



Cooperative Education Report

Digital Marketing Strategies for Education Sector

Submitted by:

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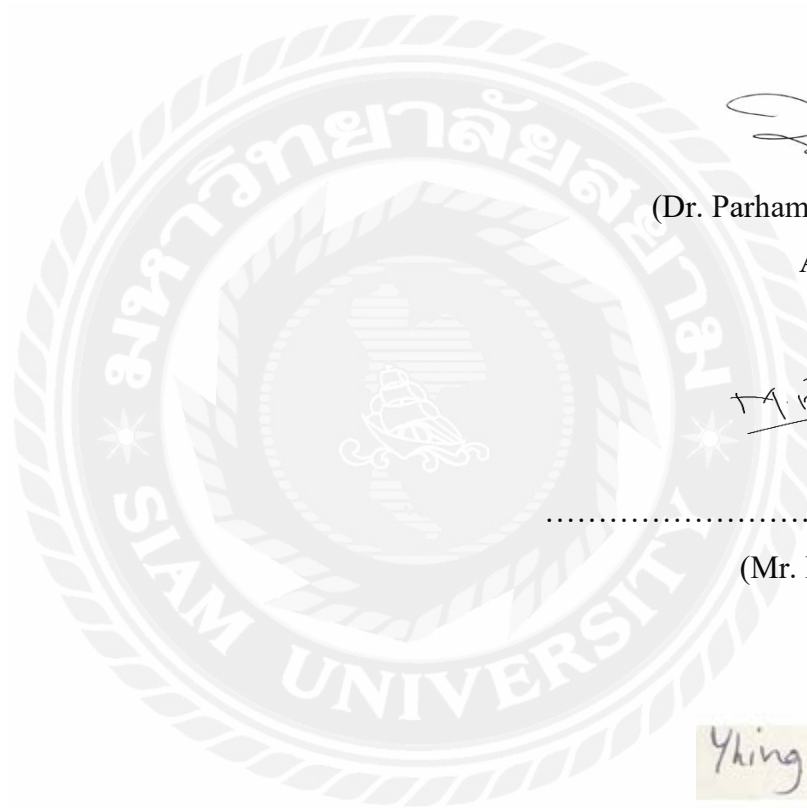
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A major project work submitted in partial fulfillment of requirement of Cooperative Education,
Faculty of Business Administration
Semester 2 Academic Year 2021
Siam University

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2022.

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Abstract

The core objective of this internship is to Internship is to meet the requirements of Siam University's Cooperative Education program, a program in which a student gets his or her first taste of corporate life. The Cooperative report entitled "Digital Marketing strategies for education sector" includes details of my 16 weeks internship at Mega College. I was assigned as a role of junior sales & marketing manager, focusing majorly on the digital marketing.

This cooperative education report details my job experience as a Marketing intern, including a variety of tasks. This study explains in full all of the roles and responsibilities allocated during cooperative education. The study's goals include: (1) Putting theoretical knowledge into practice. (2) To gain a deeper understanding of marketing fundamentals (3) To improve my networking and communication abilities, (4) To organize career progression events. Working as a marketing intern, my major responsibility was to collaborate with the head marketing officer to develop sales and marketing strategy. During my tenure, I learned different marketing strategies used in colleges of Nepal as well as their sales methods. Working rigorously in the marketing department has taught me to be more responsible and enhance my time management skills. This practical cooperative education program also helped me to understand the activities and procedures of different functions relating to maintaining customer relationship in a publication company.

This internship report has been a great way of presenting my learning and challenges in gaining real-life experience. I have presented how theoretical knowledge has helped me polish my skills. Lastly, the conclusions drawn and recommendations made are completely based on my understanding and knowledge with these two months of experience.

Keywords: develop sales, marketing strategy, theoretical knowledge

Acknowledgement

I would like to take this opportunity to thank all the concerned bodies who have provided their significant contributions in my internship tenure. It would not have been possible without the support and cooperation of various people.

First and foremost I'd like to thank Siam University for providing me with this opportunity where I could use my class room knowledge into real life situation and enhance my decision making skills. I would like to specifically thank my academic advisor Dr. Parham Porouhan for guiding me throughout my internship journey and helping me with all the necessary requirement to build this report. I would also like to express my gratitude towards Kathmandu College of Management and my supervisors for facilitating in the entire journey.

Secondly, I'd like show my sincere gratitude towards Mega College for providing me with this internship opportunity and letting me work in their prestigious organization. I would also like to acknowledge and thank my company's supervisor Mr. Madhukar Pandey for their constant guidance and support. I would like to thank all my co-workers for helping me adjust in the new work environment and make my journey a fruitful one. I wouldn't have learn and enhance my skills in marketing without the constructive feedbacks and guidance.

Lastly, I would like to thank all the bodies who have been directly and indirectly involved with me in my journey and helped me complete this internship program successfully. I would consider myself lucky to have such kind of first-hand experience from so many professionals in the field. I definitely will utilize all the skills I have gained in my own business and upcoming future days.

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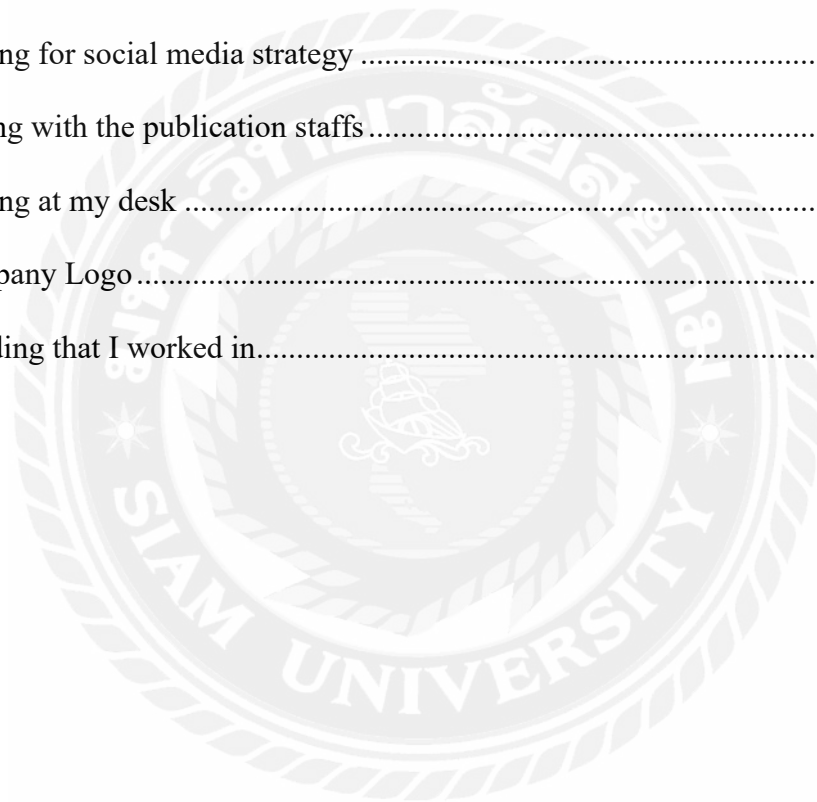
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Chapter 1: Introduction

1. Company Profile

Nepal Mega College is a prominent academic school of higher learning formed by senior professors, great faculty members, and a committed group of educators with the goal of providing aspirational youth with a value-based education. Team Mega is dedicated to the goal of striving for academic achievement. The co-ed university was formed with the goal of providing world-class education at a low cost. The college seeks to provide a unique educational experience in order to produce competent and socially responsible people with leadership potential. The college has repeatedly demonstrated that it is one of Nepal's greatest academic institutions by providing a diverse range of academic programs and limitless opportunities to its students. It has a strong reputation for having highly skilled and experienced faculty. The college is well-managed, and the learning environment and teaching methods have produced excellent scores. The college creates a welcoming, compassionate, and multi-cultural learning atmosphere based on the key values of integrity, responsibility, and dignity for their students. It has a committed staff of educators that are creative, young at heart, and experts in their fields and they've been around for a long time.

The college is located in Babarmahal, Nepal and is affiliated with Tribhuvan University of Nepal. The college provides courses from high school level to Master's degree program with roughly 2,000 students enrolled in these courses. With affiliation from the National Examination Board, Nepal Mega College offers ten plus two in Science, Management, and Humanities, as well as Bachelor of Business Studies (BBS), Bachelor of Social Work (BSW), Bachelor of Arts in Mass Communication and Journalism (BAMCJ), Bachelor of Computer Applications (BCA), and Bachelor of Business Management (BBM), Master of Business Studies (MBS), and MA in Rural Development.

1.1 Mission of the Company

1. Providing knowledge that will last for lifetime.
2. To have teach their students diversity, teamwork, social responsibilities, global world and the power to reach anywhere in the world.
3. To push students to achiever their dream job or their life goals.

1.2 Vision of the Company

“To provide quality education to the youth from all sections of the society at affordable cost and to make them responsible citizens capable of serving the nation.”

1.3 Strategies of the Company

Current Strategies

Currently, the college is providing quality education to students. Also the college is trying to develop more in IT, since the world is going more forward in technology, the college is being focused on developing app and also encouraging its students to use it. The college is also taking part in different digital platforms and also offline platforms for the promotion.

In order to perform so, it will take time and some amount of capital. The current goal is to increase the reach of the college and position itself in the minds of people. This not only insures the college's growth but also works as a long term strategy where it will help increase revenue as well as position the college in minds of people.

Future Strategies

The long term strategy of the college is to be able to provide quality education to their students while also providing their students with placement opportunities. The future strategy will mainly focus on building proper network for students to join different organization after completing their degree.

2. Organizational structure

The organizational structure of colleges varies distinctly depending upon the type of institutions and their culture. Like in any other organizational structure, Mega college organizational structure has different levels between the employees. The board of directors are in the executive level followed up by Chairman and the Principal. These three levels are the highest rung on the organizational ladder. There are different heads under Principal like Vice Principal, Finance, marketing, Human Resource and IT head. In total there are five major departments which then has their own team members and interns.

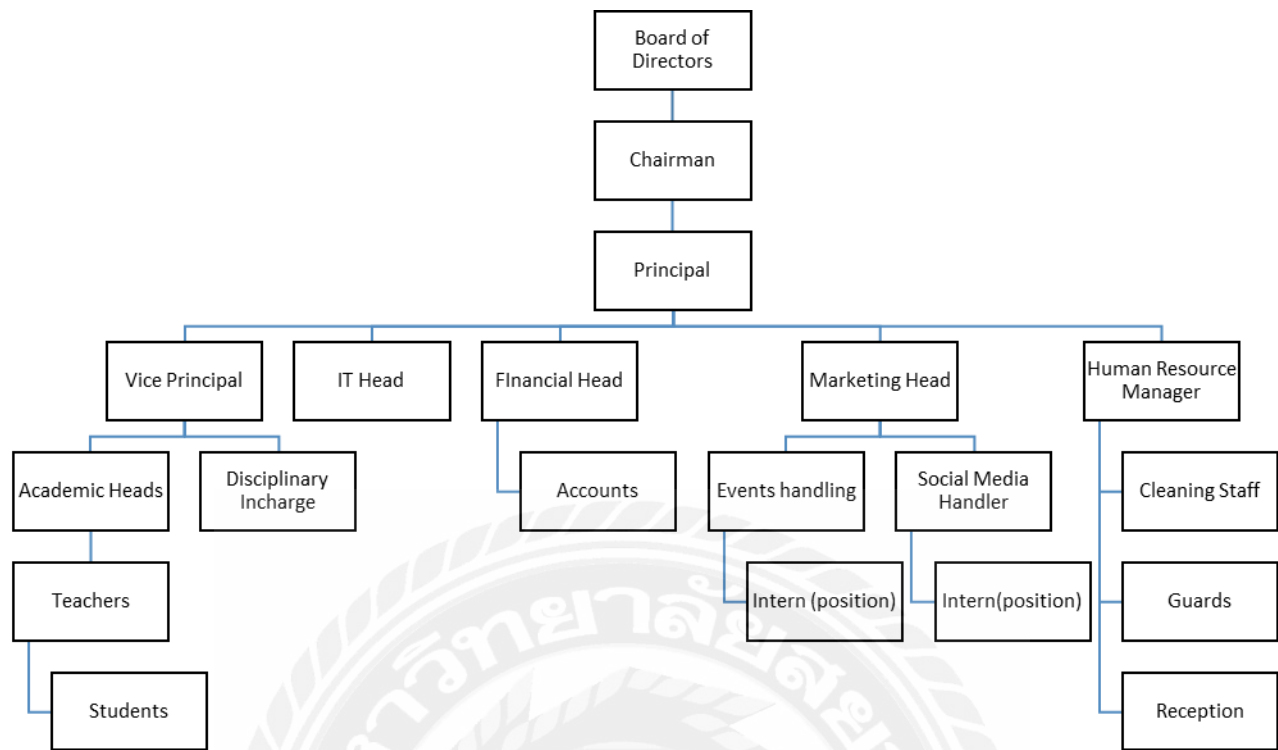


Figure 1: Organizational Structure of Mega College

2.1 My Job Position

I was assigned the role of junior sales & marketing manager, focusing majorly on the digital marketing. Given the fact that digital marketing has entered Nepal, few years back, it has taken a huge leap in the recent years. My major task, was to focus on being able to communicate goals, visions through social media posts. I had to devise Marketing plans and Campaigns to attract new students. Since, students from all districts of Nepal, study at Nepal Mega College, I had to come up with marketing plans for team members in all the districts so that each team in different areas had personalised and practical plans to use. During my time, I was accountable not only for digital marketing, but also had to meet with book publishers, coordinate with the teachers to meet the book authors and coordinate social gatherings for the all departments. I was allowed to use my creativity and connections to boost sales, as I dealt with few students during their admission process. During my time at Mega College, I developed a knack for social speaking and now I handle a part of college orientation programme too.

2.2 My Job Position in the Company's Organizational Structure

Mega College's organizational structure places five different departments under the Principal: Vice Principal, Finance, Marketing, Human Resource, and Information Technology. The Marketing Director is in charge of the college's whole marketing strategy. Under the marketing department, there are two other departments: social media and events, each with its own team of interns. I worked as an intern for the marketing department as a whole. As a result, I was responsible for both social media and event management.

3. My intention and Motivation

Choosing Nepal mega college to intern was quite easy for me as they have gained a reputation of having toppers for nationwide board exams. I chose to be affiliated with such company which will not only boost my report, but will also provide me with learning opportunities as the education sector is new for me. I felt that mega college is the right fit for me, as I got position, I wanted, and also because working as Junior sales & marketing manager focusing on Digital marketing will boost my CV.

Mega College organizes blood donation campaigns, spending a day in old age homes and orphanage home, which is something that I do on my own too. To be able to participate and promote in such campaigns is an amazing opportunity. Since one of my skills in public speaking, working at Mega College, I get to meet a lot of prospect students from diverse background, I get to learn from their culture, heritage and I get to make effective use of my skills too.

The other reason I joined Mega College, is because I expect to explore digital marketing space and use the support provided by my supervisor to develop my skills. I get to post and create campaigns for students, create social media posts to boost sales and encourage inflow of new students. By the end of this internship, will be able to handle social media calls for any company I work for, be able to create new post that will attract views for the pages I create. Moreover, I will be able to conduct and supervise any sort of orientation programs and student's admissions process.

4. Strategic Analysis of the Company

SWOT Analysis

<p>Strength</p> <p>Established college</p> <p>Education Network</p> <p>Active in Application, Website and Social Media</p> <p>Affordability</p> <p>Qualified Professors</p>	<p>Weakness</p> <p>Highly competitive</p> <p>Lack of marketing</p> <p>Trust issues of students</p> <p>Connection with industry sector</p> <p>Lack of capital investment</p>
<p>Opportunities</p> <p>Connection building</p> <p>Placement Opportunity</p> <p>Infrastructure development</p> <p>New Program</p>	<p>Threat</p> <p>Competition</p> <p>Bad marketing</p>

Figure 2: SWOT Analysis of Mega College

Strength:

1. Established college: Mega College is one of the oldest and one of the famous colleges in Kathmandu Valley. This has helped the college to maintain a reputation in the mind of people by consistently delivering proper and good results. Mega College is among the successful colleges and this proves as its major strength since the college still being in existence even after high competition shows its better quality.
2. Education Network: Mega College is serving students from high school, bachelors and even masters. This proves as a major strength to the college as students who complete their high school from the college are more likely to study higher education in the same college because of favorable and known environment.
3. Active in Application, Website and Social Media: Mega college is available in social media platforms and is constantly in contact with its students through the use of app developed by the college as well the website from where students are able to state their problems as well as check their marks and also attendance which is a major plus point as it helps students be updated about their performance in the college.
4. Affordability: Mega College is quite affordable and doesn't charge its students high amount of money for the education they provide. This proves as a major plus point as people who tend to college for higher studies of same quality level tend to view the price of the college. Also the

college provides students with scholarship during the admission phase and also after their result which encourages students to perform better in academics.

5. Qualified Professors: Majority of professors that teach in Mega College are also teachers in other reputed colleges in Kathmandu. This helps create a positive image of college who provide same quality of academics to their students like top colleges who charge higher price for it.

Weakness

1. Highly competitive: Since education is one of the most competitive segment in the world, similarly in Nepal also education industry tends to be highly competitive. The lack of proper marketing of the college has caused it to lose its highlight and focus which are taken by other colleges. This can be seen as one of the major weakness of the college which is to take proper measures to attract students towards the college.
2. Lack of marketing: Mega College tends to use different digital platforms to market itself but lack of consistence and content has been a major issue in marketing. Also lack of upper management viewing and processing the marketing plan faster is causing the college to lose huge amount of students.
3. Trust issues of students: Students in Mega College lack trust towards the infrastructure they are provided to use by the college. For example: only 25% of the students are using the app that is developed by college for providing students easier access to their grades. Also since the college directly reports the students activities to the parents the students tend to lack trust towards the college's platforms provided believing that they can be used by college in some ways to affect them.
4. Connection with industry sector: There is lack of connection with industry as Mega College is not able to properly guide the students towards showing them how the industry operates. This is a huge problem as students are only able to learn theoretically rather than receiving practical and how the market really operates.
5. Lack of capital investment: Due to lack of huge capital in the college the college is not able to expand its infrastructure and provide students with other facilities and focus on other factors not only academics. Though the college is expecting to increase its capital within few years' time and build proper and better infrastructure in order to attract more students.

Opportunities

1. Connection building: Building connection with other companies and providing students better facilities and opportunity to grow themselves is always a major selling point of college. If the college is able to bring some big names even now and then for guest lecture then it is highly possible to use this as a marketing tool for the college and also help in growth of their students.
2. Placement Opportunity: Providing placement facilities to the students is a good selling point. Colleges in Nepal don't have placement system so being able to connect with different business houses and provide students with placement and internship opportunity will always help the college to gain more students and market themselves.
3. Infrastructure development: Developing more infrastructure in the college will help market the college in better way. Since people these days tend to be more focused on overall development providing better infrastructure that helps in overall development can be used as a marketing tools showing how the college is not only focused on academics but also on overall development.
4. New program: Introducing new program which is a great opportunity with comes with its own risk. But being able to introduce new program and run is successfully has its own benefits to the college and a great expansion strategy of the college.

Threat

1. **Competition**: Since education is one of the most profitable business it has its own competition and people are most likely to try to gain competitive advantage over other. Any activity done by a competitor is most likely to affect college directly or indirectly.
2. **Bad marketing**: A bad marketing or any bad activity done by the student also results in overall image of the college to be down. This affects the image of the college and disrupts the flow of students in the college as it makes people think the college to be bad and not suitable for their child.

5. Objectives of this Co-operative studies

The following is a list of the study's objectives:

1. Recognize the gaps between theoretical knowledge and real-world market conditions.
2. Recognize the issues, identify sensible remedies, and implement them to avoid potential roadblocks in the near future.
3. To have a better understanding of digital marketing and to improve my talents in this area.
4. To research the most cutting-edge and in-demand abilities in this ever-changing environment.

Chapter 2: Co-op Study Activities

1. Job Description

My overall purpose of the job was to work with the head marketing officer and collaborating with external marketing team to plan, develop and implement all aspects of the company's strategy to reach more students and build strong relationships with different schools. During the internship period at Mega College, I was assigned the position of marketing officer. My job description and responsibilities are as follows:

1. Planning, preparing and managing the message sent by the digital platform used by the college.
2. Devise Marketing plans and Campaigns
3. Over-viewing the digital media of the college
4. Providing solutions to students through the use of app and website to their problems.
5. Handling problems in the marketing strategy of the college.
6. Undertake market research and visit 3 districts of Nepal (Kathmandu, Bhaktapur, Lalitpur) and meet the school representatives.
7. Collaborate with outside valley team members and make plans to promote college in those schools
8. Oversee the post uploaded in social media platforms
9. Meeting with the press supervisor, for promotion and advertisement purposes.

2. My Job Responsibilities and Work Duties

The assignments and responsibilities handed over to me during my internship period at Mega College are listed as follows:

1. My most important duty during my internship was to monitor the trend in which the students were choosing colleges to join. Since, regions of Nepal that the company targets to is different from economically and demographically. This has helped my team to analyse the results and do a risk assessment in this current situation.
2. Managing the app and website so that people who use these platforms to connect to the college will always feel connected towards the college. Also providing help to students to their college related problems in college through the app.

3. Devising plans like providing discount and scholarship to students of colleges where we have previously held programs. Also providing scholarships to students with good grades as we will be able to get those students who will perform better in later grades.
4. Using digital media like tiktok, Instagram, facebook, SMS to connect to students and to promote the college through the use of these media.
5. Holding events in different schools in Kathmandu as well as other parts of the country to promote the schools and provide some benefits like scholarship to the students from those schools. This can be seen as a CSR held by the college which will also improve the image of the college.

3. Activities in Coordinating with Co-workers

As an intern in Mega College under the Sales and Marketing department, I was constantly working. Also since I was the only intern in the department I had to work for both offline and online marketing of the organization. This was one of the major difficulty in the beginning but after learning to take these hand in hand it became quite an easy task and helped me learn a lot about marketing in education sector. The major activities in co-ordination with the co-workers are as follows:

1. Planning and Updating: We would plan our activities on what to post in social media. Working alongside the supervisors and providing them update of the work that I am doing was one of the work that I was continuously doing in the organization. Planning content, posts and events was one of the major activity.
2. Coordinating with the Social Media Handler: I was constantly in contact with the social media handler of the organization on what content to post according to the festival or events that we were going to hold. It was one of the most interesting work while working because there was continuous feedback and discussion on how we could make the posts even better.
3. Coordinating with the Events Handler: I had to work along with the event handler as we had plan to which schools to visit in order to attract students. Also hosting events like sports event in college was a challenge for which we had to constantly be in contact. Also if new ideas were generated the event handler was supposed to talk to the main marketing in charge who would verify the activity.
4. Weekly updates: Every Sunday, I was supposed to provide update on what I had performed. Also click-up account was created so that it would be easier for daily updates of the activity that

we performed or we were going to perform. This would be monitored by my supervisor as well as the higher authorities.

5. Meetings with Job supervisor: There would be meeting with the supervisor and higher authorities of the college every month. I was in constant talk with my supervisor and we had formal meeting every week. In these meeting we were supposed to provide new ideas on how to gain more students as well as provide feedback and show where we were lacking if it was noticed by someone in the meeting period.

4. My Job Process Diagram

There are five essential steps in my job procedure. To begin, we would devise tactics for meeting with representatives from the schools. Second, we would propose that we host programs where we might inform their kids about our college. Finally, we'd interact with students to gauge their interest in attending our college. Fourth, we would use our social media accounts to promote our college. Finally, we'd devise strategies to keep students from schools where we've previously performed programs.

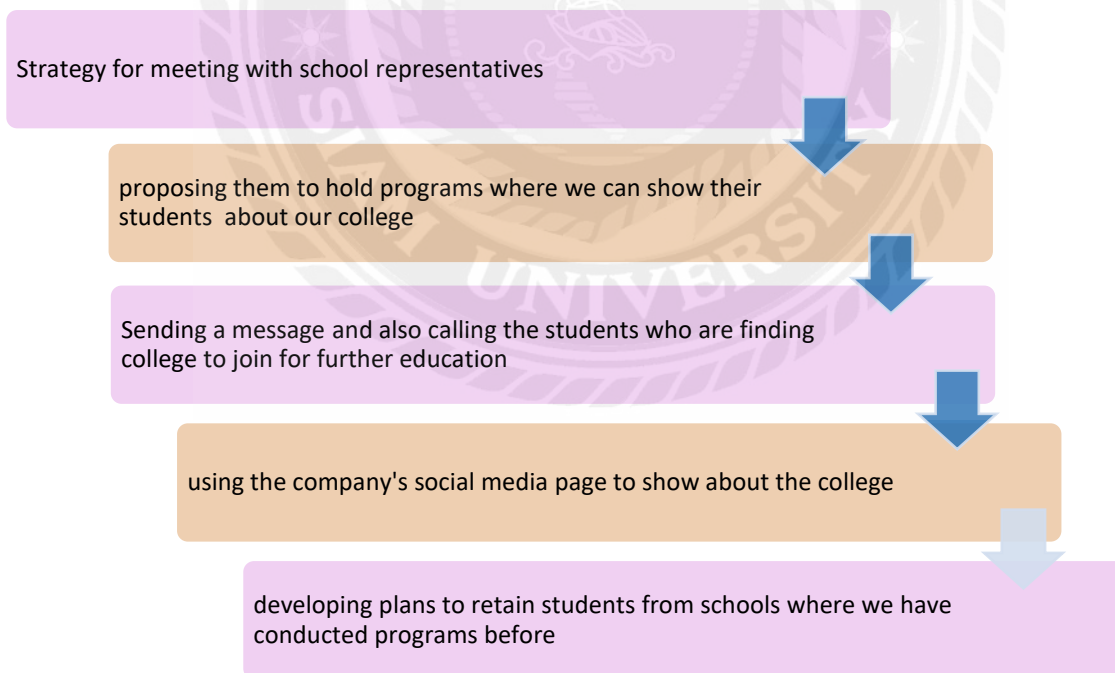


Figure 3: Job Process Diagram

5. Contributions as an Co-op student in the Company

1. Approaching new schools for promotion: Since, I chose to complete my internship period in a company related to education, it was easier for me as a marketing officer to visit the Schools for marketing. These schools were a profitable investment for the company. These weren't in the list, but I approached them not only as a marketing officer for Mega College, but also as someone who has lived in the same locality.
2. Devising a social media strategy: It was not an easy task to come with different plans and proposals for different demographic areas, so what I proposed to the supervisor was to use the social media marketing as well as holding some promotion events to attract new students. Since the age going towards social media and people tend to engage in these platforms a lot, it is one of the best way to promote the business. People tend to judge colleges based on review given by others as well as their presence in social media. So pushing the company towards social media marketing was one of the major contributions from my side to the company.
3. Enhancing and use of different marketing strategies: Other marketing platforms like google ads, SEO were also used for the college's promotion. Also posting short video of college's infrastructure and how the quality of service we provide in the college can be used as a great marketing tool. Also since Word of mouth is one of the best ways to promote college I also told everyone I met that the college is excellent and does good for its students and helps to make their life secure.

Chapter 3: Learning Process

1. Indication of problem and how I successfully solved the problems

1. Being assigned the job of Marketing Manager, I was working under the direct supervision of my supervisor. I had to collect a large number of databases of different colleges in order to know our competitors more closely. For us to get more students in the time of admission we had to promote ourselves digitally differently. As the number of colleges are increasing in high numbers in Kathmandu areas, it was quite a challenge to create engaging and meaningful contents.
2. Generating contents that creates enough traffics and leads has always been a top level of concern due to the ever-changing demands of people. The contents I had to create had to bring in attention of parents so that they would bring their children for admissions. So for this I and my team worked in making contents with videos of students sharing their experience.
3. Another challenge I had faced while doing my cooperative education was, managing the Website of Mega College. As we had to make our website very eye-catching and distinct providing all the values we serve, we had to update it monthly with the achievements of students and the boards. So with a very hard working team, we managed the website with different sections, from writing and optimizing fruitful contents to designing creative webpages.

2. Recommendations to the Company

1. Being one of the top colleges in Kathmandu providing excellent education Mega college has been serving for many years. It has been doing an excellent job in providing quality education but they have been lacking a little behind in the area of digital marketing.
2. Most of their students are coming in for admissions through word-of-mouth but as the development of technology has been increasing in rapid pace, Mega College must promote their brand name more through digital platforms. Though they already have Facebook and instagram pages, they must update their pages on daily basis so that parents are aware about the environment of college and achievements gained by both faculty members and students. Nowadays, the Tiktok platform has been trending in a much unexpected manner. They can grab this opportunity to make their college be known among young generations who are interested in the streams they are providing. The best way to do it is involving the staff and students and creating engaging content. They can create videos of students sharing their experience and activities conducted within college time.

3. The programs provided by colleges are often seen as a great incentive to bring in more students. They can showcase what exactly they are going to offer by opening open houses in the month of new admission and semesters. Providing helpful information about the majors and departments the college is offering through direct mailers, social media, email marketing is great way to boost their brand name.
4. They can create alumni clubs as Alumni can be one of the biggest and best supporters. They can use their passion and experiences to promote about the college. Featuring them in monthly blogs and newsletters will give an upper hand in helping new and current students to understand and minimize the fear of future plans and give them some more support. They can involve their student body for planning out new events which brings more students involvement. Students should be encouraged to post in their social media in the time of events so that their friends, families and relatives get to know about the ongoing activities. It is great way to grab public attention.

3. What I have learned during the Co-op Studies

As an intern I did my cooperative education at Mega College. Although 16 weeks are not adequate for me to learn all the ins and outs of an organization, I have tried my level best to do what was given to me. I have always aspired to work in organizations where I get to have firsthand experience on meeting people from different backgrounds, culture or even countries and to learn from them and always advance in my career and expand my knowledge.

I learnt a great deal from my 14 weeks at Mega College such are listed below:

1. To Prepare engaging contents on social media
2. To Maintain and update colleges' databases.
3. To Prepare detailed presentation using Microsoft PowerPoint
4. To use digital marketing in order to promote the college
5. To work in 10-5 office hours
6. To have a better communication skill
7. To work in a team.
8. To take responsibilities and face risks

9. To gain knowledge in the field of event management
10. To build and maintain professional networks.

4. How I Applied the Knowledge from Coursework to the Real Working Situation

The theoretical knowledge which I gained in my university days was applied in the practical field i.e., my cooperative education period. The different theories, I had learned were useful and described below:

According to Network theory, it studies relationships of all sorts, whether between people, animals or things. Social network analysis is an overlapping tool for learning about patterns that develop within social networks, and how they influence behavior. Network theory allows us to observe clusters of communication relationships created by objects communicating within a network. These clusters link together to form organizational networks. Applying the network theory in my internship, the use of Digital marketing channels such as Facebook, Instagram, and Twitter has allowed us to make a close connection with our clients. It allowed us to leverage the power of influential clients to deliver our message throughout their networks we had built.

In order to prepare engaging and creative contents for social media I needed information from students and the senior management and faculty members of Mega College. So for this I had to have a very clear line of communication with the members of the college on daily and weekly basis. So, communication with them was a key point, either through emails or by having face to face conversation. Working with them throughout my internship period what I learnt was important for self-development. Every day was a new challenge but with continuous support from my supervisor I was able to overcome them.

I learnt to prepare a list of colleges for further research, promote college through social media, and set plans and strategies for students' admissions in large volume. Working through my assigned roles and duties I was able to build new contacts, handle the meetings on my own and mostly I was able to be independent, and I learnt from my own mistakes which will be beneficial in the future. The advantage of working in one of the reputed colleges of Kathmandu I was able to meet people from different industries and backgrounds and build professional relations with them.

Having a wide list of contacts will not only help me get myself known, but also to get to know other companies, and have wide options for future ideas on how to collaborate.

The Organizational Theory refers to “the set of interrelated concepts, definitions that explain the behavior of individuals or groups or subgroups, who interact with each other to perform the activities intended towards the accomplishment of a common goal.” As it studies the effect of social relationships between the individuals within the organization along with their actions on the organization as a whole. There was a systematic order of assigning a role for each member of the organization for the smooth operation of all the daily activities. We had to focus on the internal and external business environment before planning and executing our marketing plans. As a team, we performed together tasks to accomplish the common objectives which was promoting the brand name ‘Mega College’ digitally. The organization is based on the concept of synergy; so, following the same concept while working in a group was more fruitful than working individually to complete the set of tasks within the time frame. We were able to generate new ideas and bring in more interesting sessions.

5. Special Skills and Knowledge learnt from the Co-op Studies

Through my entire period of internship, I implemented the theoretical knowledge that I had acquired during my study. With the constant guidance from my supervisor, I was able to implement some of my learnings during my internship period. Attending meetings on a regular basis with the senior managements and even some parents of different nature has made me understand the professional culture.

I have not only learnt to draft engaging contents but also have made PowerPoint presentations which are effective and make an impact on the viewers. Working in a rush for meeting the deadlines has taught me to manage my time according to priority and be prepared for any outcomes that you may not have been predicted for example be prepared for technical issues. I have made a habit now to triple check all the important documents and confirm with my supervisor before showing to the senior management for approval of new ideas and contents. Having an interest in digital marketing and getting to handle the same platform for the college and doing the internship in this field as helped me to gain knowledge and have a better understanding on how this field works but also make connections and build professional networks that will help me in the future end favors.

Mega College has provided an excellent opportunity to learn and grow in a professional world. I was able to get practical experience in digital marketing. Not only did I learn a lot about the digital marketing, I challenged myself through my weakness and grew in areas that I really

wanted to. With all the given responsibilities and support from my other team members I was able to hone my skills. Working as a marketing manager it was really thrilling to observe all the management processes of my internship organization. With the contribution of my supervisor by patiently educating me and giving me the key responsibilities, I was able to plan and finalize very good contents. The opportunity of this internship has taught me to become a better professional as a whole.



Chapter 4: Conclusion

1. Summary of Highlights of my Co-op Studies in this Company

I interned with the company as a junior sales and marketing manager in the Marketing and Sales Department for 16 weeks. I was responsible for a variety of tasks, including planning, preparing, and managing messages sent by the college's digital platform, developing marketing plans and campaigns, overseeing the college's digital media, and providing solutions to students' problems through the use of an app and website, among others. As a marketing major, this internship allowed me to apply both my academic and practical knowledge of marketing by exposing me to the real market. This internship provided me with the opportunity to learn about company culture, expand my knowledge of event management, improve my teamwork skills, and take on more responsibilities as well as risks. In addition, I improved my communication and networking abilities. I was able to learn from my more experienced co-workers while also developing a positive working relationship with them. Finally, this internship term has been a really beneficial experience for me, and I will undoubtedly apply the skills I learnt in my future professional responsibilities. The necessity of time management and self-motivation are the two most important lessons I gained from my 16-week internship experience.

2. My Evaluation of the Work Experience

Interning at a college with a great staff and a productive work culture made my internship experience both enjoyable and educational. I was determined to make the most of this internship opportunity by adopting a positive attitude that would allow me to learn and grow while also expanding my professional network. I realized at the end of my internship that I had learned a lot about marketing strategies and how we can utilize them to persuade people to buy our product. Digital marketing is extremely crucial in today's world. As a result, I was able to put my digital marketing expertise and ideas into practice in order to improve the college's social media participation.

In addition, I learned about my own talents and weaknesses. For example, I learned that I am an excellent communicator who keeps on track and assists the team in rallying when cooperation is required to fulfil a deadline or solve a problem. While I occasionally do not ask for help when I could benefit from it, I need to be more vocal about when I require assistance in the future.

Similarly, I made it a point to never miss a deadline and to stick to my professional responsibilities. I gained confidence and improved my public speaking and presentation skills. It's encouraging to see that I've made some progress in this skill set, and I'd like to push myself even more. Overall, I value friendship and building warm relationships within the workplace with my co-workers.

3. Limitation of my Co-op Studies

There are a few limitations to this report. First and foremost, the issues are unique to Mega College, and the recommendations are solely based on my 16 weeks as an intern and some associated literature reviews. In other words, the report's suggestions are tailored to a certain company or industry.

Second, in terms of the businessline and management control elements, this report does not adequately cover the entire organization. The issues, ideas, and solutions discussed in the report may or may not be applicable to other universities. Finally, this research focuses on the B2C business and ignores the B2B part of the industry.

4. Recommendations for the Company

My internship was a really fruitful one however there are a few constructive suggestions I'd want to make to the organization in order to help it flourish in the future.

1. The organization should place a greater emphasis on performing operations through digital channels such as branding and advertising, as digital marketing has a lot of potential.
2. There are numerous potential for increased growth in various areas if the company's communication style is not solely top-down.
3. Employees and the education industry as a whole have growth opportunities if they can adapt to emerging technology in their basic and day-to-day operations.
4. The college can develop its own community by forming Alumni organizations, where alumni can share their passions and experiences while promoting the college.

Annex



Figure 4: Siscussing plans for the month



Figure 5: planning for an event



Figure 6: Reviewing the feedback of the event organized



Figure 7: Working for social media strategy



Figure 8: Meeting with the publication staffs



Figure 9: Working at my desk



Figure 10: Company Logo



Figure 11: Building that I worked in