



Cooperative Education Report:
Communication and Liaison Strategy between Parents & Premier International IB
Continuum School

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ABSTRACT

This report, “Communication and Liaison Strategy between Parents & Premier International IB Continuum School,” focuses on the relationship and communication between the parents and Premier International IB Continuum School. The study’s objectives include: 1) To gain knowledge about communication and marketing strategies; 2) To apply the knowledge gained from studying marketing; 3) To identify the problems faced by Premier International IB Continuum School; 4) To suggest solutions to the company regarding the problems. Established in 2007, Premier International IB Continuum School is one of Nepal's finest educational institutions. Distinguished as Nepal's first and only IB continuum school, it embraces a progressive approach to learning, prioritizing hands-on experiences over traditional educational methods. I was assigned to work as a communication and admission intern starting on 2nd February 2023. My main role was establishing a personal connection with parents and understanding their needs, concerns, and expectations, tailoring the communication accordingly. Throughout my experience, I learned the significance of effective communication and liaison in developing positive relationships with parents and building their trust and confidence.

The entire co-op journey was a valuable learning experience, and I look forward to applying the lessons learned in my future endeavors.

Keywords: communication, marketing, Premier International IB Continuum School, building relationship, retention

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The journey of stepping into the professional life has been a rollercoaster ride, from being a student to working in a cooperative world has taught me many valuable lessons.

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I will carry forward all of the knowledge and experience I have acquired along the way and apply it to my future profession in a profound manner.

Thank you

Yours Sincerely

Aashreya Shrestha

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LIST OF ACRONYMS

IB - International Baccalaureate

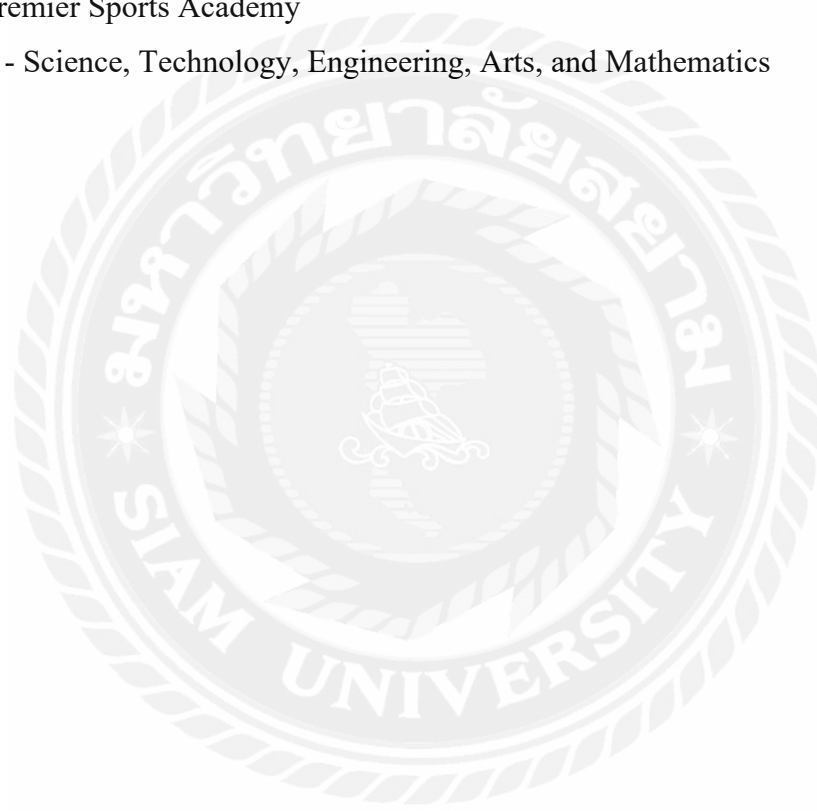
ECA - Extra Curricular Activities

CCA - Co-Curricular Activities

ISF – International Sports Federation

PSA – Premier Sports Academy

STEAM - Science, Technology, Engineering, Arts, and Mathematics



CHAPTER 1

INTRODUCTION

1. Company's Profile



Illustration 1: Company logo

Premier International IB Continuum School was established in 2007 and is one of the best-running schools in Nepal. It is Nepal's first and only IB continuum school, the schools that offer at least three of the core programmes are referred to as continuum schools. They believe in learning by doing and not the traditional way of education.

The school is committed to delivering the best education for its students, and this commitment extends beyond academic excellence. They believe in continuously improving the teaching and learning experience of a diverse and inclusive community. The goal is to provide a well-rounded education that nurtures the whole child, encompassing their academic, social, emotional, and physical development. To achieve this, the school has developed challenging and high-quality programmes of international education that align with their powerful vision. The school's curriculum is designed to inspire curiosity, critical thinking, and a love for learning by fostering an environment where students are encouraged to explore their passions, take risks, and develop a growth mindset.

In addition to the academic offerings, they provide a wide range of high-quality Extra-Curricular Activities (ECA) and Co-Curricular Activities (CCA) programmes. These initiatives play a vital role in enhancing the holistic development of the students. Through our ECA and CCA programmes, they offer opportunities for student leadership, music and arts, STEAM (Science, Technology, Engineering, Arts, and Mathematics), and Premier Sports Academy (PSA).

“We envisioned Premier not just as a school to prepare for life but a life in itself”, (Limbu, n.d.) The ultimate goal of Premier’s education is to help an individual to lead a productive and well-balanced life while developing the students to be strong enough to give back to society.

1.1 Mission Statement of the Company

Premier International IB Continuum School believes in working towards developing global citizens who have a sense of understanding and compassion for others and the courage to act on their beliefs. We strive to foster a challenging learning environment that encourages critical thinkers, problem solvers, independent individuals, and life-long learners, providing the skills necessary to succeed in an ever-changing society.

1.2 Vision of the Company

The company's vision is to empower students to take ownership of their education by creating a nurturing and supportive environment in which they are encouraged to explore their interests, embrace challenges, and pursue their passions, giving them a strong sense of responsibility and transforming them into engaged, self-directed learners.

1.3 Strategies of the Company

- Holistic Approach of Learning

At Premier International IB Continuum School, education is not limited to acquiring knowledge, facts, and skills. The school takes a holistic approach to learning that is centered around empowering students to explore their inner selves, discover their passions, and unlock their full potential. Their unique strategy is designed to help students understand their souls and purposes, and to express themselves in a way that is unique to their individuality.

- Curriculum

The curriculum at Premier International IB Continuum School is thoughtfully structured to support this approach. By aligning coursework with students' interests and passions, the school helps create an environment where students are eager to learn and grow. This approach to education goes beyond mere academic achievement and emphasizes the importance of personal growth and self-discovery.

- Self – Directed Learners

One of the hallmarks of Premier's educational philosophy is the belief that children should be empowered to express themselves in a way that is true to their individuality. In this way, the school sees itself as a facilitator of learning rather than a controlling force in the lives of its students. By empowering students to take ownership of their education, Premier International IB Continuum School can create a nurturing and supportive environment that allows students to thrive.

- ECA and CCA Programmes

By providing high-quality ECA and CCA programmes, Premier creates a vibrant and dynamic learning environment that complements the academic curriculum. These initiatives enable students to explore their interests, develop well-rounded skill sets, and discover their true potential.

- Teaching professionals

Premier International School has an outstanding teaching faculty consisting of coordinators who are highly skilled expatriates trained by the International Baccalaureate (IB) and possess extensive experience in IB education. Additionally, the renowned Premier Sports Academy, overseen by Nepal's esteemed national team captains, provides unparalleled coaching across a diverse range of sports activities.

Through these innovative strategies, Premier International IB Continuum School can help students become confident, self-aware individuals prepared for success in all aspects of their lives. By emphasizing personal growth, self-discovery, and individuality, the school can provide a truly unique educational experience that sets its students up for success both now and in the future.

“With our students, as adults, we unlearn, learn, and develop to help them become the best versions of themselves.” (Limbu, n.d.).

2. Organizational Structure

2.1 Organizational Structure Diagram

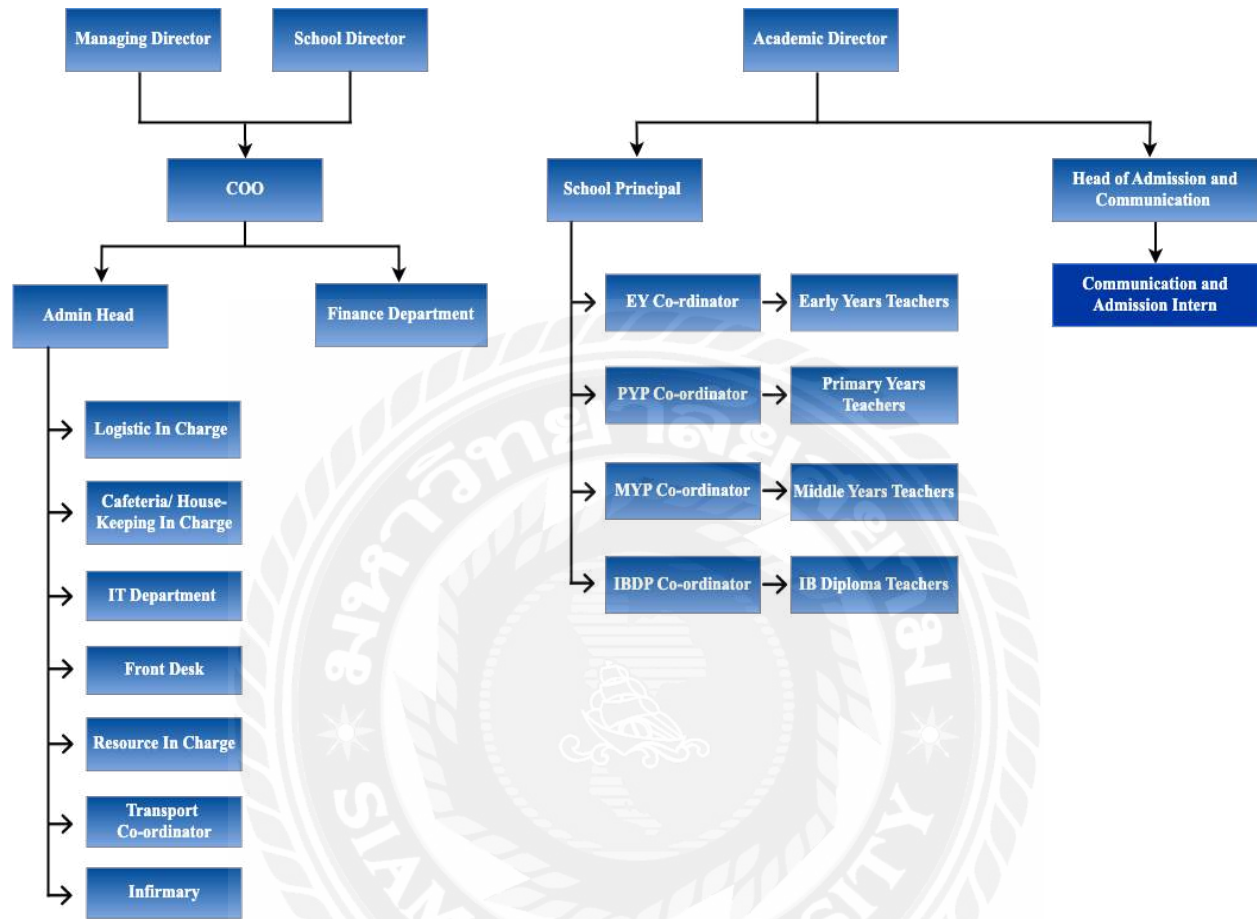


Figure 1: Organizational Structure

2.2 My Job Position

I was assigned as a communication and admission/marketing intern at Premier International IB Continuum School and directly worked with the head of the communication and admission department.

- Starting date: February 2nd, 2023
- Department: Communication and Admission
- Duration: 4 months

2.3 Job Position in the Company's Organizational Structure

The board of directors comprises the founder and co-founder of the school, who provide strategic direction and oversight. To ensure efficient day-to-day operations, the chief operating officer oversees the various departments and ensures that department heads effectively manage their teams. This helps to maintain a cohesive and efficient organizational culture.

Furthermore, the academic director oversees the academic aspect of the school, along with the enrollment and branding communication with the principal and head of admission and communication reporting to her for seamless coordination. This hierarchical structure ensures that every department is accountable to a higher authority, resulting in effective decision-making and communication throughout the school.

Throughout the co-op journey, I worked as an admission and communication intern, supporting the school's enrollment and retention efforts using various communication channels. This involved marketing the school to prospective families, highlighting its benefits, and emphasizing holistic child development. Additionally, I worked on various communication initiatives to ensure that the school was easily accessible and visible to the wider audience. My position required strong interpersonal and communication skills, as I had to engage with parents and build rapport with them.

2.4 Intention and Motivation to Join the Company

As a marketing student, I am very grateful to have many department options for my internship journey, such as companies and agencies specializing in advertising and marketing. However, I opted to join an educational institution as a marketing executive because I was curious about the inner workings of a completely different sector than what we are used to learning about in our textbooks. I wanted to explore how marketing strategies are tailored to engage with the customers, in this case, parents, and convince them to choose the school, as well as retain them for a long period of time and transform them into loyal brand ambassadors. One of the challenges I used to face before was communication, so I wanted to step out of my comfort zone, learn how to listen actively to the concerns and needs of the customers, and then tailor my communication accordingly. I discovered that effective communication is the key to building long-term relationships with customers.

Moreover, the internship presented me with a package deal that included helping in the process of organizing events and developing communication tools to make the school more reachable to a wider audience. One of the highlights of the internship was the chance to connect with people working in the school, including ex-pats with connections across the globe. This provided me with valuable networking opportunities and exposed me to different perspectives and approaches toward marketing and communication strategies.



3. Strategic Analysis of the Company

Let's analyze the company using SWOT Analysis and Porters five forces:

3.1 SWOT Analysis:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Nepal's first and only IB Continuum school • Huge number of experienced and IB certified expat teaching staffs dedicated to deliver IB curriculum • Diverse student body, attracting students from various backgrounds • Only school in Nepal with full ISF membership • Strong emphasis on extracurricular activities, promoting holistic development 	<ul style="list-style-type: none"> • Limited outreach and brand offerings, affecting enrollment numbers • The school's location may be inconvenient for some families, leading to transportation issues. • High tuition fees, limiting access to some students
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> • Growing demand for international education in Nepal • Organizing huge events such as inter- school competition, international programs, sessions in order to increase brand recognition • Offer scholarships program to talented students who are interested but cannot afford • Increase transportation services to cater different corners of the city 	<ul style="list-style-type: none"> • Changes in government policies and regulations affecting the school's operations • Challenges in recruiting and retaining experienced teaching staff • Increasing competition from other international and IB schools • Economic downturns may impact the ability of families to afford the school's tuition fees

Table 1: SWOT Analysis

3.2 Porter's 5 Forces:

i. Threat of New Entrant:

Premier International IB Continuum School has established a strong reputation and brand name in the education sector, particularly for its innovative approach to teaching and commitment to holistic development. The high cost of starting a new school, obtaining necessary accreditations, and recruiting qualified staff can pose significant barriers to new entrants. Additionally, the school has already secured a prime location in an affluent area with a high demand for quality education, making it challenging for new competitors to enter the market.

ii. Bargaining Power of Buyers:

Premier has established a reputation for providing a holistic and innovative approach to education. The school has invested in a highly experienced team of educators and staff members who are committed to delivering the best possible learning experience for their students. This reputation for quality education has resulted in a loyal and satisfied customer base of parents who trust the school to provide the best for their children.

As a result of this, the bargaining power of customers is limited, as they are unlikely to find a comparable alternative that offers the same level of quality education and unique learning environment. Furthermore, parents are often willing to pay a premium for a high-quality education that they believe will provide their children with a competitive advantage in the future.

iii. Bargaining Power of Suppliers:

Premier International IB Continuum School is in a unique position in that it is both a consumer and a supplier. The school relies on suppliers for educational resources such as textbooks, classroom supplies, and technology. However, the school also supplies teachers with job opportunities, benefits, and a positive work environment. As such, the school has a relatively low bargaining power when it comes to suppliers, as there are numerous educational resource providers in the market, while it has a relatively high bargaining power when it comes to attracting and retaining qualified teachers.

iv. Threat of Substitute Products or Services:

Several other educational institutions in the area offer similar programs and curricula. However, Premier's unique approach to education, personalized curriculum, and focus on holistic development differentiate it from other schools, and it being a fully IB continuum school helps a lot to distinguish it from the organization.

v. Industry Rivalry:

Premier operates in a relatively niche market, focusing on a specific demographic with high demand for quality education. However, other private schools in the area offer similar programs and services, posing some level of competition. The school must continue to differentiate itself by providing a unique and high-quality educational experience to stay ahead of its competitors.

4. Objectives of the Co-operative Study

Learning while doing is the best way of gaining knowledge, and this internship journey has allowed me to do so. The main objective of the study is:

- Being able to know how the organization works in a different sector than what we are used to seeing and learning
- How to sell the organization to the customers as in this industry, we are also responsible for the learning and growth of the child
- How to deal with parents and make good relationship between the school and them in order to make them retain
- How to draw in the customers during the admission process and communicate in a specific manner
- Learning to deal with different types of customers and catering according to their need
- How to manage social media posts and time schedules for the content

As I'm currently working closely with the admission and communication departments, where interaction and building relationships with the parents play a huge role in getting them to join the organization and be a part of it, as well as making connections with them as a great variety of customers come in, I decided the topic Communication and Liaison Strategy between Parents and Premier School.

CHAPTER 2

CO-OPERATIVE STUDY ACTIVITIES

1. Job Description

Being a marketing intern in the educational sector, I had to take part in the admission process and support throughout the life cycle of the admissions process while exemplifying the core values of Premier International IB Continuum School, along with coordinating the details for each of the events and communicate attention to detail by organizing events that will ensure the entertainment of participants and facilitate the completion of business objectives. Apart from that providing support with planning, executing and tracking marketing programs. This involved developing and implementing strategies to enhance the school's visibility and attract prospective students. I assisted in the creation of promotional materials, including brochures, flyers, and digital content, and utilized various marketing channels to reach the target audience effectively. Throughout this process, I maintained a focus on tracking the performance and effectiveness of these marketing initiatives, allowing for data-driven decision-making and continuous improvement.

2. Job Responsibilities and Work Duties

My day-to-day specific job responsibilities consists of:

- Checking the mails and social messages every day, answering the admissions departments phone calls
- Meet and greet the in-person visitors coming for admissions, create reports, metrics, mailings, lists
- Research about the competitors
- Interact with prospective students, parents and other school professionals in regards to specific Premier International IB Continuum School admission requirements
- Following up with the parents regarding admissions and admission requirements
- Make posters and designs for the social media content
- Take the pictures of the events for social media coverage
- Working with various types of software for digital marketing
- Preparing formatting and editing range of documents

- Make sure all the social media are up to date
- Make social media schedule and coordinate to make sure materials are delivered on daily basis by schedule

3. Activities in Co-ordinating with Co-workers

I collaborated closely with my supervisor daily, engaging in discussions regarding our tasks to effectively implement the planned activities throughout the day. Our department maintained smooth communication as we regularly discussed and organized our responsibilities, addressing any questions or uncertainties that arose. However, there were occasional challenges when communicating with other departments, such as finance and other teams, which resulted in hindrances to our workflow.

To effectively coordinate with my coworkers, we engaged in the following activities regularly:

- Daily Huddle Meetings:

To address communication challenges and foster alignment, we held daily huddle meetings. During these meetings, we shared achievements, highlighted any problems or roadblocks, and sought input or assistance from team members. This practice improved transparency, and coordination, and helped identify potential improvements in our work processes.

- Task Planning and Allocation:

My coworkers and I discussed and planned our daily tasks, ensuring a clear understanding of each person's responsibilities. We allocated tasks based on individual strengths and expertise, considering workload and deadlines.

- Cross-Department Collaboration:

Despite occasional communication difficulties with other departments, such as finance or other teams, we actively sought opportunities to collaborate and resolve any issues.

4. Job Process Diagram



Figure 2: Job process diagram

5. Contributions as a Co-op Student in the Company

When I joined the company, there was no marketing team or communication team, there was only one person handling admissions, branding & communications, who was my supervisor. I got to work as a communication intern, so that in a way, helped me learn many things and got to work hand in hand with her, sharing responsibilities.

As a communication intern, I was responsible for managing the social media presence, which involved creating schedules, and content calendars, posting content, and responding to messages and comments from potential customers, which helped to increase the school's online visibility and engagement with prospective students and parents. I was also responsible for conducting customer research and analysis, regular bookkeeping of all the documents, and making reports which helped the company to know more about customer preferences and behavior. It helped us to understand the reason why they did not choose us and in what terms we were lacking in comparison with other schools in the industry and identify areas for improvement, develop more effective marketing strategies, and target our audience better. In addition, I took pictures and made content to cover the social media pages to make it reachable for potential customers and let parents know about the daily activities in the school. Communicating with the new parents who recently joined was the most important part because, eventually, they will play a huge role of representing the company and word of mouth which keeps the clients coming in.

I also planned meetings for clients to learn more about academic offerings at the school. This was an important part of the school's marketing strategy because it allowed prospective students and parents to learn about the institution's unique features.

Being Nepal's first and only IB Continuum School, I gathered client feedback and suggestions to write reports to deliver the messages to the appropriate school administrators. This

was an important step since it assisted the school in identifying areas for improvement and making appropriate modifications, which contributed to customer trust and loyalty by responding to customer comments and addressing their problems.



CHAPTER 3

LEARNING PROCESS

1. Problem of the Company

Throughout my internship period here in Premier International IB Continuum School, I had to work with various departments to stay on task and what I noticed was that there was huge communication gap between the employees, and everyone wanted to get involved in other jobs and miscommunicate.

Studies have shown that communication gaps can occur at various organizational levels. For example, a study by (Grawitch, 2006), found that communication breakdowns between employees can lead to decreased job satisfaction and increased turnover rates. Communication gaps were found to hurt both the stakeholders and the organization. Marketing theories focus on understanding customer needs and preferences and developing strategies to meet those needs. However, these theories can also be applied to internal communications within an organization, as effective communication is essential to meeting the needs of both employees and customers, a study. A study (Proctor, 2014), revealed that there is a significant correlation between the attitude, happiness, and job satisfaction of the participants, the quality of communication from the managers, and the employee's ability to provide suggestions, comments, and feedback. The study also found that managers committed to fostering a positive work environment and promoting employee job satisfaction tend to have a greater impact on the office culture. Such managers actively share information and encourage employees to provide feedback and suggestions.

2. Problem Solving

The marketing mix is one theory that can be used to address communication gaps inside a business. The marketing mix is a collection of tools and techniques businesses use to promote their goods and services to clients. The same can be used to promote employee communication in the context of internal communication.

The marketing mix comprises four components: product, price, location, and promotion. These aspects can be altered to apply the marketing mix to internal communication as follows:

- **Product:** The product delivers effective staff communication. This can be accomplished through the use of clear job descriptions, effective communication strategies training, and the use of communication technologies.

- Price: The costs associated with executing efficient communication techniques are referred to as the price in this context. These expenses could include training, technology, and time. However, the benefits of effective communication outweigh the costs, such as increased productivity and job satisfaction.
- Place: The term "place" refers to the real and virtual spaces where employees interact. Employees can interact and collaborate more readily by developing collaborative areas such as shared workstations or virtual conference rooms.
- Promotion: Promotion refers to the tactics employed to encourage effective communication. This may include newsletters, email updates, or regular team meetings.

Effective communication is crucial for the success of any organization. A lack of communication between employees can lead to misunderstandings, missed deadlines, and a decrease in productivity. It's important for the company to address communication issues and take steps to improve it and also, it's common for employees to want to get involved in other jobs or departments, especially if they are interested in learning new skills or taking on new challenges. However, it's important for employees to respect each other's roles and responsibilities, and for the company to have clear policies and procedures for handling cross-departmental work.

One way to address this issue is to establish clear communication channels between departments. This can include regular meetings or check-ins, as well as guidelines for requesting assistance or collaborating with other teams. By establishing clear communication protocols, employees can ensure they are not overstepping boundaries or causing confusion. It is an important dimension of social relations because it influences the sharing of ideas, fosters ties of cooperation and trust between team members, develops a better articulation of functions and destroys the barriers inherent in change processes” (Christensen, 2014).

Another way to address this issue is to train employees on effective collaboration techniques. This can include how to communicate clearly, how to delegate tasks, how to establish expectations and timelines for projects, how to listen actively, give and receive feedback, and conflict resolution. By providing employees with the tools, they need to work together effectively, the company can ensure that cross-departmental work is productive and successful.

Finally, it's important for the company to have a culture that values teamwork and

collaboration, and encourages open communication and feedback while also respecting individual roles and responsibilities. Employees should feel encouraged to share their ideas and expertise but also understand the importance of respecting boundaries and working within their designated roles. By fostering a culture of collaboration and communication, the company can ensure that employees work together effectively and efficiently.

3. Recommendations to the company

- **Develop Clear Job Descriptions**

Clear job descriptions and a handbook should be provided to every employee, whether an old staff or a new one, which should be reviewed repeatedly to ensure they remain accurate and current. This will help employees understand their role within the organization and avoid confusion and miscommunication. And also, the employees should be given tasks only related to their job description.

- **Provide Training on Effective Communication Techniques**

The organization should train employees on effective communication techniques such as active listening, feedback, and dispute resolution. This will help employees communicate more effectively with each other and avoid misunderstandings.

- **Recruiting Where Staff is Short**

We all know that companies try to save money by delegating different tasks to the existing employees, but instead of profit might come out as a loss, this will not only demotivate the employees but also affect the outcome of the project and hamper the results.

4. Learnings

Apart from the fact that I now know how organizations work and how to work in one, I gained a better understanding of my career aspirations and preference because of the internship journey. Working in a school industry as a marketing/communication intern, I gained knowledge of the education profession and its difficulties and opportunities within it, this will be very useful if in the future I decide to pursue a career in this field or a related industry. Before the co-op study as a marketing student, I knew that social media is a powerful tool and can help the business boost. Still, I did not know how to cater to the tools properly, but I developed skills in social media

management, content creation, customer communication, and data analysis. These are all valuable skills in the marketing field, which can be applied in various industries.

One of the reasons I selected communication was to go out of my comfort zone and start doing more. I am an introvert who cannot socialize for a long period of time. I wanted to challenge myself and focus on different aspects of myself that might persuade others, market my voice, and make connections. This journey helped me develop skills in public speaking, persuasive writing, and customer communication and outreach, allowing me to network with a variety of people, including potential customers, colleagues, and industry professionals. Building a strong network is important in any career, and it provided me with valuable experience in these criteria. It also helped me know what aspects of the job I enjoyed and what areas I may want to avoid in the future and by stepping out of my comfort zone and challenging myself, I gained a lot of confidence. Overall, it was a fantastic learning experience that helped me develop communication, networking, and marketing abilities.

5. Application of Coursework Knowledge to Real Working Situations

The best results are often attained when theoretical understanding is coupled with hands-on application. During my co-op studies in the school sector as a marketing intern, I have applied the principles of brand management to help promote the school's brand and attract more students. Brand management is an important component of marketing that includes building and maintaining a strong brand image in the minds of consumers. One of the most important aspects of brand management is creating a clear and compelling value proposition that differentiates your brand from competitors and resonates with your target audience. As a marketing intern, I collaborated with my supervisor to determine the school's distinct value proposition and develop approaches for effectively communicating this message to prospective students and their families. In addition to value proposition, brand guidelines play an important role in brand management, which includes maintaining a consistent visual and messaging identity throughout all marketing platforms that include elements such as colors, logo, placement of the logo, fonts etc. Additionally, works around communicating the functional and emotional benefit of the brand to the customers, for example, the functional aspect of Premier International IB Continuum School is its extracurricular activities, IB certified teaches, ex-pat teachers, the only school in the country to have full ISF membership. In contrast, the emotional aspect is a supportive learning environment,

equality, sense of belongingness, social status and more. Premier offers two different programs for grade 10 graduates i.e., IBDP and NEB and segmentation helped a lot to categorize the students into two different groups by understanding the difference between the two programs and tailoring its message and position according to each group.

For instance, the school can emphasize the advantages of the IBDP program, such as its global recognition and its emphasis on critical thinking, creativity, and cultural sensitivity, for students interested in pursuing an international education and attending colleges overseas. On the other hand, for students who want to stay in Nepal and attend local universities, the school can highlight the benefits of the NEB program, such as its emphasis on the Nepali language and culture and compatibility with the national curriculum.

This helped understand each segment's needs and desires and helped create a strong value proposition and positioning that resonates with each group, resulting in higher brand recognition, loyalty, and, ultimately, increased enrollment.

SWOT analysis tool also helped a lot during the preliminary research and analysis process, which helped to assess the school's competitive position and help identify areas for improvement. In this case, the analysis can highlight the positive aspects of the school, such as its experienced faculty, strong infrastructure, and student-centered approach, which can be utilized in marketing efforts. The analysis identified weaknesses, such as a lack of awareness about the school's unique offerings, and marketing campaigns can be developed to address these issues. Opportunities such as the demand for quality education and international curriculums can be capitalized on to attract more students, while potential threats like increased competition and regulatory changes can be identified and addressed through appropriate marketing strategies.

6. Special Skills and New Knowledge learnt

- **Market Research**

Various research was conducted to analyze the company's strengths, weakness, opportunities, and threats by cold calling, leaving emails, and collecting feedback to leverage it.

- **Social Media Management**

I gained experience in managing social media accounts, creating content schedules, posting content, and analyzing data to improve engagement. • **Communication skills** – I developed

communication skills by interacting with potential customers and new parents, organizing meetings, and taking their feedback and suggestions.

- **Brand Management**

I learnt about brand guidelines, color schemes, and logos and how to apply them to build a powerful brand identity.

- **Time Management**

I learned to manage my time effectively by prioritizing tasks and meeting deadlines.

- **Reporting and Analysis**

Creating reports and analyzing data to identify customer needs and preferences, understand the trend and develop effective marketing strategies.

- **Event Co-ordination**

I helped in many school events to organize them and communicate with other parties to make the event successful.

- **Problem Solving**

Many parents come in with different problems and challenges that they face and by listening to them I helped them solve issues by recommending them different ideas or help them to meet appropriate personnel to solve the problem.

CHAPTER 4 CONCLUSION

1. Summary

My four-month internship journey at Premier International IB Continuum School was an unforgettable and invaluable experience. Premier International, Nepal's first and only IB continuum school, offers top-notch education to students in Nepal. As a marketing intern, I was tasked with several responsibilities, including managing admissions, communications, and social media. During my co-op, I was able to step out of my comfort zone and learn about the real world of work. I found myself doing tasks I never thought I could do, and this experience helped me gain confidence in my abilities. Even though there were times when the work pressure was too much, I am grateful for the opportunity to have worked in such an engaging environment.

Moreover, this co-op helped me gain valuable insights into the education industry, I learned a great deal about the unique challenges and opportunities that come with marketing in this field. As a result, I have a clearer understanding of my career path and feel more confident in my abilities to pursue a career in marketing. The co-op experience allowed me to identify my strengths and the things I am not so good at, and I now have a better understanding of what I need to work on to improve myself. For instance, there were times when I struggled with communication issues with some of the other staff members. This was a challenge, but it taught me the importance of effective communication and collaboration in a team-based environment.

Overall, my co-op experience at Premier International was a journey of self-discovery and personal growth. I am thankful for the opportunity to have worked with such a wonderful team, and I am confident that the skills and knowledge I gained during my co-op will serve me well in my future endeavors.

2. Evaluation of the Work Experience

During my co-op experience, the working hours were quite long, from 8:00 AM to 5:00 PM. However, I never found myself bored or disinterested as I was constantly engaged in various tasks and responsibilities that needed to be completed throughout the day. I believe that I did a pretty good job considering it was my first time working in such a large organization. I could efficiently manage my time and complete tasks within the given timeline. Regarding career

development goals, my experience during the co-op helped me gain a better understanding of the industry and the skills needed to succeed in it. I was able to identify my strengths and weaknesses and areas where I need to improve. This has given me a clearer picture of what I want to do in my career and how to achieve my goals.

I am thankful that I was able to work alongside experienced professionals in the industry, which provided me with valuable insights and advice on how to grow my career in this field. I received constructive feedback on my work, which helped me to identify my strengths and areas for improvement. Furthermore, I was pleased that the organization provided me with meaningful tasks and responsibilities. I did not feel like an intern who was just given menial tasks to complete but rather like a valued team member who contributed to the organization's success. Also, working in a professional environment has allowed me to develop my interpersonal and communication skills, which I believe are crucial for any career path. I built relationships with colleagues, superiors, and clients, which boosted my confidence in dealing with people from different backgrounds and cultures. This has also helped me to better understand the importance of teamwork and collaboration and how to work effectively in a team to achieve common goals.

I am very pleased with my co-op experience. It was challenging at times, but I found the work interesting and engaging, and I felt that I was making a meaningful contribution to the organization. Additionally, I gained confidence in my abilities and developed a greater sense of independence and responsibility. The most important thing is to always ask questions and not to shy away because later that can give you a huge headache, so always asks questions until you're clear of what you have to put together and always take in the constructive criticism that your supervisors provide you with because that will only help you move forward.

Overall, my co-op experience was really helpful for my career and personal growth. I feel more assured in my skills, understand my career path better, and am eager for opportunities.

3. Limitation of Cooperative Studies

While I enjoyed my experience, I felt challenged by the long working hours and high workload which may have been a limitation in terms of work-life balance and personal time. As these experiences are often structured around specific timeframes and job responsibilities, I sometimes find it challenging to balance work commitments with other aspects of my life, such as family obligations or personal pursuits.

Furthermore, the co-op experience did provide valuable insights into a particular industry or work experience. Still, it necessarily did not offer a comprehensive understanding of other industries or roles, which might limit career options or prevent from exploring different paths.

4. Recommendation for the Company in Term of Cooperative Studies

Based on my experience working as a co-op student at Premier International IB Continuum School, I would like to recommend that the company provide more support to its co-op students to ensure a better work-life balance and prevent burnout. While the long working hours and high workload were necessary for the job, it could lead to burnout and negatively impact employees' work-life balance. To address this, the company could offer flexible work hours or implement strategies to manage workload and stress. For instance, the company could consider providing more breaks or offering mental health resources for employees. The company can help ensure that its co-op students are healthy and motivated to contribute to the organization's goals by taking these steps. "Emotional and instrumental support for employees during the work has a positive relationship with the work-life balance satisfaction" (Anja-Kristin Abendroth, 2011).

Another recommendation would be for the company to provide clear guidelines and expectations for co-op students and regular feedback and communication. This can help students better understand their performance and identify areas for improvement. By establishing measurable goals and objectives, the company can guarantee that co-op students live up to expectations and positively contribute to the company's development.

Moreover, organizing training workshops for the company's employees to improve their marketing skills and knowledge in the relevant field can greatly help. This can help the employees better understand the organization and its unique offerings and effectively communicate this to potential customers. The company can improve its marketing efforts and overall success by investing in employee training and development.

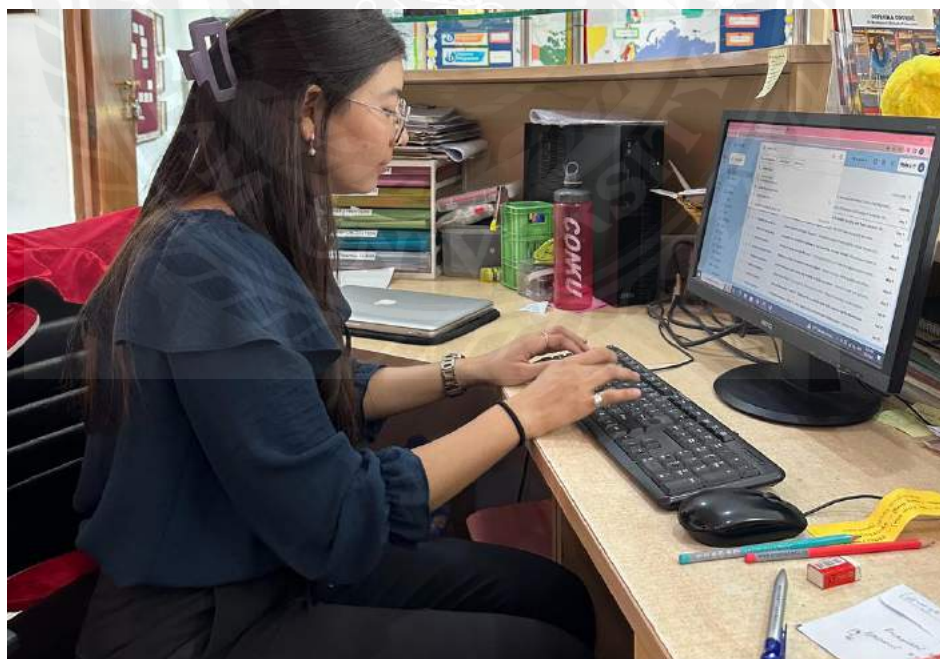
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ANNEXURE



Picture 1: Work station



Picture 2: Me at my work station



Picture 3: Annual photoshoot



Picture 4: Photo of the organization



Picture 5: Picture I took for social media post

