



Cooperative Education Report

**Title: Analysis of Market Research and Social
Media Marketing**

CG | EDUCATION

Written by
Mr. Susan Prajapati

Student ID 5708040061

**This Report Submitted in Partial Fulfillment of the Requirements
for Cooperative Education, Faculty of Business Administration
Academic Semester 2/2017
Siam University**

Title: Analysis of Market Research and Social Media Marketing

Written by: Susan Prajapati

Department: IBBA, Marketing

Academic Advisor: Dr.Eng. Duminda Jayaranjan

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

Oral Presentation Committees



Dr.Eng. Duminda Jayaranjan



Mr. Susilam Tripathi



Cooperative Committee



(Asst.Prof. Maruj Limpawattana, Ph.D.)

Assistant President

And Director of Cooperative Education

Project Title : Analysis of Market Research and Social Media Marketing
By : Mr.Susan Prajapati ✓
Advisor : Dr.Eng. Duminda Jayaranjan ✓
Degree : Bachelor of
Major : Marketing
Faculty : Business Administration
Semester / Academic year : 1/2018

Abstract

In this report I will be talking about the activities and role done in my internship period. Social media is gaining popularity rapidly. Nowadays anything can be sold via social media. In just one decade, social media have revolutionized the life of many people and thus attracted much attention, not only from industry, but also academia (Tao, 2015).

The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face (Pacific, 2017).

Furthermore we created new Facebook Contest named 'Mr and Miss Face of Facebook' with many prizes and gifts such as Scholarship, to support our market research in order to collect more data and influence them to choose CG educational Institute against other competitors.

Apart from Research and Social media marketing this report also talks about the additional roles during my internship it deals with Academic auditing and counselling the students. Which purpose was to identify strength and weakness of CG educational Units and to counsel students the significance of 'Cambridge International A-Level' study programme offered by UK in Nepal and the advantages of selecting CG colleges for study.

msj

Acknowledgement

I wish to extend my sincere thanks to Mrs. Deeptangshu Thapa, lecturer at Kathmandu College of Management for providing me the opportunity for an internship at CG Education during 18 Feb – 18 May 2018. This project has been successfully completed with satisfaction and memorable experiences.

In association with my fellow interns Pritam Baral and Anjila Nepal, I would like to share my sentiment of gratitude to Mr. Sabin Joshi, CEO and Mr. Shusant Tripathi, Marketing and Branding Head for arranging an environment for our internship at CG Corp, under CG Education. As, time is money, I also wish to express my gratitude to the team of CG Education for helping us with our queries and creating a learning environment at the work place. I would also like to thank my parents for providing me everything needed for me in my under graduation period.

Finally, I would express my thanks to Kathmandu College of Management, Siam University for giving us the platform to do an internship as a part of our BBA course which has benefited me immensely enhancing my professionalism and has helped me gain valuable experience as well.

.....
Susan Prajapati

Contents

Acknowledgement

Abstract

Chapter One: Introduction

- 1.1 Company Profile
- 1.2 Organizational Structure
- 1.3 Statement of the report
- 1.4 Objective of the study
- 1.5 Expected outcomes
- 1.6 Limitation of study

Chapter Two: Literature Review

- 2.1 Main Theory and concept used on my job description

Chapter Three: Methodology

- 3.1 Roles and responsibilities assigned by company

Chapter Four: Results and Discussions

- 4.1 Contribution made during internship
- 4.2 Learning process
- 4.3 New knowledge

Chapter Five: Conclusions

- 5.1 Self-assessment and as future professionals
- 5.2 Comparison Practical vs. Theory

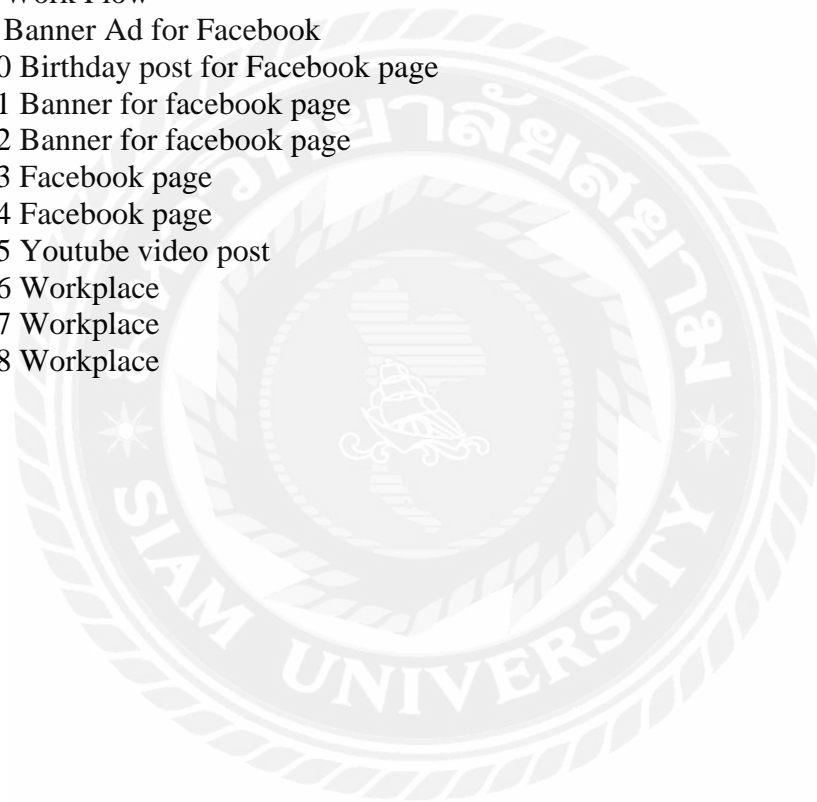
References

Bibliography

Appendices

List of Figures

- Figure 1 The Chandhbag School
- Figure 2 Chandhbag Pre school
- Figure 3 Campion Pre-School
- Figure 4 Campion Academy
- Figure 5 Malvern House London
- Figure 6 Organizational Structure of CG Education
- Figure 7 Work Process
- Figure 8 Work Flow
- Figure 9 Banner Ad for Facebook
- Figure 10 Birthday post for Facebook page
- Figure 11 Banner for facebook page
- Figure 12 Banner for facebook page
- Figure 13 Facebook page
- Figure 14 Facebook page
- Figure 15 Youtube video post
- Figure 16 Workplace
- Figure 17 Workplace
- Figure 18 Workplace



Abbreviations

CG Chaudhary Group

KCM Kathmandu college of management

CEO Chief Executive Officer



Chapter One: Introduction

1.1 Company Profile

CG Corp Global, popularly known as Chaudhary Group, is a conglomerate based in Nepal that comprises 112 companies and 76 brands across the world. True to its corporate slogan “Touching Life Everyday”, CG Corp offers a diversified range of products and services which include fast-moving consumer goods, financial services, education, hospitality, energy, infrastructure, telecommunication, consumer electronics, realty and biotech. Lead by Mr Binod Kumar Chaudhary, CG Corp is dedicated to its corporate mission “creating value for the customer, creating value for nation” (Corp, Chaudhary Group, 2012).

Business Verticals

Food

Financial Services

Hotels & Resorts

Education

Cement

Electronics items

EPC

Infra

Realty

Brewery

Beverage

Telecom

Tobacco

Packaging

Biotech

CG|Education has in the ongoing circumstances helped and started numerous socio-instructive activities in Nepal. Actually our CSR center is and has been identified with the instructive upliftment and development. This is on the grounds that we

immovably trust that by up lifting instruction we are specifically contributing towards the development of our country.

To be the best name in training regarding quality, scale and dynamism, CG|Education intends to give quality administration including world class procedures, practices, and assets bringing about savvy, brilliant and certain understudies. To mix extension, development, and institutionalization and furthermore be result situated is our essential objective. This is achievable and CG|Education plans to set up itself as confided in name in education. Different unit of CG education are:

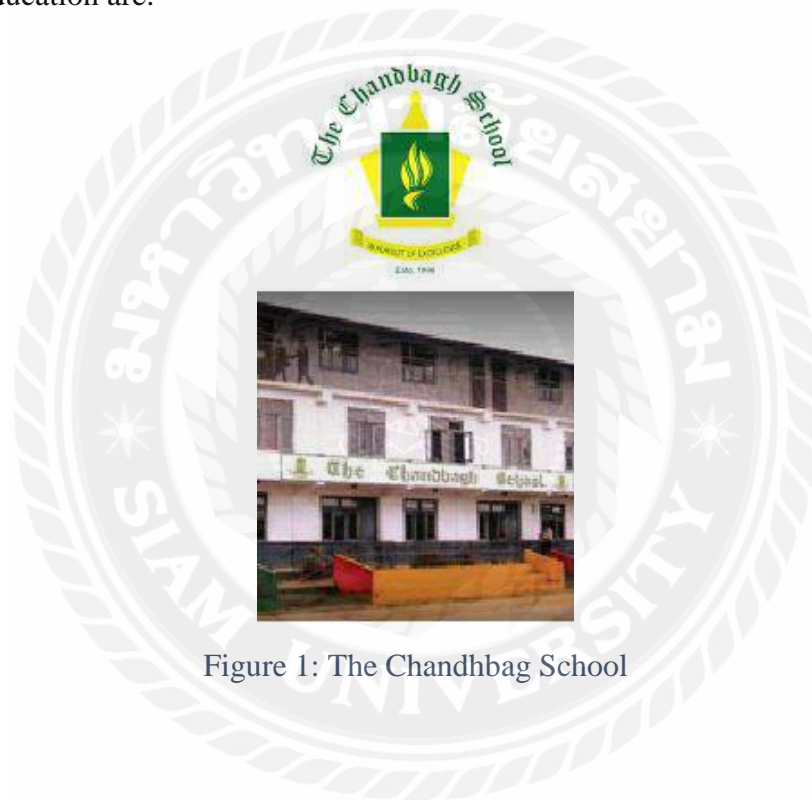


Figure 1: The Chandhbag School



Figure 2: Chandhbag Pre school

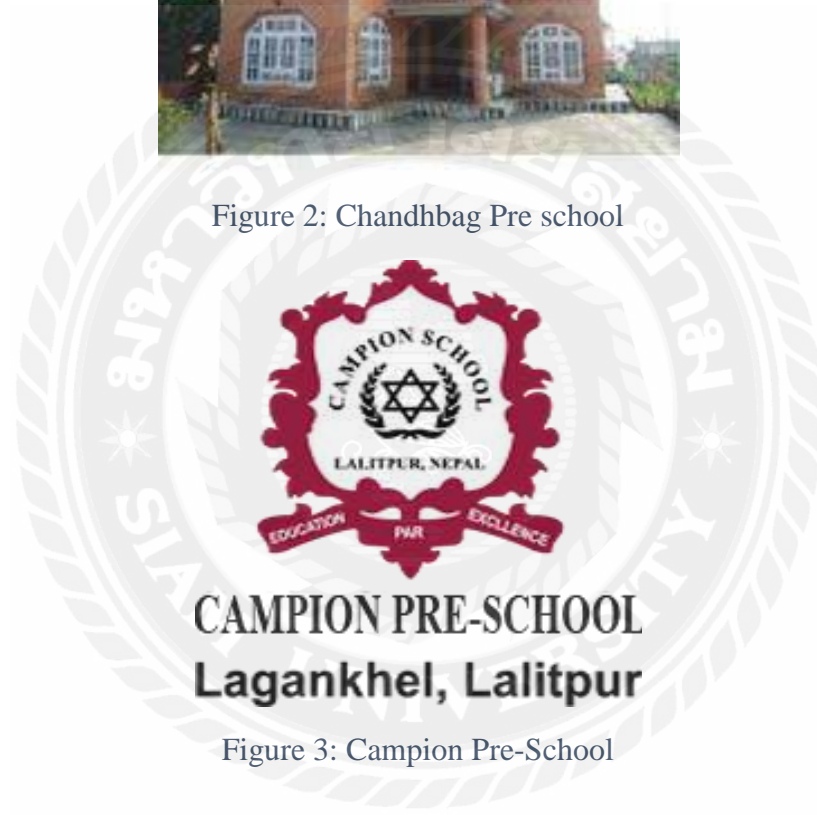


Figure 3: Campion Pre-School



CAMPION ACADEMY Lagankhel, Lalitpur

Figure 4: Campion Academy



Figure 5: Malvern House London

1.2 Organizational Structure

The organizational culture is very formalized and specialized at Chaudhary Group, it being a huge company with a wide product mix, its market targeted and products and services penetrated worldwide. Despite of rigid organizational culture all over the corporation, CG Education in the current stage is a team of people working together in order to achieve the strategic goal of launching its product in the market with better services than what the exciting companies have been providing, also in terms of convenience and applicability to the end users.

As per the organization structure of CG education authority is directed from the head of business unit or CEO of CG education Mr. Sabin Joshi. In my case there is no direct flow of responsibility from CEO of the business unit rather I get my roles and responsibility from Shushant Trapathi who is Marketing and Branding head as

shown in the diagram above at the corporate level. So any completion of task from me should be reported to my immediate supervisor Mr. Shushant Trapathi and he shall further report it to the CEO Mr. Sabin Joshi.

The current organizational structure of CG Education is as follows:

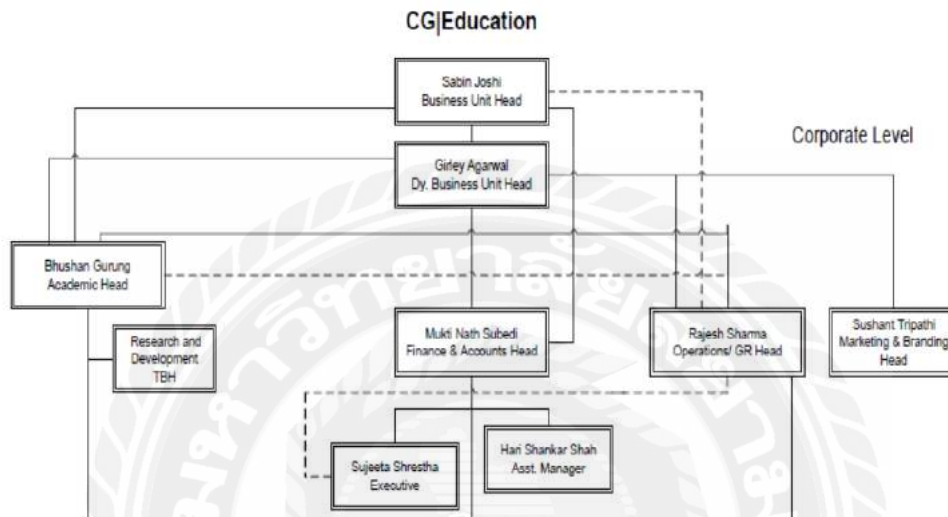


Figure 6: Organizational Structure of CG Education

1.3 Statement of the report

i. **Dialect boundaries**

Clearly we will look with numerous challenges while doing internship and one of the major could be the dialect obstruction. It is difficult to work set up where we don't have a clue about the dialect to impart. It is hard to express or comprehend the working in the place because of dialect hindrance. I was likewise not ready to work in other office.

ii. **Social obstructions**

Association culture differs starting with one then onto the next association. As place I worked in is a privately-owned company it was very unique then the place I interned previously. Inability to wind up mindful of association's way of life can straightforwardly affect correspondence with others in the work environment.

iii. **Distortion**

Confounding something everybody encounters so did I in the work environment. I for the most part experienced up close and personal discussions when the representatives attempt to allot me so work. As an understudy I oftentimes attempted to make inquiries to clear up before doing any given

works. In this somebody may translate something uniquely in contrast to we may not get it.

1.4 Objective of the study

With my internship team we were given task to conduct a Market Research and Social Media Marketing via digital marketing of education sector.

The main objective of my intern was related with Market research and social media.

Following are the specific objectives of the study:

- i. The objective was to gain knowledge about the current market of the education sector in Nepal.
- ii. To collect data's of students appearing for Secondary Education Examination (SEE) through Facebook contest and quiz for research and direct marketing purpose.
- iii. Developing social media campaign for all the units of CG Education.
- iv. Conducting market research of competitors and target consumer.
- v. Counseling student how are joining our institute for A level students about the insight of A levels.
- vi. To work on feasibility of one of our foundation course held by Malvern House (based in London) in Nepal and India.
- vii. Developing a portal like tripadvisor and airbnb for education sector worldwide.

1.5 Expected outcomes

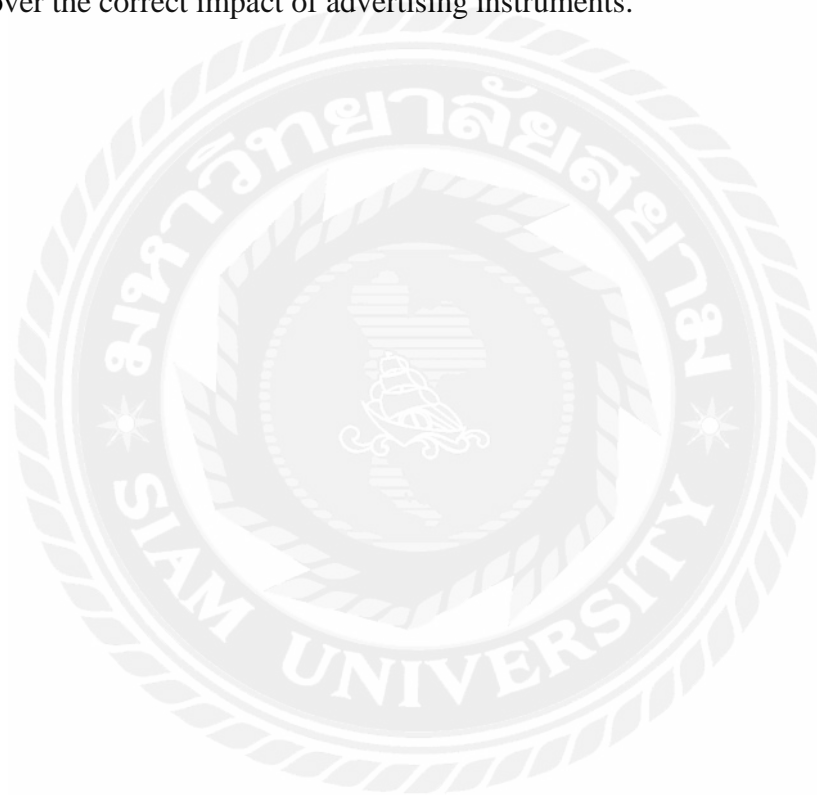
- i. To find out the market leader of education sector in Kathmandu.
- ii. Find out our major competitors.
- iii. Find out the strength and weakness of a particular institute and competitors.
- iv. Build brand awareness and promotion via social media.
- v. Increase in number of students in A levels program.
- vi. Find out UPS of our institute.
- vii. Finding out the major reasons of customers for choosing competitors instead of CG educational institute.
- viii. Facebook contest helped to gather information of customers like phone number and email.

1.6 Limitation of study

As this is my own involvement in the workplace, I have confronted a few issues to finishing the report. Like some other examination the constraints of this investigation isn't out of inquiries. At first it is difficult to do the exploration straightforwardly i.e. examining with the delegates, field work to oversee required

critical information, and others because of the correspondence hindrance. In addition greater part great points are available in this examination yet it has additionally some data holes. These are given beneath:

- i. Lack of time.
- ii. Confidential matters of the association. One of the remarkable impediments of this report is sales report isn't revealing a few information and data for clear reasons, which could be especially helpful.
- iii. As a non-govt. Association and rivalry, unwillingness to share all the data. Restrictions of giving some data about marketing activities, it was difficult to discover the correct impact of advertising instruments.



Chapter Two: Literature Review

2.1 Main Theory and concept used on my job description

i. Social Media Marketing:

Social media is now an essential information and interaction channel. Organizations publicize and offer their items and administrations through social media, yet this channel has not been so generally connected to the assignment of offering information and research work. This article thinks about the utilization of social media by specialists to advance their examination and system with item engineers in industry, and it shows a model of the utilization of web-based social networking by researchers. The information for this exploration was acquired by talking singular analysts of an examination association and looking over item engineers from industry. The results demonstrate that web-based social networking is viewed as a decent wellspring of new data and contacts, and it is appropriate for advancing familiarity with inquire about administrations and results. The outcomes demonstrate that the speed and force of online networking present difficulties for analysts, yet by being dynamic in posting content and taking an interest in exchanges, specialists can infer advantages and upgrade their own notorieties.

Communication Theory of a Social Media Marketing Plan:

The main theory in social media is communication theory. The types of theories applied in my internship are:

Authenticity

The social media should provide genuine information which is not unethical. The overall population is worn out on being sold to, and individuals need genuine data supported by their associates. A 2010 Nielsen study of web based shopping conduct demonstrated that up to 57 percent of buyers searched out and offered credibility to online audits previously purchasing. An effective online networking advertising design needs to incorporate methods for creating positive companion audits and empowering discussion between people about the item. This will help the organization to show the authenticity of the products or services and empower deals.

Substance

Content is the foundation of web-based social media marketing. You should have data to disperse, to benefit as much as possible from the open doors offered by the different platforms. The data needs substance or individuals won't consume it, regardless of whether you sell via social media. Articles or blog entries, great quality photography or video all grab the attention of clients. Studies demonstrate

that the vast majority skim-read online substance, ceasing to peruse in detail just when they discover something that interests them. Promoting duplicate won't premium them, so your online networking showcasing plan needs to rotate around content with substance (Sandilands, Your Business, 2017).

Critical

Communication is basically a route with the assistance of which an individual communicates his power and authority among different people. (Juneja, 2008)

ii. Market Research:

Market research is a methodical plan, gathering, examination, and detailing of information and discoveries important to a particular showcasing circumstance confronting the organization, enables administration to improve the progressions vital for comes about through receiving a proactive approach.

Therefore, if a company wants to know what type of products or services would be profitable it should make a market research. There are two main sources of marketing research information:

Primary research: Primary data is first-hand information you gather yourself, or with the help of a market research firm. So, the data collected with the help of Social media was primary data collection which was collected for the first time. This data collection included Observation, focus group and Surveys of the Students which is the target customers of CG education.

Secondary research: The goal of secondary research was to analyse the existing data which is also known as second hand data. As to get the data on the number of students appearing for Secondary education examination (SEE) I went on the government website and data were already available there. Also to examine the Tuition Fees structure of competitors I went to their website.

Marketing Plan: Champion Academy A Levels - 2018

1) Objectives	To make a Marketing Strategy for GCE A Levels at Champion Academy
2) Our Service	We offer GCE A Levels.

3) Customers	Students who are willing to study abroad after A Levels or get International degree from Nepal.
4) Competitors	Others A levels colleges
5) Pricing	The Price Campion Academy offers are Competitive in the market.
6) Promotion	Different promotional activities will be done as per requirement.

Elements of marketing communication mix

- i. Advertising
- ii. Sales Promotion
- iii. Public Relations and Publicity
- iv. Direct Marketing
- v. Interactive Marketing
- vi. Word-of-Mouth Marketing
- vii. Personal Selling

SWOT analysis

SWOT analysis is a procedure that distinguishes an association's strengths, weaknesses, opportunities and threats. In particular, SWOT is a fundamental, investigative system that evaluates what an element (normally a business, however it can be utilized for a place, industry or item) can and can't do, for factors both inside (the qualities and shortcomings) and outside (the potential openings and dangers). (Investopedia, LLC, 2017) Utilizing natural information to assess the situation of an organization, a SWOT investigation figures out what helps the firm in achieving its destinations, and what obstructions must be overcome or limited to accomplish wanted outcomes: where the association is today, and where it might be situated later on. (Investopedia, LLC, 2017)

This was the swot analysis I performed along with my fellow co-workers during my internship period of one of the unit of CG education.

Strength

- i. Internationally recognized
- ii. Managed by Chaudhary group
- iii. One of the oldest License

Weakness

- i. Last few years admissions very discouraging
- ii. The results are very discouraging
- iii. Common Calendar and premises with +2
- iv. The faculty Members are not trained and recognized in the A Level fraternity
- v. No Nepal Top or World Top (Very big marketing tool in Nepal's context)
- vi. Common Operational and administrative team (Except for the coordinator)
- vii. No dedicated Counselling Team
- viii. Limited subjects have been offered.
- ix. Communication with the parents very weak

Opportunity

- i. Number of students applying abroad is increasing every year
- ii. Easy to get scholarships and Admissions into good Universities after A Levels
- iii. No new affiliations will be given to A Level Colleges
- iv. The number of A Level students is increasing every year

Threat

- i. 30 A level colleges operating
- ii. Nearly 5 times expensive than +2
- iii. Results of other colleges
- iv. Promotional events by other Institutions
- v. Other colleges establishing as a brand for A Levels
- vi. Very few trained and qualified A Level teachers in the market

College Name
1. Budhanilkantha School, Narayansthan, Kathmandu
2. Rato Bangla School, Patan Dhoka, Patan
3. Gandaki Boarding Higher Secondary School, lamachaur, Pokhara
4. Bridgewater International Academy, Sinamangal
5. Little Angel's College, Hattiban, Patan
6. The British College, Thapathali, Kathmandu

7. Islington College, Kamal Marg, Kathmandu
8. Xavier International College, Kalopul, Kathmandu
9. Kathmandu Valley Higher Secondary School, Ring Road, Kathmandu
10. Saipal Academy, Dhumbarahi, Kathmandu
11. Lumbini International College, Lagankhel, Lalitpur
12. Orient College of Science and Management, Maharajgunj, Kathmandu
13. King's College, Babarmahal, Kathmandu
14. A. J. Wild Institute of Advanced Studies, Maharajgunj, Kathmandu
15. Kathmandu Academy, Sano Gaucharan, Kathmandu
16. Malpi Institute, Balwatar, Kathmandu
17. Novel Academy, New Rd, Pokhara
18. Cosmos International College, Gairapatan Road, Pokhara
19. Trinity International College, Dilli Bazaar Marga, Kathmandu
20. Ace Institute of Management (AIM), Ring Raod, Kathmandu
21. Brihaspati Vidhya Sadan Higher Secondary School, Naxal, Kathmandu
22. Chelsea International Academy, Lainchaur, Kathmandu
23. Graded English Medium School (GEMS), Dhapakhel Rd, Patan
24. Kathmandu University Higher Secondary School, Chaukot, Kavre
25. Rupy's International School, Tahachal, Kathmandu
26. The British School, Patan
27. St. Xavier's College, Babar Mahal, Kathmandu
28. Champion Academy, Lagankhel, Patan
29. Modern Indian School, Chobhar, Kirtipur
30. Kathmandu International Study Centre, Pashupati Nath Road, Kathmandu
31. Global College International, Binayak Marg, Kathmandu

32. Graded English Medium School (GEMS), Dhapakhel Rd, Patan
33. KFA Business School, Mid Baneshwor, Kathmandu
34. NAMI, Jorpati-Sundarijal Road 5, Kathmandu
35. Kritika Education Health Foundation, Sahid Marg, Biratnagar
36. Little Step International Academy, Simalchaur, Pokhara



Chapter Three: Methodology

The research involved dealing with both primary and secondary data.

Primary Data: In order to gather information regarding our competitors and customers different surveys were held. I even went and directly interacted with the customers and competitors. A contest was held to gather the information of students where they had to fill forms to participate in the completion. Those data were further used for direct marketing.

Qualitative data collection: This kind of information gathering is utilized to pick up a comprehension of basic reasons, conclusions and inspiration of picking one thing over another. Some normal strategies incorporate concentration gatherings (group discussion) and cooperation/perceptions. In my examination I utilized concentration gathering and perceptions where my exploration test measure is commonly little, and respondents are chosen to satisfy a given standard.

Quantitative data collection: This type of data collection is used to quantify the problem by collecting numerical data. It usually uses data to formulate facts in research. Quantitative data collection methods include various forms of surveys – online surveys so in my research work I did a survey and digital platform was also used to gather the data from target group.

Secondary data: Company profiles and pamphlets of existing companies collected during field visits and insights through relevant YouTube videos and other social sites of competitors has served me as a secondary source of information.

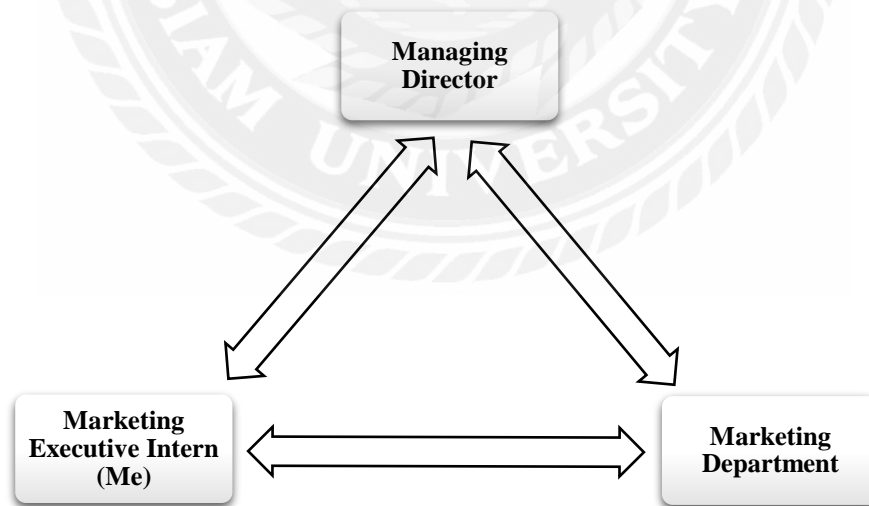


Figure 1: Work Process

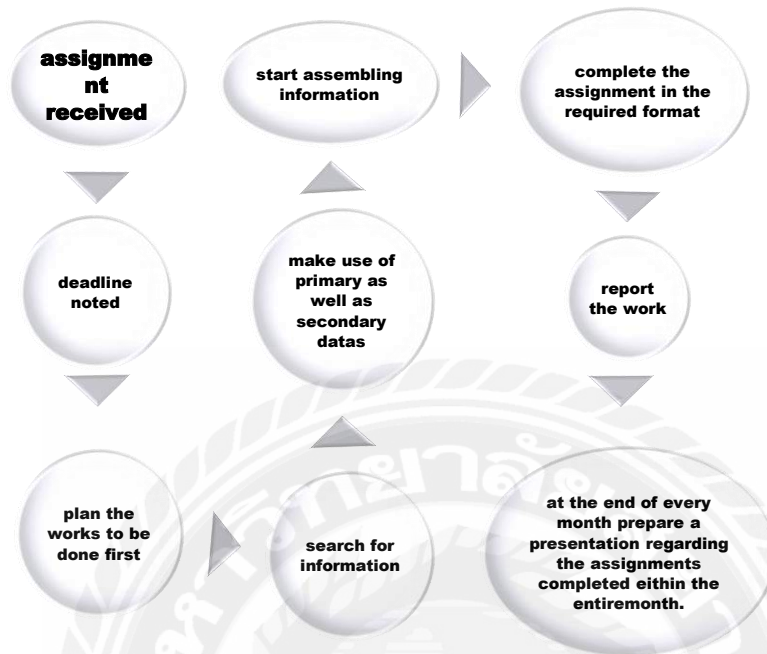


Figure 2 Work Flow

3.1 Roles and responsibilities assigned by company

Along with my fellow interns, we were given certain roles and responsibilities. They are:

1. Market research (Research analysis):
 - i. Observe and analyze the education institute market in order to perform research.
 - ii. Formulating plans on how to carry out research and gather data to supervisor.
 - iii. Managing the research process and surveys by field visit and via digital media.
 - iv. Conducting qualitative or quantitative data collection, which may involve field, interview or focus group assessments.
 - v. Designing research methods such as Primary data collection or secondary in order to achieve research goal effectively.
 - vi. Simplify findings by presentations to supervisor.
 - vii. Analyze our competitors and prepare presentation on their offerings to supervisor.

- viii. Conduct feasibility of our foundation courses for Bachelor degree in Nepal and India Market offered by NCUK of London.

2. Social media marketing:

- i. Develop and manage digital marketing campaigns – we created the contest on Facebook named 'Mr. and Miss face of Facebook'.
- ii. Oversee a social media strategy for all CG education units.
- iii. Manage and maintain the Facebook page of all units that are in CG education institute Nepal.
- iv. Advise and suggest online banner adverts, banner designer on how the content and picture should look like in each units/segments.
- v. Reply all the messages/quires on social media.
- vi. Conducting various quiz to engage audiences on social media.
- vii. Creating new social media page on Facebook for 'Cambridge international A-Level Nepal' and 'CBSE Nepal'.



Figure 3 Banner Ad for Facebook



Figure 4 Birthday post for Facebook page



Figure 5 Banner for facebook page



Figure 6 Banner for facebook page



Figure 7 Facebook page



Figure 8 Facebook page



Figure 9 Youtube video post

3. Other roles:

- i. Counseling Students at the time of Admission about the significance of Cambridge International A-Level study program which build up my confidence to speak in mass group.

- ii. I along with my fellow intern friends had the role of conducting Academic audit in three of the educational unit of CG to find out the strength and weakness of individual units.



Chapter Four: Results and Discussions

4.1 Contribution made during internship

I as an intern have played different parts in bringing result and helping my manager to accomplish wanted objectives. Intern jobs are critical for readiness for work with the goal that later no vulnerability and fear that go with when it is in the corporate world. I was in charge of working for market research and social media marketing.

- i. I completed a field visit in which I went to various colleges and schools to Observe and investigate the education sector to perform research. I made inquiries about their fees structure, how qualified are the instructors, about entrance test this helped my supervisor to detail better designs plans and techniques to compete with competitors.
- ii. I helped my supervisor by making and keeping up social media pages of all the CG Education units this took care of parents/students and other individuals enquiry in brief timeframe.
- iii. Creative idea for designing banners, Ads for each educational unit.
- iv. I developed completely new social media campaign and manage them.
- v. Counselling students to join CG education unit, in which I convinced three students to join.
- vi. Last but not the least I also contributed my time to work on other than my actual roles and responsibility, I performed academic audit in various CG education unit.

4.2 Learning process

Fundamentally learning process is that thing in which we can gain knowledge and improve our skills through performing our job in our everyday life schedule. Without practical incident we can't say that we had learned weather it belongs to studies or working in an organization. For my work scenario my learning process can be explained in following:

- 1) Social media marketing
 - i. I was responsible to create social media camping so, in order to do that I first gathered knowledge on how other organization do their social media marketing.
 - ii. Observing the competitors advertisement and creating banners Ads which influences students to join CG education unit.
 - iii. Sometimes we even have to understand the activities of our competitors so that we learn from them.
 - iv. Discussing the plans and idea to my supervisor for approval or suggestions as supervisors have greater work and academic experiences than us.

- v. Getting insight from facebook to post my content on suitable day and hour. Because social media is all about engaging your target people in order to get response.
- vi. And lastly receiving feedback from supervisor about the work and your effort.
- vii. Gained knowledge about criteria's to boost an ad for facebook. Like the banner ads should not have more than 20% of text.

2) Market research (Research analysis)

- i. In market research I first identified the problem in order to solve them hence; in this case problem was to collect the required data or information from other schools and colleges. The market research learning process was also defining project objective and to build the research questions.
- ii. Developing the research plan. Here I forecasted all the required input in order to perceive and develop an idea about what has to be done. Brainstorming on whom to reach in order to collect required data/information.
- iii. Conducting the actual research where I learned to review secondary data and to collect primary data. Data collection techniques are also important in learning process.
- iv. Analysing the data and report findings for adding and subtracting relevant and irrelevant information. Here I interpreted the result and submit my result and recommendations to my supervisor in my work I interpreted the areas like: college facilities, teachers' qualification subject combination and offerings and compare the result with our CG education units.
- v. Take action where the best alternative is selected and plan is carried out or output.
- vi. Feedback is important where my supervisor criticizes and recommends my work effort for further improvement.

4.3 New knowledge

By conducting this work of research and social media marketing I gained valuable new knowledge which I didn't have the chance to gain by theoretical study. It was real working environment so I tackle my challenges and also solutions to solve them here I have listed some of the new knowledge that I acquire from my internship:

- i. I got to know and experience corporate culture.
- ii. Being professional in your approach to work.
- iii. Dealing with complex, unpredictable issues and making informed decisions based on incomplete information.
- iv. Taking responsibility for your own learning and development.
- v. Networking is important as I learned you may have to tackle different organization in order to complete your work for achieving desired goal.

- vi. I got the knowledge about Google Ad word and Google Ad sense.
- vii. I got the knowledge about Gantt chart.
- viii. I develop my confidence for speaking with mass people I learned how to handle queries and answer them best.
- ix. I learned to develop real working environment habit for say: being in time is important in corporate world.
- x. I learned to manage the research projects.
- xi. Exhibiting the capacity for critical thinking and analysis in case of questioning the customers and developing unique social campaign.
- xii. Working collaboratively with people from different disciplines and cultures.



Chapter Five: Conclusions

5.1 Self-assessment and as future professionals

Self-assessment is simply the assessment of yourself regarding performance and behaviour. All things considered my internship was extremely productive and it gave personal time to think of my career. The most ideal approach to your performance is to ask your manager that will be simple and will get formal assessment. While working there I trust I made a significance commitment or an effect on the organization as a portion of my thought was exceptionally helpful for my manager to complete the work. Taking care of client's inquiries can be complicated and important at the same yet I helped my chief to deal with inquiries of clients on our online networking pages successfully, I trust that I am an extrovert's. At whatever point the issue emerges I never fizzled myself to realize totally new possibilities for starting the arrangement which I accept will be exceptionally useful for me in coming future. I generally look towards meeting new individuals with positive energy and my work environment was ideal place for that. I figure out how to create association with nearly everybody in my office which may come convenient in not so distant future for systems administration.

5.2 Comparison Practical vs. Theory

During my internship my job description was about Market research (research analysis) and Social Media marketing. Both the topic was already taught in my college by my subject teachers. Hypothetically both the point of my job description was not new for me in actuality I have secured decent marks on both the subjects. All the theories were studied from the book.

In spite of the fact that, my theories on the both subject helped me as a rule to do the work however it was an alternate thing working essentially on a field. Above all else we require an experience and work around the diverse individuals from various backgrounds, culture and traditions. Next to that Bookish information is subjected to classroom learning and that can't be flawless and full. In any case, Practical learning includes our own particular involvement in the topic and that gives us top to bottom information of the reality. For instance in my work I had responsible for questioning students to collect data I was following the set of guidelines that makes good questioner which was to ask filler questions (unstructured) and only start with actual question (structure) but some of my respondent were very straight forward that they just want to answer actual question of work rather than enjoying filler question and vice-versa. In such case my theory learning was of lesser utilize and I myself need to make up the inquiry without following the rules I contemplated in a book. I think it is practical information which holds more noteworthy significance than theoretical learning. Whatever we may study, if we can't apply it to real life situations, it is of no use.

Having said that I additionally accept both practical and theoretical information is important to each other because in my digital marketing work the theories that I learned from classroom was so important to complete my work on practical level. For example I learned about how to create digital content for different groups of customers the entire color, text and picture or video that should be different for each segment group helped me to complete my work.



References

- About Us: CG.* (2012). Retrieved April 19, 2018, from CG website:
<https://www.chaudharygroup.com/index.php/about-us.html>
- Business Jargons.com.* (2016, June 13). Retrieved from Business Jargons:
<https://businessjargons.com/international-marketing.html>
- Corp, C. (2012). *Chaudhary Group*. Retrieved from <https://www.chaudharygroup.com/>
- Entrepreneur Media, Inc. (2017, May 4). (Entrepreneur Media, Inc) Retrieved from Entrepreneur Asia Pacific:
<https://www.entrepreneur.com/encyclopedia/competitive-analysis>
- Investopedia, LLC. (2017, November 17). (L. c/o IAC Publishing, Editor, & Investopedia, LLC) Retrieved May 12, 2018, from INVESTOPEDIA:
<https://www.investopedia.com/terms/s/swot.asp>
- Janalta Interactive Inc. (2018, April 25). (Janalta Interactive Inc.) Retrieved from Techopedia.com: <https://www.techopedia.com/definition/26363/online-marketing>
- Juneja, P. (2008). Retrieved May 11, 2018, from MSG Management Study Guide:
<https://www.managementstudyguide.com/communication-theory.htm>
- Pacific, E. A. (2017). *Entrepreneur*. Retrieved from
<https://www.entrepreneur.com/encyclopedia/market-research>
- Sandilands, T. (2017). *Your Business*. Retrieved from
<https://yourbusiness.azcentral.com/communication-theory-social-media-marketing-plan-4831.html>
- Sandilands, T. (n.d.). *yourbusiness*. Retrieved april 2018, from
<https://yourbusiness.azcentral.com/communication-theory-social-media-marketing-plan-4831.html#>

Appendices



Figure 1 Workplace



Figure 2 Workplace

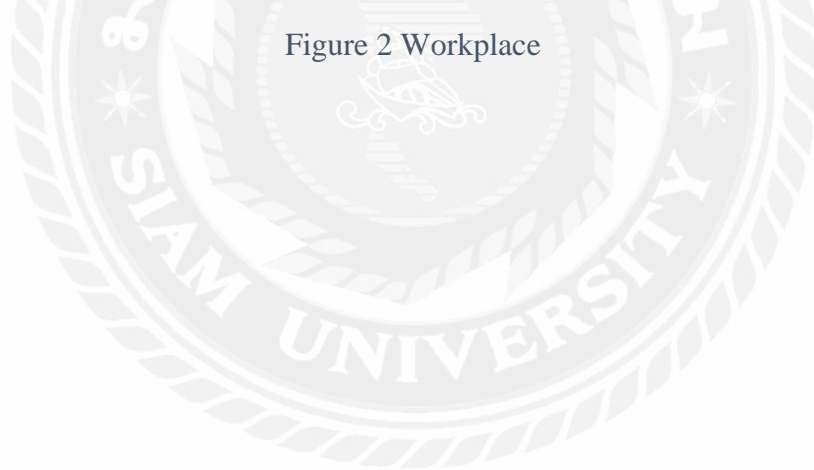
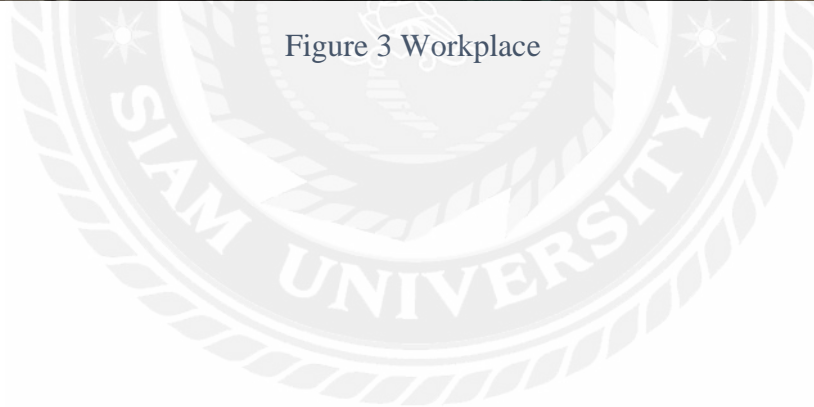




Figure 3 Workplace



Bibliography



Name: Susan Prajapati

Student ID: 5708040061

Email: susanp2018@kcm.edu.np

Department: Marketing and Branding

Faculty: IBBA, Marketing

Address: Naya Thimi, Bhaktapur, Nepal

Special interests: Photography, Photoshop, Graphic Design and Traveling.