



COOPERATIVE EDUCATION REPORT

Marketing Strategies of MIC for Youths

WRITTEN BY

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Signing Page

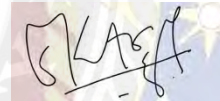
- Title** - Marketing Strategies of MIC for Youths
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020.

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Abstract

This cooperative report entitled ‘Marketing Strategies of MIC for Youths includes the detailed strategies of the marketing department of MIC for Youths. MIC is one of the leading educational training centers in Nepal providing corporate as well as academic training. MIC is in Lazimpat, Kathmandu. It is a local company run by a team of business, sales, finance, and business experts.

The major objectives of this report are,

1. To understand the importance of networking collaborations between the marketing department of MIC and its client companies, and
2. To understand the role of marketing strategies for promoting MIC’s events.

Throughout the internship period, I got acquainted with the idea on how the institution markets its training programs, collaborates with other educational institutions, companies, and organizes educational events for its customers. My main task was to assist the marketing team, by sharing event-related information through social media, emails, and content. My responsibility was to contribute to the marketing department in coordinating marketing ideas, operations and facilitating in creating better marketing outcomes.

Upon the completion of this internship, it was found that the team of MIC has good links with the market sponsors, educators, and trainers. The ways in which they create the service delivery processes through marketing initiatives and strategies were understood. However, the company can work further to increase participation of a greater number of people in the events by reducing participation fees and with a more flexible information generation plan.

Keywords: *Marketing, Participation Fees, Marketing Strategies, Market Sponsors, Marketing Initiatives. Education institution*

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I would like to thank Siam University and Kathmandu College of Management for facilitating me with the environment to work in one of the reputed companies of Nepal. The company has provided me a great opportunity to increase awareness in different managerial areas which has helped me identify my career objective.

I would also like to thank the CEO of MIC for Youths, Mr. Shivam Agrawal for supporting and guiding me as my supervisor, letting me work as an intern in the organization and introducing me to the employees of the organization. His proper guidance has helped me acquire in depth knowledge about the company and has also assisted me to tackle the competitive work environment over there.

I see myself as an extremely fortunate individual to get an opportunity to be part of this internship program. I appreciate him for introducing me to numerous experienced individuals and experts who mentored me and made me learn innovatively during my internship period. I would also like to thank Mr. Shivam for being flexible to let me adopt the “Work from Home” the working style during the time of COVID-19.

Suravi Regmi

Class of 2021

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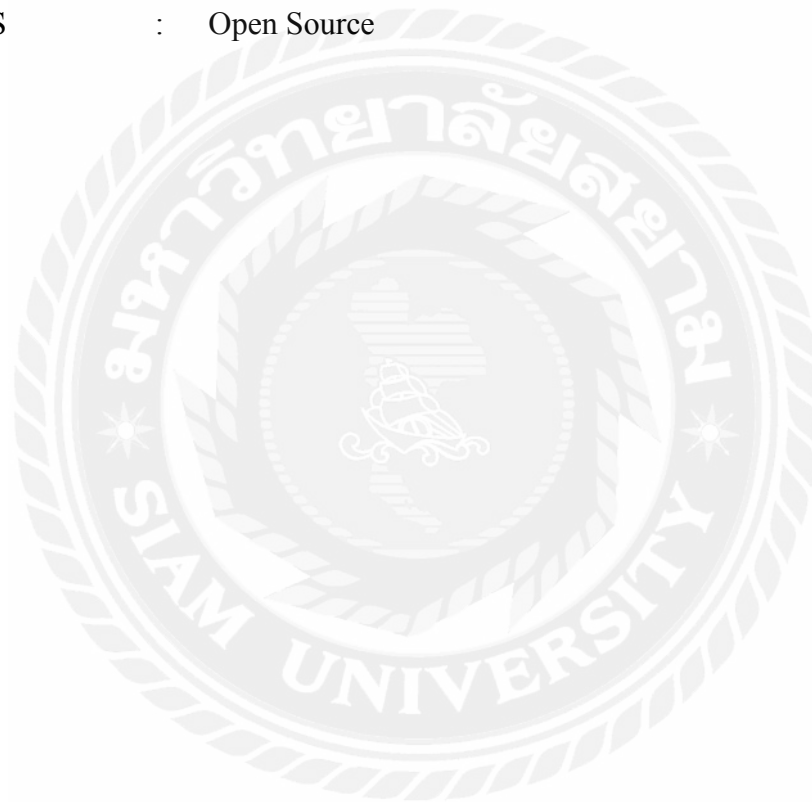
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List of Abbreviations

KCM	:	Kathmandu College of Management
BBA	:	Bachelor's in business administration
MIC	:	MIC for Youths
COVID-19	:	Coronavirus Disease 2019
CEO	:	Chief Executive Officer
SWOT	:	Strengths, Weaknesses, Opportunities and Threats
CRM	:	Customer Relationship Management
OS	:	Open Source



The Global Pandemic: Influence of COVID-19

COVID-19 is a transmissible disease caused by a novel coronavirus, first found in the city of Wuhan, China (OS Community, n.d.). Novel findings on the nature of the disease are developing constantly, however, within a short span of a year, it has been well-established that COVID-19 is highly contagious and can be airborne and transmissible through air molecules and droplets excreted by infected human beings through coughs and sneezes.

On January 5, 2020, Nepal reported its first case of COVID-19 (Press Trust of India, 2020). The government declared a countrywide lockdown in early March. This compelled both daily wage laborers and office workers to reduce the span of time they had been working. Depending on the nature of the task, A lot of persons have preferred to work from home. Similarly, in my case work from home was the only favorable option. However, the direct interaction between participants and the company's team did not happen as COVID-19 had reached its peak during my internship period. Data collection could not be carried out from the responses of participants. However, this report has been prepared upon the work experience I gathered while working with the company from home. I amassed a positive learning experience during my entire internship tenure. I was a part of the Marketing Management Department and worked as a marketing intern. During my internship period, I was able to enhance the organizational communication flow and accelerate the organizational reach to its targeted customers. I also worked to convert the initial trial website of MIC, www.micforyouths1.contendor.com to the final version i.e., www.micforyouths.com.

Chapter 1

Introduction

1. Company Profile

MIC for Youths is a transforming center that encourages youths to break away from traditional learning approaches and stay with the time by mastering the skills needed in today's dynamic corporate environment. MIC for Youths bridges the gap between academics and industry by boosting young brains and directing them towards respectable prospects by utilizing cutting-edge technology and resources.

As a youth-led organization, MIC for Youths seeks to instill in young people the necessary core knowledge, practices, and abilities to enable them to investigate and change the business sector and, eventually, the nation.

MIC for Youths was founded in 2017 with the goal of providing an open training platform for Nepalese youths to improve their leadership skills and career development abilities. Since the firm's beginning, the Founder/CEO has gone above and beyond the corporate Motto "To produce potential and professional leaders," creating a well-liked platform for the Youths. (MIC for Youths, n.d.)

1.1 Mission of the Company

To facilitate Nepalese youths with an open training forum for strengthening their leadership and career development skills.

1.2 Vision of the Company

To create a link between academics and industry by developing young brains and directing them to decent work prospects and allowing the youth to interact with one another through its platform.

1.3 Strategy of the Company:

MIC for Youths' generic strategy for competitive advantage is that it stands as a transforming center which encourages youths to break away from traditional learning approaches and follow the current trends by mastering skills needed in today's dynamic corporate environment. (MIC for Youths, n.d.) The generic strategy is aligned with the company's intensive strategies for growth. Those intensive strategies are about enhancing youth empowerment, public speaking, and

leadership skills at affordable cost to backlash competitors. MIC for Youths competitive strategy blurs the line between academics and industry by encouraging young talents to fully utilize technological, physical, and mental resources to gain professionalism in careers. On The other hand, company’s intensive strategies seek to inculcate in young people the necessary core knowledge, practices, and abilities which enable them to investigate and change different career sectors and, eventually, the nation. The intensive strategies currently follow the principle of market penetration and focuses mainly on youth and business sector professionals’ training and incentivization.

2. Organizational Structure

2.1 Organizational Structure

MIC for Youths is a functional company whose tasks are classified according to the type of people and the skills needed to accomplish their tasks. The architecture has been broken into functional areas. Each functional area is supervised by an expertise with experience in that area.

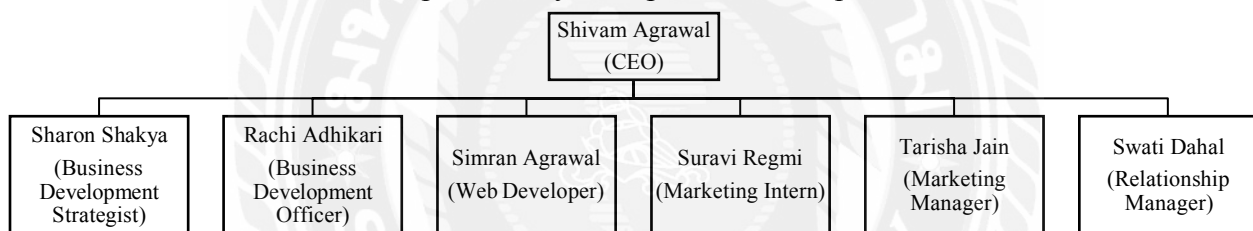


Figure 1: Organizational Chart of MIC for Youths

2.2 My Job Position

I worked as a marketing intern during the entire period of my internship. I assisted the marketing manager in carrying out marketing activities for the company.

2.3 My Job Position in the Company’s Organizational Structure

As a marketing intern, I assisted the marketing manager to market business ideas and activities of the company through social media marketing and content marketing. I was involved in preparing promotional presentations, monitoring social platforms, and conducting market analysis. I assisted the relationship manager to make connections with academic institutions and companies which showed interest in MIC for Youths’ training programs. I also helped in planning and hosting of marketing events, researching, and evaluating competitor marketing strategies, contributing to the creation of mock-ups, and email campaigns. (Betterteam, n.d.)

3. Intention and Motivation to Choose the Company

- To get practical experience in handling brand connections.
- To comprehend how communication varies in workplace settings.
- To comprehend how events are organized in a business.
- To enhance my writing and speaking and organizing abilities.
- To market and promote different online events
- To gain first-hand information about customer interaction with the company.
- To generate online leads through social media marketing (Portal Publishing cc, 2018).

4. Strategic Analysis of the Company

Strengths	Weaknesses
1. Standardized Service	3. Lack of Cultural Adaptation
2. Excellent Business Opportunity	4. Limitation of Creative Process
Opportunities	Threats
5. Efforts in Branding and Advertising	7. Economic Uncertainty
6. Minimum Wastage of Time and Resources	8. Political Insecurity

Table 1: SWOT Analysis Summary

5. Objectives of the Study

- To know the procedure of service delivery by MIC through the process of communication.
- To recognize the role of marketing strategies in promoting events of MIC.
- To comprehend how a company manages the market and brand itself.
- To understand the event execution process in a corporate organization.
- To get practical knowledge of promotion of events from a training events management company.

Chapter 2

Co-Op Study Activities

1. Job Description

A marketing intern assists in the marketing department which includes taking utmost responsibility for the growth and maintaining good market position in the institution. The position I worked for involved doing numerous tasks with good communication skills and a positive attitude to relay the marketing information of the organization to the participants, target customers and clients. Mainly, my role was to perform research and analyze the promotional information posted on organization's web page, create content, and business collaboration ideas to deal with the customer segment willing to take services of MIC for Youths. I adopted online strategies, messaging strategies, content marketing strategies, business communication strategies while interning (Doyle, 2021).

2. Job responsibilities, Work Duties

My responsibilities were as follows.

- Collaborating with target clients ventures like educational institutions (schools, colleges) to create win-win business relationships.
- Handling clients' queries over social media messages and emails.
- Preparing marketing reports for each event.
- Creating, reviewing, and reporting marketing department data and using that information to solve communication flow problems to strengthen performance.
- Performing market analysis of latest business trends to fulfill customer needs.
- Assisting in Search Engine Optimization of MIC's website.

Furthermore, I completed some specific work duties which are mentioned below:

- Social media marketing for various businesses
- Cultivating relationships to find new sales opportunities and improve networking.
- Developing and implementing promotional strategies for targeted client growth
- Working with existing clients and team to manage existing clients as well as new clients accounts.
- Communicating directly with customers on current and future marketing needs.
- Anticipating the needs of customers to ensure a seamless and positive experience.

- Participating in marketing brainstorming sessions.
- Helping in the planning and hosting of marketing events. (Totempool, 2020)

3. Activities in coordination with coworkers

3.1 Product Pitching

My coworkers were separated into two-person teams, with one member from each team bringing a random object, such as a pen or a notebook. Then they had to explain that their team is a business and that the object in their hands is the product. The team was then given five minutes to pitch their ideas and create a MIC's presentation for Youths that included a distinct brand name, logo, and qualities. This activity was conducted to check out the brainstorming and presentation skills.

3.2 The most common option

Each coworker in the teams were given to fill a questionnaire and at the end they had to look after the most chosen option from each member of both teams to validate the similarity of their thought.

3.3 Pairing Opposites

In the online event, Art of Resume Writing, an intern from the business development team was paired with me to give an introductory speech followed by other segments of the event. This activity allowed two different coworkers of varying designation work in coordination. (Abramson, 2017)

4. Job Responsibilities and Job Processes

4.1 Job Responsibilities

- Collaborating with target clients ventures like educational institutions for creating win-win business relationships: This connection was required for commercially oriented work and its outcomes. Academia can provide simple access to knowledge to industry for doing applied research. In turn, the technology developed by the industry may be used by academia to conduct basic research on a more thorough and extensive level. A closer collaboration with academia in developing curriculum and education - learning methodologies that suit the demands of students was necessary. Various types of contents were created about MIC for Youths training programs and were provided to educational institutions. The administrators of such collaborating institutions posted those contents on their social media pages. In return, the

MIC for Youths team and I assisted in displaying small videos about those educational institutions on MIC's social media pages.

- Handling clients queries over social media messages and emails.: To manage social profiles of educational institutions and individual clients, a consistent social media page on Facebook for customer assistance was developed. This made it easier for people to know whom to contact for help while promoting their services or clearing the queries about MIC events. People were discovered using MIC's primary social media accounts to contact the firm about support and service concerns. However, some of them were reported to utilize the brand handle - Instagram and LinkedIn profiles they were acquainted with - rather than seeking for a support account on the home page, as Facebook does. Similarly, the customers (to-be-participants) of the online events were given invitations through MIC's official Zoho Mail and Google Mail. Their queries or confusions on reply to mails regarding the events were answered via the same Zoho Mail and Google Mail of the company.
- Creating, reviewing marketing information, and using that information to strengthen performance: I participated in assisting the Relationship Manager in writing marketing agenda, proposals and communicated the key attractions of the events like “share and win”, “refer friends and get a free event pass” to the schools and colleges whose students were supposed to be encouraged for participation in MIC's events. I also discussed the inclusion of additional information about schools and colleges on the company's events flyers and pamphlets.
- Perform market analysis of latest business trends to fulfill customer needs: I also presented involvement in social media marketing. I did research on the latest social media trend for businesses. I found that small businesses are using multichannel organic strategy to display advertisements. Basically, in the Covid crisis phase, my team decided not to invest extra money on outsourcing external agencies to create advertisements for MIC. So, the creative team of MIC itself was involved in making short video advertisements. The advertisement was then posted on the Facebook account of MIC and leads were generated by inviting viewers. In this way, the company tried to generate a minimum level of income by increasing views for the advertisement that was posted to the Facebook page.
- Assisting in Search Engine Optimization for MIC's website: I assisted the web developer team in reviewing and revising the content that was put into the MIC for Youths website. If the quality was not upto the expectation, then the content was rewritten. Similarly, we checked for

keywords which would make our blogs read more appealing to the readers and which would increase their stay time on the company’s website. This helped the website earn a higher ranking on google when searched upon the mobiles and computer screens. (Optimizely, n.d.)

4.2 Job Process Diagram for each Job Responsibility.

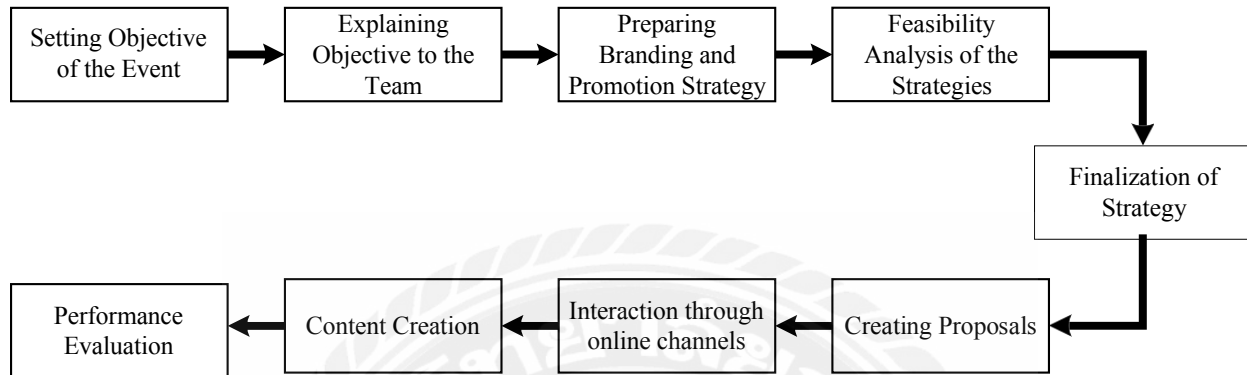


Figure 2: Job Process Diagram

- Setting Objective of the Event-** Firstly, I analyzed if I could manage all the resources to achieve those aims, and objective of the probable training event or not. Then, I asked the following questions:
 1. Which audience should I invite to participate?
 2. What results should I expect?
 3. How do you promote the event using the online channels?
 Then, taking the list of objectives from the previous step, I checked the SMART (Specific, Measurable, Achievable, Realistic, Time Bound) framework for each of them. One of them was to increase conversion rates, for example, I specified where registrations should be (e.g., the Web site for the event), how many registers should I actually anticipate being registered, how the objective might be beneficial and when should I reach the objective (GlobalSign.in Pte. Ltd., 2018).
- Explaining Objective to the Team-** Secondly, in the events, to boost brand reputation, I had set objective to increase website traffic of MIC for Youths page. I redefined the mission of the company of bringing youths together through dynamic leadership training opportunities. Then, I shifted the focus of team towards increasing website traffic with the help of SMART framework. The objective would be achieved by measuring the conversion rate the conversion rate in website. For instance- I stated them about increasing the conversion rate of audience by

10% in two weeks before the event and increase the number of purchases by within 2 months by 5%. Then I tracked the team response and confirmed my objective (Business Development Bank of Canada, n.d.).

- **Preparing Branding and Promotion Strategy-** Thirdly, I performed the activities like considering overall business strategy of MIC for Youths, identifying target clients like (educational institutions), researching target customers group (i.e.,18-30 years), developing brand positioning strategy (for leadership and career building) and messaging process i.e., (through Google and Zoho mails) for an upcoming event. I also looked for promotional techniques like 7p's of marketing with possible promotional mediums like blogs, social media, and referrals (Jussila, 2018).
- **Feasibility Analysis of the Strategies-** Fourthly, I performed the feasibility analysis in following ways:
 1. The event will lead to a loss or profit.
 2. The event is well organized so that all parties are happy with the requirement to notify the participants.
 3. Whether an unexpected expense arises, and if it would be late to cancel or alter the event.
 4. Whether the company has enough staffs for effective way of event management (Isaac, n.d.).
- **Finalization of Strategies-** In the fifth stage, I examined present and planned marketing options and made educated decision to make changes in marketing activities if necessary. I documented important strategies referring to previous job processes for specific event. Then, I built a business plan for your business and finalized the marketing strategies for that event (Chapman, 2014).
- **Creating Proposals-** In the sixth stage, I wrote about participation cost, training duration, offerings and benefits of training and expected returns of collaborations. I also wrote about mediums of training which was prerecorded and live online session on the basis of need. I outlined the services that a training event can offer to its client and customers (Woodward, 2018).
- **Interaction through online channels -** In the seventh stage, I interacted to the clients and collaborators through online channels like Facebook and WhatsApp messengers and emails. While interacting, I delivered the purpose in the proposals highlighting about key attractions

with less word clusters. I also forwarded meeting invitations link on those messaging applications. I also sent them invitation to main training events and guided them to use virtual white boards and drawing tools on online meeting podiums (Abimbola, n.d.).

- **Content Creation-** In the eighth stage, I wrote content which were of three types.
 1. **Content of the pre-event** (e.g., landing pages for registration, promotional videos for audience engagement, emails, and additional ads.)
 2. **Information content** which was shared with participants during the event (e.g., product leaflets, presentation slides, blog posts for analysis, e-videos, etc.)
 3. **Content after the event** (e.g., blog posts about online event, service signups, company circulars, marketing materials for future events.) (Digital Marketing Institute, 2018)
- **Performance Evaluation** - The key to this last step was to assess the results regularly, depending on how I had set the objective and the sales cycle. As the aim was to boost brand recognition and reputation I established a timeline for awareness-raising (Lumen Learning, n.d.). In the next phase, evaluated the findings of the events and checked for the data insights on clients and customers. As the mission was to adapt the participants to leadership opportunities, I captured the event's leads but then reported regularly how many of these leads led to sales and how many tickets were sold. Finally, the entire marketing cycle of MIC for Youths was aligned with these six job processes to evaluate the overall performance while conducting the training related events.

5. My Contributions as a CO-OP Student

I assisted the entire team of MIC for Youths as a representative of the marketing department. I advised my team to draft the sales pipeline, analyze sales performance estimation and to get connected with the customers through emails (Flowe, n.d.) with Zoho CRM tool. Similarly, to develop a unified vision of customer interactions for informing all departments including marketing, sales, commerce, and relationship, I introduced a marketing tool called Salesforce to my coworkers. I also assisted my coworkers to freely create simple forms and surveys with Google n.d.]form and with existing spreadsheets that automatically record form responses. (Aha Labs Inc.,

Chapter 3

Learning Process

1. Problems/Issues

1.1 Pandemic COVID-19

The outbreak caused by the Corona Virus was the most serious and unpredictable challenge I met throughout my internship. Physical meetings and interacting with coworkers and team is critical for a marketing intern. The pandemic had a significant impact on this since the Nepalese government imposed a lockdown as soon as my internship began. Even after the lockdown was over, it was still risky for all the parties involved to meet face to face. Virtual meetings and discussion with coworkers were not conducted regularly.

1.2 Language Barrier

During the working period to create content for the institutional website, the process in the flow of information was sometimes ambiguous, may be due to lagging in the proper understanding of English language by some of the interns. This caused confusion in maintaining consistency while writing contents for blogs. Language barriers faced by some of the coworkers in the organization sometimes caused delays in processing of information, completing the tasks assigned by the supervisors and affected the communication flow.

1.3 Technical Barrier

During the working period, due to frequent electricity cut offs, the information from the marketing team was missed out and would not be noted on time from the WhatsApp messaging application. In some days, there was no sufficient time to complete the work productively while other days the time to complete minor tasks was extended unnecessarily.

1.4 Limited access to information about Company

I did not get full access to different information sources and vital details because of restrictions imposed on company regulations. Only information on employees, code of conduct, work guidelines, Employee Code of Conduct Policy, Employee Disciplinary Conduct, Absence Policy were viable (Workable Technology Limited, 2015). Hence, I depended heavily on the knowledge available on the internet to carry out a complete review of the latest marketing plan.

2. How to Solve the Problems

- During the pandemic, the job supervisor could conduct a virtual meeting regularly to engage the coworkers and intern in work division and convince them participate creatively.
- The language barrier could be minimized by the supervisor by providing translating application to the interns having weak English language skill.
- The technical barriers like electricity cut off cannot be controlled, but the flexible time allocation for tasks can be done and unnecessary delays can be minimized. The supervisor could use the technique of providing extra 30 minutes to the lunch break for the interns who completed their tasks on specified time. He could also encourage interns to use time tracking applications for avoiding work delays.
- The supervisor could be more open to the interns and trust them to provide important information about the company.

3. Mini Research Additions

3.1 Statement of Problems

- Identify a digital technology to contribute the functioning of service of MIC during COVID-19 pandemic
- Recognize marketing strategies adopted by MIC for promoting its events during COVID-19 pandemic.

3.2 Significance of the Study

The report is focused on the study of the marketing department and its functioning during COVID crisis. I concentrated extensively in marketing issues through analysis of strategies. Using social media and emails I learned to promote the events of MIC for Youths and create network with educational institutions to be part of MIC for Youths Training sessions.

3.3 Literature Review

Analyzing digital marketing techniques is necessary if a technology is to address marketing gaps to make the company work smoothly, easily, and smoothly for both staff and customers. Some of the digital marketing techniques that help services companies to keep going are:

- Tracking customer's response - This included creating messages regarding flexible time for events, and services, and then updating company's website, social media pages like Facebook,

Instagram and “Google My Business account” and the response of customers were tracked on the business account of MIC for Youths (Sehl, 2020).

- Explaining what business is doing to reduce COVID-19 spread, particularly if the employees must deal directly with the public- For instance- a detailed mail was written and sent to the participants of training session “Art of Balancing Health” which was held at MIC for Youths, and they were made aware about healthy living during Covid crisis. The customers responses were saved by the email system of Zoho mail.
- Considering building a new COVID-19 update page for the company- For instance- Similarly, the testimonials of participants of “Art of Balancing Health” were kept on the MIC for Youth’s Facebook page to help people become more conscious. The website views and traffic were estimated and interpreted by the help of Facebook Insights.
- Maintaining consistency of messages across all digital marketing pages- The invitation flyers and testimonials of “Art of Balancing Health” were same for all the digital marketing pages like Facebook and Instagram. This helped in keeping the customers and participants in sync to the information those flyers and testimonials were delivering and supported in gathering clear response on their views on healthy living during COVID.
- Managing customers’ expectations-
Outlining service level changes which helps to create scenarios in advance. For instance- reviewing current policies and considering offering changes such as allowing cancellations, offering reimbursements, or extending payment terms supported in building long term relationships with the participants of MIC for Youths events (Business Development Bank of Canada, n.d.). The digital payment app “Khalti” was recommended for making purchase of events tickets. For reimbursement as well cancellations, a tutorial video was posted to Facebook and Instagram pages of the company.

3.4 Methodology

3.4.1 Primary Sources

- In-depth interview with the marketing department team- I adopted qualitative data collection method with the help of google forms which supported in the collection of a large amount of information about the behavior, attitude, and perception of the interviewees. (QuestionPro, 2021)

- Observation of competitors actions- I analyzed competitors rankings against keywords they used while looking for websites, researched their most shared content, kept track of their new links on various websites and social media pages. (Heal, 2015)

3.4.2 Secondary Sources:

- Video documentaries on MIC's website- I explored about the nature of information and type of content designed by competitors in their videos and targeted age group of consumers for those video documentaries (Chamber of Commerce of Metropolitan Montreal, n.d.).
- Websites- Few websites were used to take reference for preparing content of this report (Streefkerk, 2018).

3.5 Expected Results

Providing trainings would enable workers to understand better the influence of their roles on the company. A company investing in education shows its employees that they are interested in continuous development and advancement. This, in turn, would make the company more involved and more driven by personnel. Then employees would become more productive and more able to deal with consumers successfully. The company may boost involvement by including employees in developing the training program, by asking for contribution (increasing the quality of customer relations through training could increase satisfied, retained, and loyal customers.) Customer service employees boost their capacity to handle problems and lower the amount of repeat calls via good training. Trained workers would often be able to fix the problem at the initial contact point, which boosts customer satisfaction significantly. The better interaction between staff and consumers may result in an appreciated and respected consumer feeling. This recognition is essential for the success of the organization because it is the cornerstone for continued consumer loyalty and employment needs assessment (Bonhill Group Plc, 2020).

Training would help the company to achieve greater retention of customers, acquisition of new customers, reduced staff turnover and higher sales. The training has a major influence on the motivation and morale of employees, leading to higher production. The training of customers would bring together personnel to accomplish an overall aim of customer satisfaction (Kluwer, 2020).

To not make the trainings sessions monotonous, attractive digital graphics and templates can be used highlighting buzzwords to make the information on the visual crisper (Cvent Guest, 2020). This would help to increase employee's engagement during training sessions.

Trainings can be followed by digital media quiz challenges that employees have to work through independently. This would encourage friendly competition, and they feel rewarded for their effort if their employment benefits will be increased for winning such quizzes (Keefe, 2020).

4. Learnings during Co-Op Studies

Co-Op study can provide students with the opportunity to obtain real-world experience by participating in an internship or project that counts toward their degree/course.

Co-op Studies/Work-integrated learning has helped me realize that education should take place both inside and outside of the classroom. It can take numerous forms and is frequently most effective when tailored precisely to student needs and goals, but all Work Integrated Learning projects provide students with comparable essential results. This explains other comparable possibilities in which the experience can be used to the student's course in relation to the workplace.

It can take numerous forms and is frequently most effective when tailored precisely to student needs and goals, but all Work Integrated Learning projects provide students with comparable essential results. (Think Pacific Foundation, 2019)

The things which I learned from Work Integrated Learnings are:

- Increasing self-awareness
- Taking risks and stepping outside of comfort zone
- Raising awareness of global concerns and industrial concerns
- Developing leadership, teamwork, and communication abilities
- Practicing practical skills.
- Transitioning from education to the job market
- Developing new social networks
- Recognizing job prospects and the job market (Mikkonen, Pylväs, Rintala, Nokelainen, & Postareff, 2017)

5. Application of marketing academic knowledge to the real work situation

5.1 Increased self-promotion and competitive skillset

Marketing courses provide a distinct competency. I learned how to market myself during my theoretical studies and applied the same during my internship. After all, marketing courses teach you the actual definition of value: the value of the product as well as the worth of the person or brand that provides it.

While interning I realized that making a name for oneself as a young professional may be difficult. The skills I learned while studying marketing were useful but when I applied them at internship, they boosted my confidence and helped me turn into a competent professional who can sell myself and product or service in a manner that no one else can (Freedman, 2020).

5.2 Understand Consumer Psychology

Consumer psychology is the study of all the factors that impact a potential customer's decision-making. Because young professionals "sell" their talents, a prospect may be anybody from a hiring manager to a classroom. At MIC for Youths trainers who were there in the form of teachers made me realize that teachers can even get larger markets to sell their ideas through training centers.

As a budding marketer or someone who has studied marketing, I have realized the importance of decision-making and got more in-depth knowledge on marketing events, campaigns, social media promotions and social networks formations. (Zacharaki, 2020)

6. Special skills and Knowledge learned from Co-op Studies

- Good communication skills
- Good writing, proofreading, and grammar skills.
- Teamwork and interpersonal skills.
- Develop giveaway campaigns.
- Monitor, analyze, and report the performance of digital marketing campaigns.
- Deal with third parties: influencer marketing, agencies, and users.
- Develop social media content.
- Organize a social media calendar.
- Maintaining posts regularly on social media (Facebook, Instagram, Emails).
- Conduct marketing research.

Chapter 4

Conclusion

1. Summary of Highlights of CO-OP studies at MIC for Youths

1.1 Brainstorming

At MIC for youths, my most significant role was to undertake brainstorming to develop amazing 'out of the box' concepts for various collaborations for colleges and campaigns. For example, to promote one of our events, 'Art of resume Writing,' we needed to discover the finest digital marketing strategy employing online quizzes and games to increase engagement of participants. People were requested to play the games and quizzes whenever they visited the company's Facebook page and would be rewarded with a free training session if they would win.

1.2 Client-servicing

As a marketing department team member, one of my primary tasks was to assure customer satisfaction by monitoring their initiatives. My boss gave me the initial brief on our clients' expectations, following which I had to re-brief the creative department on the concepts. Especially as an intern, it was quite difficult for me to have the task done as a newcomer in the sector, and to have another department execute the task for my department. My cross ties really assisted me in overcoming the difficulty.

1.3 Teamwork

I learned that intra- and inter-relationships are extremely vital in any organization, while working at MIC for Youths. Another opportunity for me was maintaining excellent relationships with other teams. I was presented to all employees of various departments through an orientation session. But, in a short period of time, I developed strong relationships with individuals in my department and other departments, which I feel is due to my communication skills, for which I would like to thank KCM and SIAM faculty members.

2. Personal evaluation of the work experience

The 11 weeks of internship is compulsory at SIAM University as a partial fulfillment of the IBBA. This internship period, however, was more than a procedure for course fulfillment. Before the internship and at the end of the internship, I could see a big change in myself. This internship period not only provided me with varieties of information about the realistic application of the

theoretical knowledge we learn on campus, but also gave me an insight into how the business world can be.

The experience of this internship time overall, remains one of the most productive. It has taught me that persistence, dedication, and appreciation are essential. Indeed, before we dived into the real world, this was a much-needed work experience to make a fresh start.

Collaborating with productive teams within and outside the company helped me gain confidence to develop presentation abilities and become more expressive. My perspective broadened because of cultural interchange, and I could observe that my emotional intelligence got boosted.

I became acquainted with the complexity of the marketing world and marketing principles. I joined MIC for Youths with a variety of goals in mind, and those goals were met. My goal was to grasp the roles of social media channels in marketing, creating networking reach within markets of Nepal and outer countries in the educational sector, the process of marketing strategy development, the hierarchy of a firm, and the corporate working culture in the tough environment of COVID.

After the eleventh week of my internship, I felt more confidence in myself since I had learnt to adjust to a swiftly changing working environment. Working directly with MIC's specialists in each subject allowed me to get knowledge on real life scenarios of marketing. (Reed, 2011)

3. Limitation of CO-OP Studies

During my internship at MIC for Youths, I have faced some limits. While I put in all my efforts to overcome these limitations, they were somehow out of my grasp. Those limits are as follows:

- Some of the details about the company was not available because of employment laws.
- The 11-week period was not enough to truly grasp the company's internal and external mechanisms and how they worked.
- The Global Pandemic: COVID19 is one of the major difficulties I faced during my internship time, as it confined my work pattern as an intern. I had to adopt the “Work from Home” system of working.
- My ability to visit the company to collaborate on the initiative in depth was further limited by the Pandemic.

4. Recommendations

I got a fair opportunity to review the MIC's activities after a week-long introduction about the operating procedures of the company. I got to see the environment of the company, codes of conduct as well as the regulations. This helped me appreciate the organization from the back and forth thoroughly and gave me the ability to evaluate the business and provide some recommendations on my part.

MIC is among the market leaders when it comes to corporate and academic training. Without a long history of its operations, it has been able to serve the needs and tastes of market customers and has been able to open the doors for employment opportunities in the service market. Whenever someone talks of training services, MIC becomes the preeminent option for many learners. They show willingness about business and academic training when MIC informs about those training. MIC seems to have strong connections with the academic trainers. Productive win-win partnerships can be formed with companies and educational institutions. This can be an alternative in the situation of crisis as the win-win relationship of exchanging the services can bring benefit without sponsorship as well. In addition, the services experts in the company can create the foundation of the training programs and events gathering knowledge about market needs of training centers. The Facebook advertisements and posts can help in creating maximum leads for the benefit of the events. Emailing the registered people can also be a part of promotion in the form of email marketing and it was conducted smoothly. In a way the organization has applied, utilized online and branding strategies fully to get success in creating opportunities for upliftment of the participants of training and creating a brand imprint in the minds of customers. Other than that, the institution can satisfy the needs of all the stakeholders like online learners, events participants, trainers and should convert its networking collaborations and promotional strategies into sales and then earn a significant amount of profit.

I would like to asset the following additions as recommendations on my part to the company.

- Not everyone is habitual to social media. This has a significant impact on the business's operations, and it is unable to obtain the response that it has been seeking. So, choosing for traditional marketing activities might help to expand the brand's identity and reach to the consumers. As a result, I would advise advertising to a bigger public using old kinds of marketing like outdoor and broadcast marketing.

- To keep stakeholders engaged within the firm, MIC for Youths must react be more creatively to serve the demands of its collaborative brands rather than taking a long time to come convince the branding concept.
- To sustain excellent connections, the organization must prioritize time management, responsiveness activities while responding to clients.



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Appendix 1: Speech Delivery, Presentation and Public Speaking Sessions



Figure 3: Speech Delivery Skills Session



Figure 4: Presentation and Public Speaking Session

Appendix 2: Promotional Flyer: Public Speaking Event

How to Master
PUBLIC SPEAKING

For some people, public speaking seems a fate worse than death. But what is it about the theoretically benign yet terrifying act of delivering a speech that scares some of us so? And how can you get over your public speaking anxiety? We explore it all below.

Nrs. 300 only

November 11, SATURDAY
10AM Onwards
Laxmi Complex, Hattisar

25% 24% 23% 19% 18% 17% 14%

MIC FOR YOUTHS
Contact: 9844064094

Kribhani Laxmi Bank

Figure 5: Promotional Flyer of Public Speaking Event

Appendix 3: Promotional Flyer: Art of Resume Writing


MIC for Youths

ART OF RESUME WRITING

WITH
TANAYA ACHAREKAR
GOVT. OF INDIA, CERTIFIED FACILITATOR
STATE UNIVERSITY, NEWYORK
(RESUME WRITING)

DATE: 19TH & 26TH SEP, 2020
LANGUAGE: ENGLISH
INVESTMENT: NPR. 800, INR. 500
BOOKINGS: +9779801191094



TANAYA ACHAREKAR

www.micforyouths.com

Figure 6: Promotional Flyer of Art of Resume Writing Event