper understanding of the theories. Some of this can only be learned through experience. There are cases where you cannot apply the same thing that you have learned in the textbooks as per the situation you need to modify and do some of the don'ts or vice-versa as well.

In the case of Marketing, it uses various methods such as Public relations, direct mails, Advertising, Brand Marketing and viral marketing in order to create awareness of the product. For the application professional knowledge is important. Sales are affected by the structure of marketing. Without marketing and marketing strategies sales are inadequate and these strategies cannot be made without theoretical knowledge.

It is not justifying concluding that practical learning is superior to theoretical ones and vice-versa. Both have its advantages and disadvantages. So, practical and theoretical learning are vital for gaining better knowledge and expertise as a professional. Thus, Theory helps us with the overall content and provides us with measures we can take to prevent different situation along with damage control whereas practical whereas practical helps us to gain deeper understanding and makes us better for the future.

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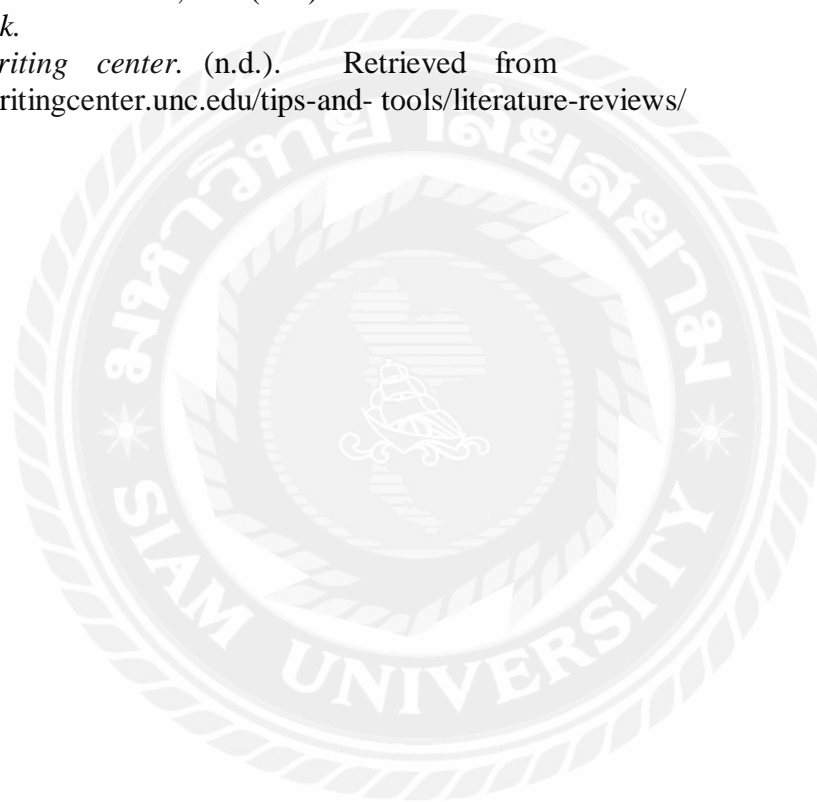
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Appendices



Figure 1 President of Siam University providing certificate to one of the school director



Figure 2 My supervisor Prof.Dr.Cho



Figure 3 Workplace environment at Siam I-Edu



Figure 4 Taking classes in Janjao



Figure 5 The seminar mentioned in 3.2



Figure 6 Training the teacher at the end of our internship period

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