



## **COOPERATIVE EDUCATION REPORT**

### **Learning Through Experience: Research and Marketing Design at Nurture Higher Education**

**Written by**

**Ms. Anjali Yadav**

**ID No. 6308040071**

**This Report Submitted in Partial Fulfillment of the  
Requirements for Cooperative Education, Faculty of Business  
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**Project Title:** Learning Through Experience: Research and Marketing Design at Nurture Higher Education

**Written by:** Ms. Anjali Yadav (6308040071)

**Department:** Bachelor of Business Administration (Finance & Investment)

**Academic Advisor:** Asst. Prof. Dr. Yutthana Srisavat

We have approved this cooperative report as partial fulfillment of the cooperative education program semester 2/2023.

Oral Presentation Committees



.....  
(Asst. Prof. Dr. Yutthana Srisavat)

Academic Advisor



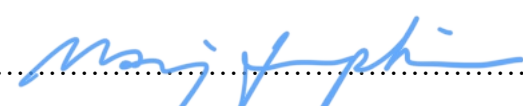
.....  
(Ms. Tania Easton)

Job Supervisor



.....  
(Ms. Yhing Saweny )

Cooperative Committee



.....  
(Asst. Prof. Dr. Maruj Limpawattana)

Asst. President and Director of Cooperative Education

**Project Title:** Learning Through Experience: Research and Marketing Design at Nurture Higher Education

**By:** Ms. Anjali Yadav

**Advisor:** Dr. Yutthana Srisawat

**Degree:** Bachelor of Business Administration

**Major:** Finance and investment

**Faculty:** Business Administration

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### **Abstract**

This Cooperative report entitled “Research and Marketing Design for Nurture Higher Education” incorporates details on the research done on various aspects required by the company to increase its social media presence. It details the summary of the work carried out by the intern. It also highlights the problems encountered during the internship period with the possible solutions applied to solve those problems. The period of my internship has provided the company with larger audiences, activeness, and success in marketing activities to offer to learners, partners, and audiences.

The major objectives of the cooperative internship in this report are:

- (1) To understand the research process required for Nurture Higher Education to increase the company's social media reach
- (2) To understand the workings of an international education service provider
- (3) To know about issues faced in the industry and resources needed to support all operations,
- (4) To link and apply theoretically learned knowledge in the real working environment,
- (5) To expand my network and meet working industry professionals to gain insights and future mentorships.

Through this internship, I gained a good insight into how the company operates at all levels, especially the immense amount of research required in every aspect of the company. My main responsibilities were to assist in researching social media reach, content generation, and designs for the company. The period of my internship, it has provided the company with larger audiences, activeness, and success in marketing activities to offer to learners, partners, and audiences.

**Keywords:** Digital Marketing, research, social media

### **Acknowledgment**

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I would like to express my deepest gratitude to Nurture Higher Education Group for providing me with the opportunity to undertake my internship experience. Special thanks to Prof. Dr. Yutthana Srisavat, my supervisor throughout this journey, whose guidance and support were invaluable.

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I am thankful to the faculty and staff at Siam University and Kathmandu College of Management for their continuous support and encouragement. Their teachings have equipped me with the skills and knowledge necessary for success in the field of Finance and Marketing.

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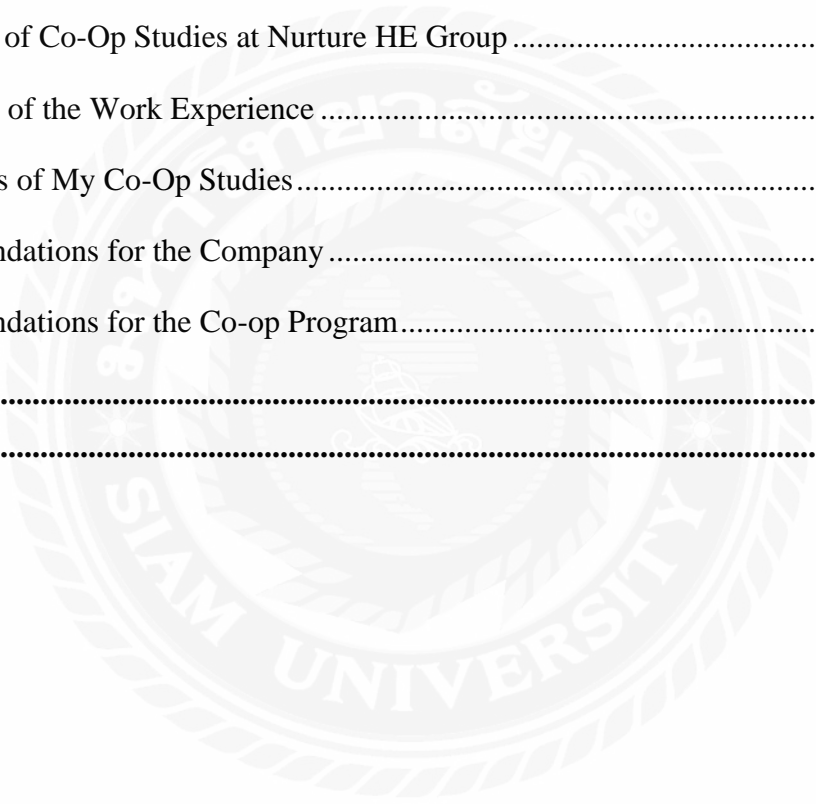
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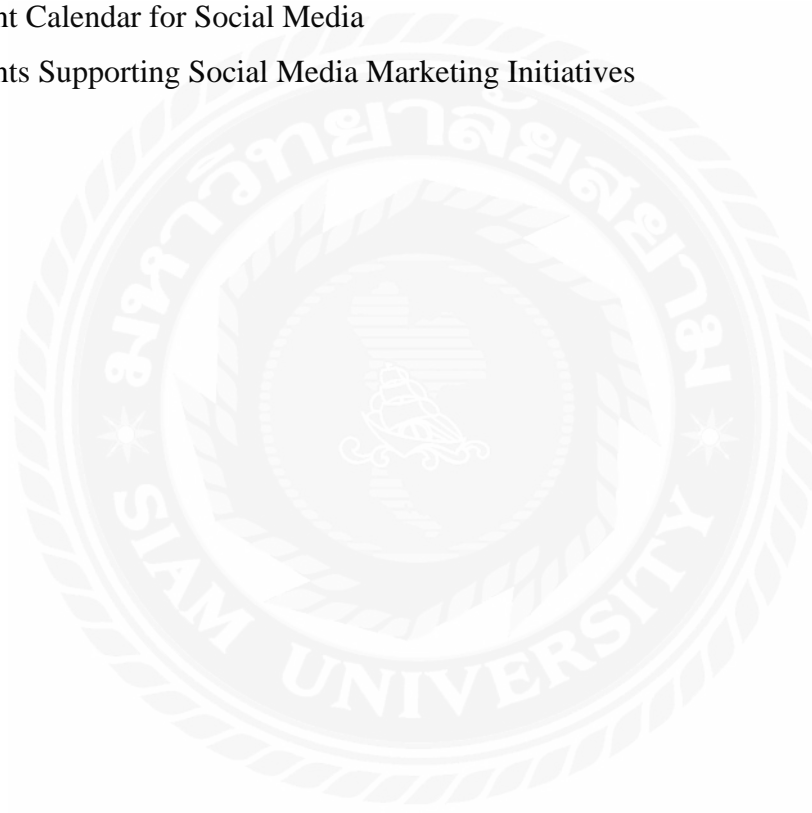
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## Chapter 1: Introduction

In this Chapter, the background of Nurture Higher Education Group is presented to provide the readers with information. The group is an international educational service provider with various delivery partners across Southeast Asia. The company profile, the organizational structure of the company, my motivation to choose this company as my workplace for training, and company strategic analysis are included as follows:

### 1.1 Company Profile

Formed in January 2017, the Nurture Higher Education Group focuses on the crucial intersection of learners, educators, and employers by providing transnational Education through a service partnership model. This Model transforms the employability outcomes and aspirations for ambitious and talented students unable to access traditional forms of world-class university credentials through international mobility.

It believes that advising and creating new approaches that connect an understanding of the needs of a new generation of learners with employment and enterprise outcomes will ensure the success and sustainable contribution of higher education institutions worldwide.

Nurture's objective is to use our knowledge and perspective to assist fresh approaches and advancements in higher education across the globe. Its goal is to collaborate with providers, investors, and policymakers to not only brainstorm and provide advice but also to create and implement innovative ideas in the field of higher education.

Figure 1: Nurture Higher Education Group logo



### 1.1.1 Vision

To nurture global higher education provision and initiatives that best fulfill the needs and interests of aspiring learners and prepare them for success in a global 21st-century workplace.

### 1.1.2 Mission

To foster a greater understanding of the ever-changing needs of learners, educators, and employers to deliver innovative, transformative, and high-performing higher education delivery systems, initiatives, and ventures worldwide.

### 1.1.3 Validation Partners

- **La Trobe University:** La Trobe University is one of the top public universities in Melbourne, Australia. It is ranked #242 in the QS World University Rankings 2024. La Trobe is working with Nurture on delivering its portfolio of Programs (Computer Science and Information Technology) through Nurture's Delivery Partners

Figure 2: La Trobe University logo



- **Siam University:** Siam University in Bangkok, Thailand is the host and validating partner of the Global Academy
  - Siam University is ranked in the Top 10 Private Universities in Thailand and is home to over 14,000 students.
  - Along with its programs, Siam University is delivering access to all students of the academy to utilize the infrastructure and facilities at the campus.

Figure 3: Siam University logo



#### 1.1.4 Delivery Partners

- **Binus University:** Originally known for its Modern Computer Course, Binus University was founded in 1974 as a computer training facility. Following its establishment as a university in 1996, Binus has grown over the following 24 years to become one of the top multi-faculty universities. With departments covering everything from information systems to business and management, design, and engineering, Binus University currently provides a broad range of undergraduate and graduate programs.
  - To succeed, Binus always pursues greatness, generates original and durable concepts, and thinks that strong, reliable working connections are essential.

- By offering top-notch technology and education, Binus is dedicated to the advancement of the country and the global society. They seek to raise Indonesians' standard of living and produce exceptional leaders for the international community.

Figure 4: Binus University logo



- **Van Lang University:** On January 27, 1995, Van Lang Institution (VLU) was formally founded as a private institution. Over 30,000 students are currently enrolled at the institution, which has three campuses in Ho Chi Minh City and two in Ha Noi. The university's main objective is to offer top-notch instruction, learning, and research opportunities that promote excellence in entrepreneurship, teaching, innovation, and research.
  - The mission of Van Lang University is to educate students by helping them realize their full potential through lifelong learning within a cutting-edge ecosystem of research and education where businesses, academics, and students collaborate to develop ground-breaking solutions that will shape the future, improving the lives of the learners and inspiring society.

Figure 5: Van Lang University logo



### 1.1.5 Strategies of the Company

The fundamental principles that The Global Academy by Nurture upholds and that we may see and apply to nurture strategy.

**Access World Class:** The company's primary selling point is that it can combine a degree from Thailand with two degree programs from highly regarded foreign universities in Australia, Canada, or the UK, all while keeping living and tuition expenses quite low. This enables international students residing and studying in Thailand to have access to networks and resources from at least two nations.

**Improve Your English:** Since all the program's lessons are taught in English by native speakers, enrollment in the program needs a fundamental degree of language skills. Before enrolling in the program, students can enhance their language proficiency by attending English classes provided by respectable providers.

**Get Career Ready:** By taking classes from experienced business experts and attending company-sponsored events and seminars, students in the program are exposed to a global community. Students can greatly increase their chances of landing overseas internships and jobs by connecting with networks such as AustCham.

**Your Global Launchpad:** In an advanced, efficient setting, students can learn from experts in the sector who offer courses that meet worldwide standards. They will expand their networks and cultural awareness while studying with future leaders from other nations and backgrounds.

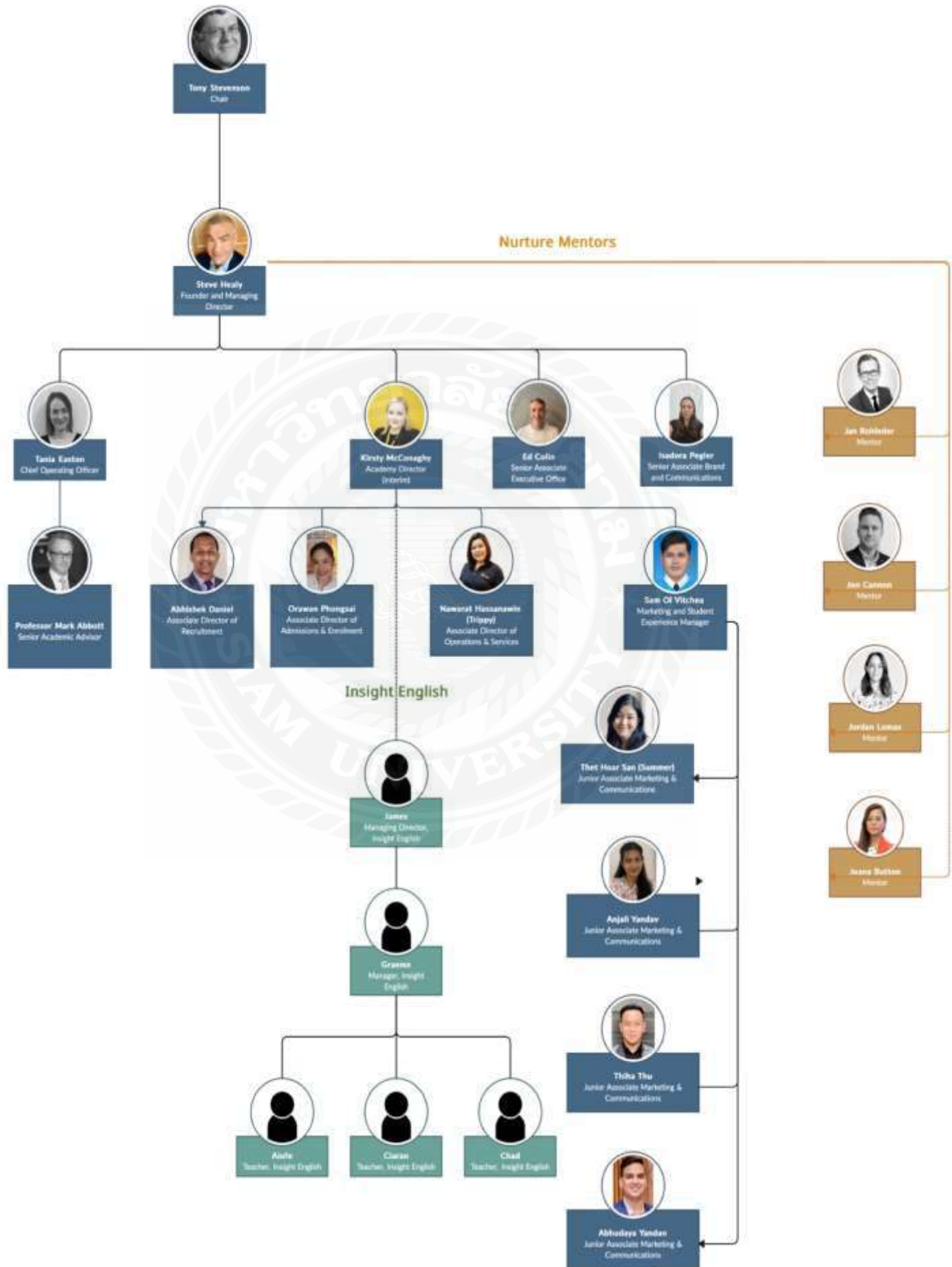
## 1.2. Organizational Structure

An organizational structure defines assisting authority and accountability, relationships, activities, and communication channels. It assists in defining organizational relationships. It helps the employees to get their clear job responsibilities and avoid overlapping of jobs by different departments. the organizational structure of Nurture Higher Education is of functional type. The entire organizational activities are divided into specific functions such as Finance, Marketing, Sales, and Business operations and so on. Every department has departmental heads with the authority to decide for the respective department. Every employee of the department is responsible for their departmental function as per respective sectors.

### 1.2.1 Diagram of the Organizational Structure

The organizational structure of Nurture Higher Education Group is given below: -

Figure 6: Organization Structure of Nurture Higher Education Group





### **1.2.2 My Job Position**

Role Title: Junior Associate, Marketing and Communications

Company: Nurture Higher Education Group

Duration: 4 months

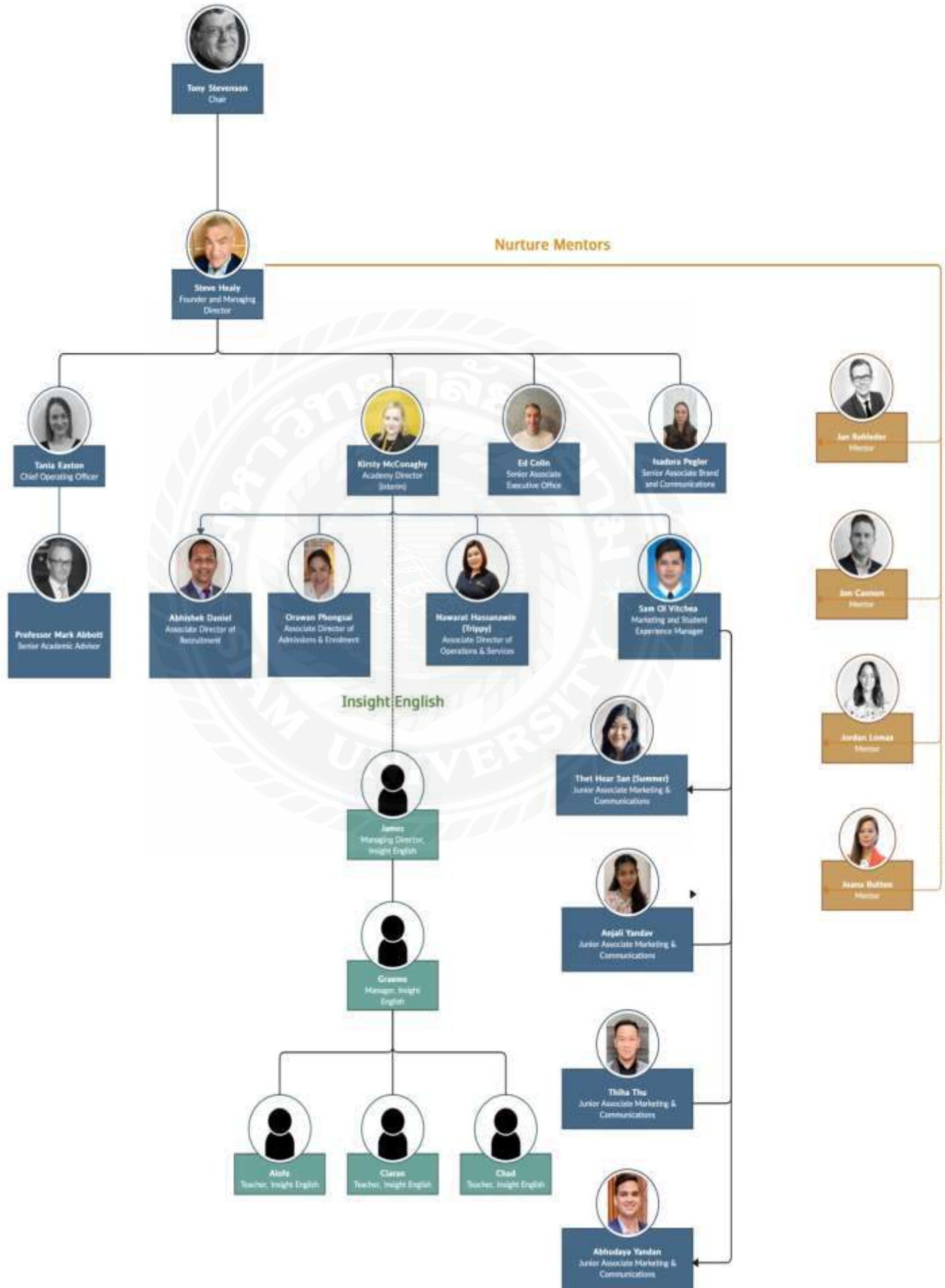
Reporting To: Managing Director and Executive Manager, Governance and Communications

Objectives of the Role: During my cooperative education Studies, my position as an intern was the Junior Associate for Marketing and Communications. My role was to provide administrative support while developing the reputation and profile of The Global Academy at Siam University.

### **1.2.3 My Job Position in the Organizational Structure**

My role in the organization mainly focused on Marketing and Communications, organizing events that enrich the student experience. Hence, I usually used to report to the Marketing and Student experience manager but used to work on other projects as well as reporting to various other individuals in the company. My job positions are in the diagram of the organizational structure of Nurture HE Group as follows:





### 1.3 My motivation to choose this company as CO-OP studies workplace

I chose to join Nurture Higher Education Group for my internship due to several compelling reasons:

**Exploring the Global Education Market:** Realizing the importance of this quickly expanding field, I set out to gain a deeper comprehension of the global education business. I couldn't pass up the opportunity to learn about its many dynamics and features.

**Experiencing a Diverse Work Environment:** I was excited to be employed in a diverse, multicultural workplace. Knowing how workplaces operate in various cultural situations was one of my internship's main goals.

**Leveraging Nurture HE's Industry Connections:** Nurture HE Group's innovative Global Academy Platform and robust presence in the education sector offered a great chance to network with professionals in Thailand and abroad, including making connections with international students enrolled in their programs.

**Learning in a Startup Environment:** Participating in the Global Academy's first stages gave me an understanding of how start-ups function. I will be using the lessons I learned from this experience in my future entrepreneurial endeavors, thus it was especially beneficial to me.

**Personal Development and Independence:** The chance to advance personally was one of my main reasons for interning in Thailand. It was anticipated that living and working freely in a foreign nation would be a life-changing experience, assisting me in building resilience and adaptability.

All these factors combined to make Nurture HE Group the best option for my CO-OP studies, providing opportunities for both personal and professional growth.

**1.4 Strategic Analysis of the Company**

Organizations should always look to improve.

Table 1: SWOT Analysis of Nurture Higher Education Group

<b>Strengths</b>	<b>Weaknesses</b>
- Unique market position focusing on the intersection of learners, educators, and employers.	- Dependence on strategic partnerships.
- High emphasis on educational standards and quality infrastructure.	- Facing challenges in brand recognition and trust among students.
- Strategic partnerships with top-tier institutions like the University of La Trobe Australia and Binus University.	- Language barriers hinder effective communication between various international stakeholders.
- Innovative approach to education solutions aligning with 21st-century workplace demands.	- Scalability challenges with rapid expansion plans.
- Leadership team with extensive experience in the education industry.	
- Comprehensive service offering from thinking, consulting, to venturing.	
<b>Opportunities</b>	<b>Threats</b>
- Growing global demand for higher education, especially in business education.	- Intense competition in the higher education sector.
- Leveraging technology to create innovative, scalable solutions.	- Economic uncertainty and funding cuts in education.
- Expansion into emerging markets with growing educational needs.	- Regulatory changes affecting operations and strategic plans.
- Opportunities to work with governments and policymakers on educational reforms.	- Technological disruption from alternative education platforms.

Opportunities	Threats
- Introduce more courses that offer professional development opportunities to working professionals and adult learners.	- Cultural and operational differences across multiple countries.

**1.5. Objectives of this cooperative study**

The general objective of my co-op study at Nurture Higher Education Group was to apply theoretical business and marketing learnings into practice by engaging with professionals, experts, and potential mentors who provided valuable knowledge, criticism, and support. This hands-on experience allowed me to expand my knowledge, contacts, and expertise, ultimately benefiting my public relations skills. The internship offered an excellent platform to understand the inner workings of the higher education industry.

I aimed to contribute positively to the organization and assist them in achieving their goals. I hoped that my study would be as beneficial to Nurture Higher Education Group as the experience was for my personal and professional growth. Throughout my internship, I endeavored to apply all my theoretical knowledge and past experiences to help the organization attain its objectives.

The co-op program at Nurture Higher Education Group had several key objectives. My tasks were aligned with achieving these objectives:

- Increase brand awareness among potential students and partners.
- Gain familiarity with the corporate world's workings and its challenges, particularly in the higher education sector.
- Understand the research required for developing educational programs and initiatives.
- Learn the process of designing, implementing, and promoting educational packages and initiatives.
- Manage and enhance the company's social media presence to engage a broader audience.
- Through these activities, I was able to integrate theoretical knowledge with practical experience, thereby enhancing my understanding of marketing strategies within the context of higher education.

## Chapter 2: Co-op Study Activities

### 2.1 Job Descriptions and Responsibilities

**Role Title:** Junior Associate, Marketing and Communications

**Company:** Nurture Higher Education Group

**Duration:** 4 months

**Reporting To:** Managing Director and Executive Manager, Governance and Communications

**Objectives of the Role:** During my Co-Operative Education Studies, my position as an intern was the Junior Associate for Marketing and Communications. My role was to provide administrative support while developing the reputation and profile of The Global Academy at Siam University.

### 2.2 Responsibilities and Achievement

#### A. Week 1-4: Onboarding and Initial Contributions

- **Orientation and Training:** Underwent comprehensive training on the company's mission, branding guidelines, and communication strategies.
- **Market Research:** Conducted extensive market research to understand the target audience, competitors, and current market trends. Gathered data on consumer preferences and behavior to inform marketing strategies.
- **Competitor Analysis:** Analyzed competitors' social media profiles and marketing campaigns to identify best practices and areas for differentiation.

#### B. Week 5-8: Establishing a Social Media Profile

- **Social Media Strategy:** Participated in brainstorming sessions to develop a comprehensive social media strategy aimed at increasing brand awareness and engagement.

- **Meta Business Suite Training:** Learned to use Meta Business Suite for managing and scheduling posts on Facebook and Instagram. Gained proficiency in utilizing its tools for analytics and performance tracking.
- **Content Planning:** Assisted in creating a content calendar for social media posts, ensuring a mix of promotional, educational, and engaging content.
- **Social Media Management:** Assisted in the design, posting, and development of digital marketing assets for social media platforms such as Facebook, and Instagram. This included creating visually appealing graphics and engaging content.

### C. Week 9-12: Advanced Responsibilities and Regional Initiatives

- **Digital Strategy Enhancement:** Analyzed social media metrics to refine and improve digital marketing strategies. Focused on increasing engagement and reach across platforms.
- **Cross-Media Applications:** Compiled and developed marketing assets for cross-media applications, including print, event, and digital media. Successfully supported promotional events in Thailand and the ASEAN region.
- **Student Ambassador Program:** Collaborated with student ambassadors and other interns to support marketing activities. Coordinated efforts to ensure a consistent and effective marketing strategy across different platforms and regions.
- **Event Support:** Played a key role in organizing and promoting events. Tasks included creating promotional materials, managing event logistics, and ensuring smooth execution.

### D. Week 13-16: Project Completion and Evaluation

- **Final Projects:** Completed major projects, including a comprehensive digital marketing campaign that significantly boosted online engagement and brand visibility.
- **Performance Evaluation:** Received positive feedback from partners and internal colleagues for reliability, communication skills, and proactive approach. Demonstrated initiative and critical thinking in tackling challenges and optimizing marketing strategies.

- **Reporting and Documentation:** Documented all processes, outcomes, and learnings. Provided detailed reports to the Managing Director and senior management, outlining achievements and future recommendations.

### 2.3 Activities in Coordinating with Co-workers

Initially, as the company was just beginning its operations in Thailand, I worked directly with the Managing Director, COO, and Associate Director of Recruitment. As our team grew, I transitioned to reporting to the Marketing and Student Experience Manager. Throughout my internship, I collaborated with various departments and team members to ensure cohesive and effective marketing strategies.

I actively participated in strategy meetings and brainstorming sessions, contributing insights and ideas that helped shape our marketing initiatives. My role required constant coordination with coworkers to align our efforts, share progress, and adjust strategies as needed. This collaborative approach not only enhanced our marketing campaigns but also fostered a strong team dynamic.

Overall, my experience as a Junior Associate Marketing Manager provided me with valuable skills in market research, content creation, and team coordination, allowing me to make meaningful contributions to the company's marketing efforts.

#### Key Skills and Competencies

- **Language Proficiency:** Excellent command of English (minimum equivalent to IELTS 6.0) and good command of Thai and other languages in the Asia/ASEAN region.
- **Marketing and Communication Skills:** Adept at drafting marketing copy, creating profiles, and presenting ideas clearly and effectively.
- **Social Media Expertise:** Familiar with various social and professional media platforms, including Facebook, Instagram, and LinkedIn. Experienced in managing and growing social media presence.
- **Professional Representation:** Maintained a professional demeanor in all internal and external communications, ensuring confidentiality and integrity of information.

- **Initiative and Critical Thinking:** Demonstrated a proactive approach to problem-solving and critical thinking in executing tasks and projects.

**2.4. My Job Process**

I worked for over 16 weeks at Nurture Higher Education Group, contributing to various projects and responsibilities as described above. Below is an outline of my job process in key areas:

Table 2: Summary of Job Process

**A. Content Planning and Creation**

<b>Step</b>	<b>Description</b>
<b>Researching social media platforms</b>	Conducted extensive research on all social media platforms to identify the most suitable ones for the brand.
<b>Understanding target market</b>	Analyzed the target market and developed marketing strategies to effectively reach and engage them.
<b>Taking online courses</b>	Utilized online courses to enhance my skills in social media marketing and content creation.
<b>Brainstorming with team</b>	Collaborated with the team to brainstorm ideas and create a comprehensive content planner.
<b>Receiving and posting content</b>	Coordinated with designers to receive content, then posted it on approved platforms after receiving supervisor approval.



**B. Event Planning and Support**

<b>Step</b>	<b>Description</b>
<b>Brainstorming event ideas</b>	Collaborated with the team to brainstorm potential events that align with the brand's goals and audience.
<b>Shortlisting events</b>	Evaluated and shortlisted the most feasible and impactful events to organize.
<b>Planning event organization</b>	Developed detailed plans for organizing shortlisted events, including logistics and marketing.
<b>Dividing roles</b>	Assigned specific roles and responsibilities to team members to ensure smooth execution of events.
<b>Post-Event discussions</b>	Conducted post-event evaluations to discuss successes and areas for improvement for future events.

Throughout my internship, I focused on leveraging research and collaboration to enhance our marketing and event planning strategies, ensuring our initiatives were well-informed and effectively executed.

**2.5 Contribution as a Co-op Student in Company**

A major aspect of my role involved conducting in-depth market research to support the marketing team's strategic decisions. I researched diverse topics, including industry trends,

competitor strategies, and potential target audiences. This research provided valuable insights that informed our marketing initiatives and helped the team focus on high-impact activities.

In addition to research, I was deeply involved in content creation. I developed various types of content for our marketing campaigns, including blog posts, social media updates, and promotional materials. My content aimed to engage our audience, convey our brand message effectively, and drive conversions.

Creating and managing the content calendar was another key responsibility. I coordinated with the marketing team to plan and schedule content releases, ensuring a consistent and timely flow of information to our audience. This involved aligning content with key marketing campaigns, product launches, and seasonal events to maximize engagement and reach.

One of my notable contributions was assisting in the creation of the marketing blueprint for the brand. Working closely with the marketing supervisor and other team members, we developed a comprehensive guide that outlines the brand's content strategy and social media guidelines. This blueprint serves as a reference for all future marketing activities, ensuring consistency and coherence in our brand communication.

Throughout my internship, I actively participated in brainstorming sessions and strategy meetings, contributing ideas and insights that helped shape our marketing efforts. I also collaborated with other interns and team members to execute marketing campaigns and measure their effectiveness.

Overall, my co-op experience allowed me to apply my skills in market research, content creation, and strategic planning, making meaningful contributions to the company's marketing initiatives.

This detailed account of my internship experience highlights my contributions and achievements, showcasing my skills and the impact I had during your time with the company.

Figure 7: Social Media Content Calendar (**Week 5-8: Establishing a Social Media Profile**)

Content File	Content Title	Post	Form	Sample	Text in Adwork	Proposed Caption	Amended Caption	Final Adwork	Publish Date	Approved/Disapproved	Remark
					<p>Want to know more about The Global Academy at Siam University?</p> <p>JOIN OUR OPEN HOUSE!</p> <p>Our Open House event is the perfect opportunity to learn about our programmes and the unparalleled student experience that will lead you to graduate with two degrees.</p> <p>Participate in demonstration classes, meet our program advisors for personal counselling, and meet our lecturers and mentors to prepare you for success in your chosen field.</p> <p>Don't miss this chance! Register through the Link</p> <p>Event Details: Date: Saturday, Apr 6th, 2024 Time: 10:00 AM - 2:00 PM Location: The Global Academy at Siam University</p> <p>What can you get for 100k (1 USD 1.4k) at our University Campus?</p> <p>4 STARTER, 4 MAIN COURSES &amp; DRINK</p>	<p>Want to know more about The Global Academy at Siam University?</p> <p>JOIN OUR OPEN HOUSE!</p> <p>Our Open House event is the perfect opportunity to learn about our programmes and the unparalleled student experience that will lead you to graduate with two degrees.</p> <p>Participate in demonstration classes, meet our program advisors for personal counselling, and meet our lecturers and mentors to prepare you for success in your chosen field.</p> <p>Don't miss this chance! Register through the Link</p> <p>Event Details: Date: Saturday, Apr 6th, 2024 Time: 10:00 AM - 2:00 PM Location: The Global Academy at Siam University</p> <p>What can you get for 100k (1 USD 1.4k) at our University Campus?</p> <p>4 STARTER, 4 MAIN COURSES &amp; DRINK</p>			3-Apr-24	Approved	Post

### Chapter 3: Learning Process

#### 3.1 Problems/ issues of the company

##### Problem Statement

During my 16-week internship at Nurture Higher Education Group, I encountered several challenges while working on various tasks and projects:

1. **Content Creation and Brand Awareness:** Deciding on the appropriate tools to use for increasing brand awareness and structuring content to appear genuine to the public was a significant challenge. Despite Nurture's established presence in Southeast Asia, penetrating a highly competitive education market with a new brand proved difficult.

2. **International Audience Attraction:** An external factor hindering the attraction of an international audience is the local law that prevents students from working while studying. This restriction limited the target market to students who could afford education and living expenses without working.
3. **Adapting to Industry Changes:** The education industry is experiencing rapid changes, and keeping up with best practices has been challenging for many education service providers, including Nurture. Students are increasingly looking for programs that offer the latest insights and best value, making it difficult for a new brand to stay competitive.
4. **Communication Barriers:** Communication with external individuals posed a significant challenge due to language barriers, which sometimes led to missed opportunities for participating in tasks and projects.

### 3.2 How to solve the problems

The solutions to the problems mentioned above are rounded up in this section. In addition to highlighting some of my thoughts on the issues, the section contains references from other journals and papers that allowed me to present similar problems.

#### 3.2.1. Literature Review

A literature review is a vital component of any report, offering a comprehensive summary of relevant sources of marketing and communications, particularly in delivering promises to customers.

At its core, marketing is more than just presentation—it's about giving consumers real, observable experiences. As a branded initiative of Nurture Higher Education Group, the mission of Business Education is to provide students with an outstanding educational experience, a worldwide network of influential connections, and a supportive international community for professionals as well as students. When customers have tried the product or service, they have the experience to draw upon, and so rely on the promises made by companies about what they

should expect to receive. This brand communication, along with perceptions that may have been formed from others communicating their experience of the quality of product and service received (e.g. through word-of-mouth advertising), informs customer expectations of brand promises made. More recently, Calonius (1984) went further and defined the promise concept as “an explicitly expressed conditional declaration or assurance made to another party, or oneself, concerning the future, stating that one will do or refrain from some specific act, or that one will give or bestow some specific thing” (Cited by Calonius, 2006, p.422).

To deliver an accurate promise to customers consistently, marketing and communications have played a very important role in developing and performing every process to reach the target for the customer since 1950 (Kitchen & Schultz, 2001). Marketing and communications can be defined as “a collective term for all the various types of planned messages used to build a brand- advertising, public relations, sales promotion, direct marketing, personal selling, packaging, event and sponsorship, customer service and product placement” (Ouwersloot & Duncan, 2008, p.8). Marketing and communications roles can help an organization create brand identity by building a bridge with consumers and shaping stakeholders' information management activities (Blythe, 2006; Ouwersloot & Duncan, 2008).

The marketing concept is vast, but to narrow it down to my role, I focus on social media marketing, which involves delivering content through social media channels. Social media marketing is becoming increasingly significant, providing companies with an effective way to engage with their target market. According to Barefoot and Szabo (2010), it is the practice of using social media platforms to advertise goods or services rather than more conventional means like newsletters. This strategy facilitates interaction by enabling marketers to distribute a variety of content formats, including text, photos, and videos. Social media marketing offers functional versatility through both organic and paid efforts.

### **3.3 Solutions to Problems and Recommendations to the Company**

To tackle these problems, the subsequent fixes and suggestions were put into practice:

**Optimising Social Media Channels:** We witnessed a notable increase in our online presence by figuring out which social media sites work best for us and producing insightful material. We now have the chance to reach our target audience through more channels thanks to this strategy.

**Competitive Cost and Dual Degrees:** One of the main selling points was being able to maintain competitive costs while providing the benefits of dual degrees. The target market should continue to receive good communication about this strategy.

**Utilising Microsoft Suite:** It was advantageous to use programmes like Microsoft Suite for data storage, communication, and analysis. The full potential of these platforms may be realized by ensuring that team members with the necessary technical capabilities are in place to run them.

A team with a diverse skill set is better able to help one another since it is made up of both native speakers and non-native speakers. Our capacity to handle a variety of tasks and get across linguistic obstacles is improved by this diversity.

**Upholding Quality Standards:** During my internship, the organization continuously produced results that were of the highest caliber for both employees and students. Sustaining this level of performance is essential to continued success.

Nurture Higher Education Group may thrive and meet the challenges of a competitive and continuously evolving education market by putting these suggestions into practice.

### **3.4 What I Learned During the Internship**

My four-month internship at Nurture Higher Education Group gave me excellent experience in communications and marketing, especially in the areas of managing and

creating social media content. To promote the organization's programs, I gained expertise in creating interesting posts, creating graphics, and editing films. I coordinated as an education partner with Aust Cham Thailand, which improved my networking and event-planning skills. I gained insights into the behind-the-scenes aspects of event planning and execution, which further developed my organizational and interpersonal abilities. Through these interactions with individuals from different industries, I was able to deepen my understanding of collaboration and effective communication.

A highlight of my internship was participating in a workshop on tone of voice. I gained hands-on experience managing social media platforms, particularly Facebook and Instagram, using the Meta Business Suite. Starting from the ground up with these platforms allowed me to become proficient in their functions and features. Our Marketing Manager provided extensive training, and I also completed a certification from HubSpot to further enhance my digital marketing skills.

In general, my internship at Nurture Higher Education Group equipped me with useful knowledge of event organizing, professional networking, and social media marketing. The hands-on experience, combined with opportunities to learn from industry experts, significantly contributed to my personal and professional growth.

### **3.5 How I Applied the Knowledge from Coursework to the Real Working Situation**

During my internship, I saw firsthand how my coursework translated into practical, real-world applications. The skills and knowledge I gained from my studies were instrumental in successfully executing various tasks and responsibilities.

The marketing principles and entrepreneurial studies courses provided me with a solid foundation for developing and implementing social media strategies. This theoretical knowledge, combined with practical experience, enabled me to contribute significantly to our social media campaigns, ensuring they were effective and engaging for our target audience.

The experience I gained from organizing events in college was invaluable when planning and executing company events. The skills I developed in managing logistics, coordinating with different teams, and ensuring the smooth execution of events directly applied to my role at the company, making the transition seamless and effective.

Effective communication, emphasized in my coursework, proved crucial in a collaborative work environment. I was able to clearly articulate ideas, report findings, and address any issues with colleagues across various departments. This ability to communicate effectively ensured that tasks were completed efficiently and that there was a clear understanding among team members.

### **3.6 Special Skills and New Knowledge I Learned from this Co-Op Experience**

During my internship, I developed several new skills and deepened my understanding in various areas:

**A. Social Media Marketing and Meta Business Suite:** I played an important role in establishing and managing the company's social media presence on Facebook and Instagram through the Meta Business Suite. My continuous involvement with these platforms from their inception allowed me to become proficient in using the suite's features. Additionally, under the guidance of our marketing Manager, I learned advanced functions and strategies. To further enhance my skills, I completed a certification from HubSpot in Digital Marketing.

**B. Content Planning and Creation** Developing and managing a content calendar was a key aspect of my role. I researched the best practices for different social media platforms, identified our target market, and created tailored marketing strategies. This process involved brainstorming sessions with the team, producing engaging content, and ensuring timely approval and posting.

**C. Event Planning and Support** My role involved brainstorming potential events, shortlisting feasible options, and meticulously planning their organization. This included assigning roles, coordinating logistics, and conducting post-event evaluations to improve future events. This hands-on experience reinforced my event management skills and highlighted the importance of teamwork and detailed planning.



**D. Professional Soft Skills** The internship was a transformative experience, enhancing my professional soft skills. I developed stronger communication, managerial, and networking abilities, which boosted my confidence in tackling diverse tasks. The opportunities and practical experiences throughout the internship were instrumental in my professional growth.

Overall, the combination of academic knowledge and practical experience gained during my co-op placement at Nurture Higher Education Group significantly enhanced my capabilities as a Marketing Manager, preparing me for future professional challenges.

## **Chapter 4: Conclusion**

In this chapter, a summary of the study as well as work experience evaluation, limitations of the co-op studies, and recommendations will be presented.

### **4.1 Highlights of Co-Op Studies at Nurture HE Group**

During my co-op experience at Nurture Higher Education, I was immersed in the dynamic field of higher education marketing. Nurture Higher Education aims to innovate and elevate the business education landscape globally by fostering collaboration among learners, educators, and employers. My role as a marketing intern involved developing and executing marketing strategies, creating engaging content, and managing social media platforms to promote Nurture's initiatives and programs.

Throughout my internship, I participated in various projects that provided me with a comprehensive understanding of marketing in the educational sector. I was responsible for crafting social media campaigns, conducting market research, and assisting in the organization of virtual events. These tasks allowed me to apply theoretical knowledge from my studies to real-world scenarios, enhancing my skills in digital marketing, content creation, and strategic communication. Additionally, I had the opportunity to interact with professionals across different departments, gaining insights into the multifaceted operations of an educational organization.

## **4.2 Evaluation of the Work Experience**

My evaluation of work experience is categorized as my self-assessment and self-assessment as professional which is given below: -

### **Self-Assessment as a Professional**

My internship at Nurture Higher Education was an invaluable experience that contributed significantly to my professional growth. It allowed me to bridge the gap between academic theories and practical application. I developed a deeper understanding of how marketing strategies are tailored to meet the needs of educational institutions and how digital platforms can be leveraged to reach and engage target audiences effectively.

One of my primary objectives was to enhance my knowledge of social media marketing, which I achieved through hands-on experience in managing Nurture's social media presence. I learned to create compelling content that resonated with our audience, analyze engagement metrics, and adjust strategies to optimize results. This experience sharpened my analytical skills and taught me the importance of adaptability in a rapidly changing digital landscape.

Furthermore, working on cross-functional projects with the events and research teams helped me appreciate the collaborative nature of marketing. I gained experience in event planning and coordination, which involved organizing webinars and virtual conferences. This exposure not only improved my project management abilities but also underscored the significance of teamwork and effective communication in achieving organizational goals.

### **Self-Assessment of Skills and Competencies**

Throughout my internship, I identified several strengths and areas for improvement. My ability to create engaging social media content and my proficiency in using various digital marketing tools were significant strengths that I leveraged to contribute to Nurture's marketing efforts. I

also demonstrated strong organizational skills, particularly in managing multiple projects simultaneously and meeting deadlines.

However, I recognized that there were areas where I could improve, such as enhancing my proficiency in advanced data analytics and gaining deeper insights into SEO strategies. To address these gaps, I sought feedback from my supervisors and utilized online resources to build my knowledge in these areas.

### 4.3 Limitations of My Co-Op Studies

Despite efforts to make the project realistic and practical within the context of the education group in Bangkok, there are several limitations to consider:

- **Time Restrictions:** Because the internship was just four months long, it was difficult to get a thorough understanding of all the different departments and aspects of the organization. This limited the chance to completely comprehend the complexities of some areas of interest and to delve deeply into them.
- **Restricted Access to Systems and Software:** The intern's capacity to obtain knowledge about certain systems or software was restricted because they were only allowed limited access to them. This made it more difficult for them to understand and make use of some organizational tools and procedures.
- **Restrictions on the Evaluation Period:** Internships act as a time for both the employer and the intern to evaluate each other. The shortened internship period, nevertheless, might have made it more difficult to evaluate the intern's performance, suitability for the company, and room for improvement for all sides.
- **Language Barrier:** The intern may not have been able to participate and contribute fully because of language problems while working in Bangkok, where Thai is the primary

language spoken. This might have made it more difficult to collaborate and communicate effectively, which might have affected the intern's performance and overall experience.

#### **4.4 Recommendations for the Company**

The internship experience was very fruitful and satisfactory on all fronts but some recommendations for the company to further improve the internship experience could be.

One supervisor should oversee each intern at a time rather than several interns under the supervision of one supervisor. While the supervisor can concentrate on just one associate, this would improve the interns' relationship with the supervisor.

Although training and mentoring sessions were offered, obtaining additional professional support and education would prove advantageous for not just the employee tasked with the assignment, but also for other members of the business who would be impacted by its completion.

Have feedback sessions every week or every two weeks. These meetings may go one of two ways: the interns' supervisor would give them comments on their job as well as other aspects of their work, such as discipline, timeliness, communication skills, and other personal qualities.

Interns can also provide input on how the business can operate more effectively in several areas.

#### **4.5 Recommendations for the Co-op Program**

The college and university both institutions have provided us with an opportunity to gain some practical knowledge on what we are learning in our classrooms. Hence, there are some recommendations for the Co-op study to manage a program that I think could be enacted better. I would recommend Co-op study program manage a pre-internship class, educating students on the differences between the internships the students undergo each year versus the final internship program. This will help the students to understand what they will be doing and what they are expected to do after their co-op studies. In our case, the Co-op study program started after we started our internships which could have been started earlier.

The next recommendation for the Co-op study program would be to assist and help those students who are facing difficulties in landing internships. Hence, these are the set of recommendations for the Co-op study program that can be improved. Other than that, the weekly class co-op study was fruitful and knowledgeable. It provided us with in-depth ideas about writing co-op and regarding what we are expected to do during our co-op studies. The co-op class held every weekend was fruitful and the students could discuss more about their problems in the internship along with report preparation.



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## Appendices

Social media marketing relies heavily on creating and sharing engaging content. As an intern at Nurture Higher Education Group, I contributed to various content initiatives, working collaboratively with my team to generate fresh ideas for our social media platforms. Throughout my internship, I developed content featuring university facilities, student life in Bangkok, and coverage of various networking events like AustCham, Thailand. This included daily event content and student profiles, and special occasion posts for events such as Songkran and Earth Day. We also produced promotional videos. Looking ahead, we plan to expand our content with video podcasting featuring guest speakers who provide valuable insights for students, and storytelling content that shares the experiences of Global Academy students. Some of the content I created includes:

Figure 8: Contents Supporting Social Media Marketing Initiatives





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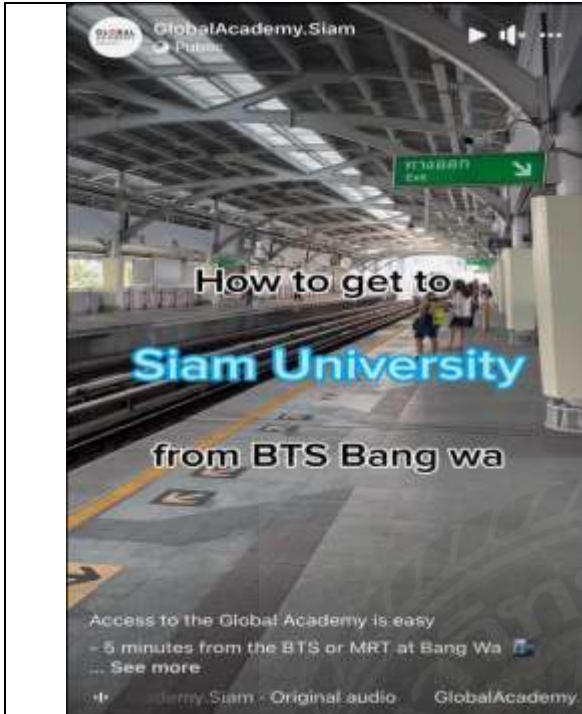
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