



## **Cooperative Education Report**

**Marketing Associate in Immaculate Education Service**

**Educational Consultancy**

**Written By**

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**This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration Academic Semester 2/2022 Siam University.**

**Project Title:** Marketing Associate in Immaculate Education Services Educational Consultancy

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### Abstract

This report comprehensively analyzes the internship experience at Immaculate Education Services. The main objective of the internship was to gain practical knowledge and apply academic theories in a real-world setting. The report highlights the key activities and responsibilities undertaken during the internship, including lead generation, social media planning and management, customer service, and research on competitors and their social media strategies.

The internship provided valuable insights into the education consultancy industry and the challenges faced by Immaculate as a newly established company in Nepal. External factors, such as Indian institutes being considered secondary options for foreign studies and students' inclination to self-apply, posed challenges for attracting clients. Internally, communication with the team in India and the decision-making process centered around the CEO created some inefficiencies.

Despite the limitations, the internship offered numerous learning opportunities. The intern gained technical skills in social media marketing, email marketing, and competitor analysis. Integrating marketing theories and strategies proved instrumental in tackling various tasks and achieving the internship goals. Furthermore, the experience fostered personal growth, enhancing adaptability, teamwork, and problem-solving abilities.

**Keywords:** Immaculate Education Services, education consultancy, agency

## Acknowledgment

I want to thank Siam University and Kathmandu College of Management for giving us the chance to work in a real-world environment before joining a company. This has not only enabled me to gain practical experience, but it has also put me on the right path to enable me to choose the career path that best suits my interests and work in sectors that interest me.

I also want to express my gratitude to my supervisor, Ms.Kinara Malla, CEO, Mr Ganesh Agrawal, and Senior Consultant, Ms. Rosy, for enabling me to work with them on an equal footing with other employees. Their consistent monitoring and focused attention aided my ability to learn the task while working in a pleasant environment. I also want to thank the entire crew for making me feel welcome and for being so accommodating.

Participating in the internship programs at KCM and Siam has undoubtedly aided my professional development. The chance to engage and build relationships with a broad range of people who have a variety of opinions was the most beneficial component of these internships, and for that, I am grateful to the university for its support of me during my undergraduate studies.

*Divyanga Thapa*

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Figure 1: Organizational Structure



## LIST OF ACRONYMS

IES: Immaculate Education Services

IES: Indian Educational Services

CEO: Chief Executive Officer



# **1 Introduction**

## **1.1 Company Profile**

Immaculate Education Services (IES) is a renowned educational organization that operates as a subsidiary of Indian Education Services (IES India). IES provides complete educational advisory services to students and their parents seeking higher education in India and are committed to excellence and a vision to empower students.

Immaculate Education Services was founded to support Nepali students to reach their academic and career goals. It provides various services, including career counseling, university selection, course selection, application aid, and more. Immaculate Education Services is committed to giving students personalized counseling and support to help them make educated decisions and accomplish their academic goals.

As a sister brand of IES India, Immaculate Education Services shares the same core values of integrity, professionalism, and a student-centric approach. IES India, with its rich experience of over a decade, has established itself as a reputable name in the field of education consulting. Immaculate Education Services upholds these values and delivers exceptional services to students.

Immaculate Education Services has been collaborating with partner universities and educational institutions in India to provide a diverse range of programs, including undergraduate, postgraduate, and doctoral programs in engineering, medical, management, arts, sciences, and other fields. Immaculate Education Services' staff is made up of experienced and certified professionals that provide tailored counseling and support to students as they choose and apply to universities, maximizing their chances of admission and scholarship to top-ranked institutions within India.

### **1.1.1 Mission**

- To create an environment of moral, social, cultural, and educational progress for the realization of an Egalitarian society



### **1.1.2 Vision**

- Be a premier organization to spread education and transform our large young population into a national asset.

### **1.1.3 Objectives of the company**

Immaculate Education Services is an educational organization that provides professional counseling and support to students seeking higher education in India. Immaculate Education Services, managed by experienced and qualified professionals, seeks to establish and maintain long-term relationships with a diverse range of colleges and universities to provide comprehensive guidance to students throughout the entire process of selecting a university and academic program, as well as assisting them with their transition to their chosen university in India.

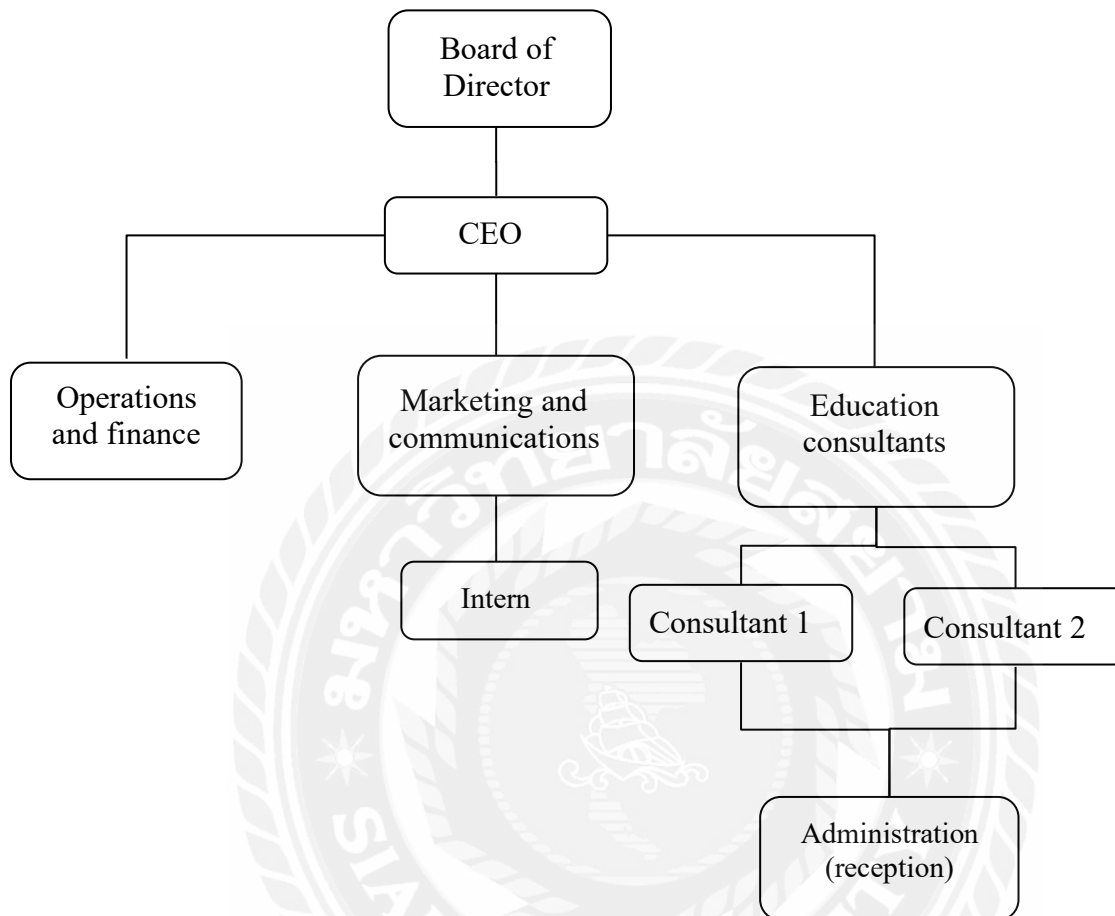
Immaculate Education Services' mission is to provide exceptional advice and assistance to all aspirants, beginning with selecting a university and academic program, and continuing until the students have established themselves. Furthermore, the organization is dedicated to assisting students in selecting the best institution or university for their undergraduate, graduate, master's, doctorate, or professional studies, considering aspects such as affordability, academic offers, environment, and other critical factors.

Immaculate Education Services is committed to reaching its objectives by ethical and effective processes, and it is entirely devoted on offering the greatest guidance and help to students and their families. Immaculate Education Services' major goal is to provide students and parents with counseling and advice about studying abroad and to assist them in identifying universities and institutions that match their specific needs and preferences.

As a sister brand of IES India, Immaculate Education Services can leverage the reputation and success of IES India to build its brand. IES India has been ranked as India's 2nd largest consultancy, a direct plus point for Immaculate. The company can use this reputation to attract customers and build trust and credibility and to cater to the diverse needs of students.

## 1.1.4 Organizational Structure

### 1.1.1 Diagram of organizational structure



*Figure 1: Organizational structure*

## 1.2 Job Position

As a Marketing Research Assistant and Social Media Planner/Manager at Immaculate Education Services, my job involved conducting market research to identify potential customers and developing marketing strategies to reach them. I was responsible for planning and managing the company's social media presence on various platforms, creating engaging content, and building relationships with followers.

In terms of market research, I conducted surveys, analyzed data, and identified trends in the education sector to inform our marketing strategies. This involved researching and analyzing competitor activities, identifying new opportunities, and collaborating with other team members to develop effective marketing campaigns.

On the social media front, I planned and executed the company's social media strategy, created content for various platforms, and monitored and responded to comments and inquiries from followers. I was also responsible for analyzing the performance of our social media channels and providing recommendations for improvements.

### **1.3 Intention and motivation to choose the company as my CO-OP studies workplace**

I was always interested in marketing and social media, so when I heard about the chance to work as a Marketing Research Assistant and Social Media Planner/Manager at Immaculate Education Services, I knew it was the right fit for me. What drew me in the most was the company's great reputation in the education field, as well as the brand value connected with Immaculate and its sister brand, Indian Education Services.

Immaculate Education Services established a reputation for offering high-quality education consulting services to students and parents. The firm has a solid basis and is well-regarded in the market as a subsidiary of Indian Education Services. Immaculate's dedication to ethical and successful processes in all of its operations, including marketing and social media, drew me in. I knew that working for a firm with such strong principles and standards would be both professionally and personally beneficial.

Also, the potential to work in education and help students achieve their academic goals piqued my interest. I think that education is the cornerstone for personal and professional development, and I was pleased to be able to contribute to this process.

## 1.4 Strategic analysis of the Company

### SWOT Analysis:

#### Strength:

- Strong reputation in the education consultancy sector
- Sister brand of Indian Education Services, India's 2nd largest education consultancy
- Professional counseling and educational support for the prospective university and college students studying abroad
- Dedicated team with expertise in the education industry both in Nepal and India

#### Weakness:

- High Competition in the market
- Fairly new in the Nepalese market
- Dependency on only Indian Universities at the moment

#### Opportunities:

- Expansion into other parts of Nepal
- Developing new services and offerings to meet the evolving needs of students and parents
- Partnership with universities other than the ones based in India

#### Threats:

- In the education consultant market, there is fierce rivalry from both established and developing firms.
- Disruption caused by industry technical breakthroughs such as online education platforms and artificial intelligence-powered services.
- External variables such as changes in government policy and economic downturns cause volatility in the education business.

### **1.5 Objective of this co-operative study**

The main purpose of the internship was to utilize cooperative education to put theoretical business concepts into reality, learn how to adapt theoretical work to practice, and learn how to become a professional under the supervision of individuals who have worked in this sector for a long time. Students must be able to broaden their network of connections and relationships due to the challenges of this internship program. By producing this report, I'll assess where I am and how much I've developed my abilities and knowledge throughout my internship.

The following were the key goals of this report:

- To learn how an educational consultancy operates itself in day-to-day activities.
- Having a deeper level of understanding between the various levels in an educational consultancy business.
- Knowing the actions and processes involved in a consultancy business's marketing processes.
- Implementing and evaluating the use of academic knowledge with practical learnings.

## **2. Co-op Study Activities**

### **2.1 Your job description and responsibilities**

As an intern with Immaculate Education Services, I participated in various tasks, with a major emphasis on lead generation and social media strategy for forthcoming campaigns. Even though the campaigns were slated to begin at the end of May, I actively engaged in the planning procedures that led up to their debut. During my internship, I also thoroughly researched rivals and their social media presence to gain crucial insights.

My major duty as an intern was lead generation, which entailed identifying and developing potential leads for the organization. This involved researching and collecting databases, making outreach efforts, and following up with interesting individuals to generate interest and convert them into possible clients. This work provided me with essential skills in customer relationship management and the ability to interact successfully with a wide range of audiences.

In addition, I helped in developing social media campaigns for upcoming initiatives. Researching industry trends, assessing target audience demographics, and producing new content ideas to engage and captivate our online followers were all part of the process. I worked with the team to develop and plan content for our social media platforms' effectiveness. Also, as a part of customer service, I had to interact with potential clients about their queries regarding different Universities, their course offerings, and the fee structure.

During my internship at Immaculate Education Services, I was responsible for various duties and obligations in addition to my core responsibilities. One of these was keeping in touch with the team at Indian Education Services, mainly about the offerings of various universities and any special deals or promotions they had. This entailed gathering information, communicating with the team, and ensuring that the most recent updates and opportunities were appropriately communicated to our students and potential clients.

Furthermore, I actively sought prospective relationships with Nepalese schools and educational institutions. This entailed conducting research, identifying appropriate collaboration

prospects, contacting relevant parties, and initiating negotiations to build mutually beneficial connections. By forming these alliances, we broadened our reach and provided additional resources and services to students for a better future.

## **2.2 Activities in coordinating with co-workers.**

To ensure the seamless flow of duties, I needed to maintain effective coordination and communication with my colleagues while carrying out my operations. I would receive a briefing from our Marketing Head regularly, which gave me great insights into the scenarios and requirements of various jobs. However, the CEO was the ultimate decision-maker for critical decisions and the company's direction. After obtaining the brief, I patiently await CEO confirmation before moving to the next steps. This approach enabled me to collaborate effectively with my coworkers, align our efforts with the broader corporate vision, and guarantee that our day-to-day operations aligned with the CEO's strategic goals and objectives.

## **2.3 Contribution as a Co-Op student in the Company.**

I made major contributions to the organization beyond fulfilling the given responsibilities. As a fresh and youthful thinker within the firm, I contributed a distinct viewpoint and fresh ideas that connected well with our target audience.

One of my most important contributions to the organization was my ability to bring new perspectives. With my new viewpoint, I provided distinct ideas and insights that assisted the team in thinking outside the box and exploring novel techniques. I brought a comprehensive grasp of the target audience's preferences, interests, and habits, allowing me to develop tactics and projects more aligned with their needs and objectives. This assisted the organization in being relevant and appealing to our target demographic, establishing a better

Furthermore, being the team's youngest member, I had a natural affinity with the audience we were attempting to attract. I could relate to their attitude, objectives, and preferences, allowing me to provide significant ideas on interacting and engaging with them successfully. My efforts helped the firm engage with the target audience more effectively, whether it was offering unique

content ideas, presenting engaging social media campaigns or recommending new platforms to investigate.

Aside from my unique thoughts and insights, I actively engaged in conversations and brainstorming sessions, bringing a fresh perspective to numerous projects and efforts. I was eager to express myself, offer my ideas, and challenge standard techniques, which fostered open and innovative debate within the team. This collaborative atmosphere enabled us to discover novel ideas, fine-tune our methods, and boost the overall success of our campaigns.

In addition, I looked for opportunities to learn and advance inside the organization. I actively connected with my colleagues, solicited feedback on my work, and took the initiative to learn new marketing and social media management skills and knowledge. I was able to contribute even more successfully to the company's goals and objectives by consistently developing myself.

### **3. Learning Process**

#### **3.1 Problems/Issues of the Company**

During my internship at Immaculate Education Services, I was exposed to and noticed several problems and concerns that the firm is now dealing with, both externally and internally.

One big external barrier is that Indian institutes are frequently seen as students' secondary or final options for studying overseas. This image occurs for various reasons, including the incapacity to work while studying, security and safety worries, and other considerations. As a result, Immaculate, as a newly founded business, must overcome this image and portray Indian institutes as appealing study locations for students.

Another issue is that Immaculate only works with Indian institutions. While this concentration allows us to deliver in-depth knowledge and skills in this area, it also restricts our reach and prospective customer base. Many students self-apply to Indian colleges because India is our neighboring nation, and the admission procedure is simple. This tendency of self-application makes it difficult for Immaculate to demonstrate its value and services as an educational consultant.



Internally, one crucial challenge is the decision-making communication process with the team in India. This procedure can be time-consuming and inefficient, producing delays and impeding effective operations. Furthermore, decision-making is centralized, with the CEO as the single decision-maker. This creates a void in decision-making without the CEO and reduces the organization's autonomy and flexibility.

Furthermore, employees may need to be made aware of some parts of the business, resulting in a communication gap inside the corporation. This can impede successful collaboration and information flow.

### **3.2 How to solve the problems**

Immaculate Education Services faces external and internal challenges. Externally, Indian institutes are often considered secondary or last options for foreign studies due to limited work opportunities, security issues, and safety concerns (Savills Research, 2019). Additionally, being a newly established company solely focusing on Indian institutes further adds to the challenge (Savills Research, 2019). Moreover, the trend of self-applying to Indian institutes by students is prevalent due to the proximity of India as a neighboring country, making the application process more convenient (Savills Research, 2019). Internally, there are issues with communication and decision-making. The lengthy and poor communication process with the Indian team obstructs effective decision-making. Furthermore, the CEO's absence creates a decision-making gap in the centralized decision-making process, resulting in delays and inefficiencies. Another internal issue is employee apathy, which creates a communication gulf within the company.

To address these challenges, several strategies can be implemented. First, Immaculate Education Services can work on changing the perception of Indian institutes by highlighting their unique advantages, such as quality education, research opportunities, and career prospects (Savills Research, 2019). This can be achieved through targeted marketing campaigns and showcasing the success stories of alumni (Savills Research, 2019).

Second, the company can consider diversifying its services to include other study destinations besides Indian institutes. Building partnerships with universities in different countries and providing comprehensive guidance to students exploring a wider range of options can enhance competitiveness (Akkoyunlu-Wigley & David, 2019).

Third, improving communication and decision-making processes is crucial. Implementing efficient communication channels and collaborative tools, along with decentralizing decision-making authority within defined parameters, can streamline operations (Bartlett & Ghoshal, 1995).

Finally, promoting internal training and knowledge-sharing initiatives can address the issue of employee awareness and foster a culture of continuous learning (Vlachopoulos & Cowan, 2010). This can bridge the communication gap within the organization and enhance collaboration.

### **3.3 What you have learned during the Co-Op studies**

During my internship at Immaculate, I got great insights and practical experience that helped me better grasp marketing ideas and how to use them in a real-world situation. The internship allowed me to apply the theories and concepts I had gained during my academic studies in a realistic and dynamic setting.

One of the most important lessons I took from my internship was the necessity of market research to influence marketing tactics. To create great marketing strategies, I learned how to perform rigorous research, evaluate data, and spot patterns. Using principles like target market segmentation and positioning, I was able to adjust our marketing efforts to attract the target demographic while maximizing effect.

In addition, I received practical expertise in social media strategy and administration. To increase company visibility and engagement, I learned how to generate compelling content, optimize social media platforms, and communicate with followers. My academic pursuits gave me an understanding of consumer behavior and communication theories, which I used to create convincing and powerful social media content.

In addition to marketing theory, I learned important teamwork and communication skills. Strong communication and interpersonal skills were essential to collaborate with peers and coordinate with team members in India. We collaborated to assess obstacles and propose unique solutions to Immaculate's problems.

Overall, my internship at Immaculate taught me how to put marketing theories and principles into practice. It helped me better grasp market research, social media strategy, and successful communication tactics. The experience improved my problem-solving abilities, flexibility, and capacity to collaborate in a professional setting. Combining academic knowledge with practical abilities makes me more equipped to face future marketing difficulties.

### **3.4 Special skills and new knowledge you have learned from this Co-Op studies**

Overall, my internship at Immaculate taught me how to put marketing theories and principles into practice. It helped me better grasp market research, social media strategy, and successful communication tactics. The experience improved my problem-solving abilities, flexibility, and capacity to collaborate in a professional setting. Combining academic knowledge with practical abilities makes me more equipped to face future marketing difficulties.

First, I honed my skills in social media marketing. I learned how to use and use various social media sites' capabilities. Although the social media campaign is still in the works, I have learned much about how various social media platforms function.

Email marketing was another crucial technological skill I learned throughout my internship. I learned how to develop engaging email campaigns, segment the audience based on numerous factors, and produce appealing messages that are received well. I learned how to use email marketing tools to automate operations, evaluate email performance, and analyze analytics to determine campaign success. This ability enabled me to reach out to new consumers, develop leads, and build great relationships with current clients.

In addition, I learned about competitor analysis, which is an important element of marketing strategy. I learned how to undertake extensive competition research, examine their marketing strategies, and find areas of strength and weakness. Understanding the competition landscape enabled me to make educated judgments about Immaculate's positioning, distinctiveness, and market-leading initiatives.

## **4. Conclusion**

### **4.1 Summary of highlights of your Co-Op studies at this company**

My internship with Immaculate Education Services was a useful and engaging experience that enabled me to gain and grow various marketing skills and expertise. Throughout the internship, I participated in various projects and activities, obtaining practical knowledge in areas such as lead generation, social media strategy, and competition analysis.

Working on lead-generating initiatives was one of the highlights of my internship. This entailed finding and engaging with potential clients to increase interest in Immaculate's services. I learned how to successfully engage with potential students and handle their queries via targeted research and outreach activities, eventually contributing to expanding the customer base.

Another noteworthy internship component was my participation in the strategic design and administration of social media initiatives. I was responsible for developing compelling content calendars, administering social media channels, and tracking user interaction. This hands-on experience taught me the value of tailoring messaging to certain platforms and target audiences and evaluating stats to enhance campaign effectiveness.

Furthermore, I was able to do competition analysis, which offered useful insights into the industry landscape. I learned better about Immaculate's business position by researching rival educational consultants' strategies and techniques. With this information, I could participate in informed decision-making processes and suggest unique solutions to stay ahead of the competition.

#### **4.2 Evaluation of my work experience**

My whole work experience as an intern with Immaculate Education Services was beneficial and fulfilling. I got to work on various projects and responsibilities, earning essential marketing skills and expertise. The encouraging and collaborative work atmosphere aided my professional development and enabled me to make major contributions to the organization.

The degree of advice and mentorship my colleagues and superiors offered was one component of my work experience that stood out. They were always accessible to answer my inquiries, provide comments on my work, and offer insightful and helpful recommendations. Throughout the internship, this support system helped me to improve my abilities and perform to my full potential.

Another component that I valued was the degree of responsibility and confidence placed in me as an intern. I was allowed to assume project responsibility, work independently, and make crucial decisions. This strengthened my confidence and allowed me to demonstrate my ability and have a concrete influence on the company's marketing efforts.

Furthermore, the opportunity to apply theoretical knowledge to real-world marketing difficulties was beneficial. I observed firsthand how marketing plans are designed, implemented, and assessed in the real world. This training broadened my grasp of marketing ideas and improved my critical thinking and problem-solving abilities.

Throughout my internship, I saw the company's emphasis on constant learning and progress. I was encouraged to attend webinars, workshops, and training sessions to improve my

abilities and remain current with industry trends. This dedication to professional growth enhanced my entire job experience significantly.

Overall, my internship with Immaculate Education Services was quite fulfilling. I contributed significantly to the company's marketing efforts, got practical experience, and improved personally and professionally. I am glad for the opportunity and would strongly suggest Immaculate to prospective interns looking for a challenging and rewarding work experience.

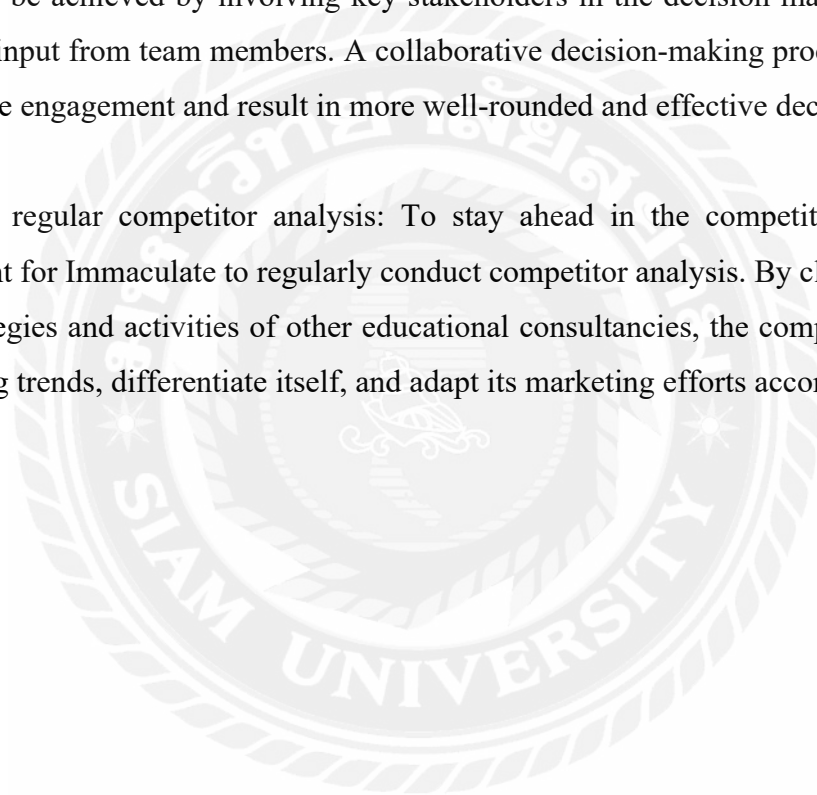
#### **4.3 Limitations of your Co-Op Studies**

1. The internship period lasted only 4 months, which I believe was not enough to fully understand and contribute to the company's operations. As a result, I had to prioritize certain tasks over others and may have missed out on some learning opportunities.
2. Due to the ongoing economic crisis, the company had limited resources and budget. This limitation affected the type and amount of work that I was able to do as an intern. For instance, we were not able to invest in expensive marketing tools or software, which would have enabled us to achieve our marketing goals more effectively.
3. Another limitation that I encountered was the company's reluctance to invest a lot in advertising and marcom activities. This was particularly challenging for me as a marketing intern because I wanted to explore different advertising and marketing strategies that would have been beneficial to the company. However, due to budget constraints, we were not able to experiment with new ideas or strategies.

#### **4.4 Recommendations to the company**

1. Allocate more resources and budget: Despite the ongoing economic crisis, it is crucial for Immaculate to allocate adequate resources and budget to support marketing and advertising activities. Investing in tools, software, and advertising campaigns can greatly enhance the company's reach and effectiveness in targeting potential students. Allocating a sufficient budget will also enable exploring new marketing strategies and tactics.

2. Embrace digital marketing trends: With the increasing reliance on digital platforms, it is essential for Immaculate to embrace digital marketing trends and techniques. This includes expanding social media marketing efforts, optimizing the company's website for search engine visibility, and implementing email marketing campaigns. These strategies can help attract and engage a wider audience of prospective students.
3. Foster a collaborative decision-making process: Instead of relying solely on the CEO for decision-making, I recommend fostering a collaborative approach within the organization. This can be achieved by involving key stakeholders in the decision-making process and seeking input from team members. A collaborative decision-making process will enhance employee engagement and result in more well-rounded and effective decisions.
4. Conduct regular competitor analysis: To stay ahead in the competitive market, it is important for Immaculate to regularly conduct competitor analysis. By closely monitoring the strategies and activities of other educational consultancies, the company can identify emerging trends, differentiate itself, and adapt its marketing efforts accordingly.



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## Appendix



*Picture 1: Student counseling room*





*Picture 2: Workspace area*



*Picture 3: Team following up with students*



*Picture 4: Reception desk*



*Picture 5: Meeting Room*