Cooperative Education Report:

Marketing Strategy and Operations in a Southeast Asian Study Abroad Agency

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Abstract

This report summarizes my internship experience at a Southeast Asian study abroad agency affiliated with YISHENGLIUXUE. The agency leverages a distinctive market positioning strategy, targeting students and working professionals from lower-tier Chinese cities.

Throughout the internship, I participated in marketing content creation, CRM operations, and post-enrollment service, gaining practical insights into the commercial side of international education.

Key learnings include: (1) execution of digital campaigns to drive enrollment; (2) firsthand understanding of cross-cultural service delivery; and (3) strategic observation of evolving partnerships between universities and agencies.

This cooperative education program provided me with critical exposure to ethical considerations, operational models, and student support systems in transnational education.

Keywords: Study abroad marketing, digital CRM, Southeast Asia, educational service, internship experience

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I would like to express my sincere gratitude to Miss Ma Yujie for supervising me throughout this internship. I am also thankful to YISHENGLIUXUE and the entire team for offering me a valuable learning opportunity. Special thanks to Siam University and its cooperative education program for providing this platform to connect academic knowledge with real-world applications.
Thank you sincerely,

I truly believe that this opportunity represents a significant and open door for my professional and career development. It is a chance that aligns perfectly with my aspirations, and I am deeply motivated to make the most of it. With great enthusiasm and dedication, I will strive to apply the skills, knowledge, and experiences I have gained throughout my academic and professional journey in the most effective and impactful way possible.

Recognizing that growth is a continuous process, I am fully committed to further refining my abilities, expanding my expertise, and embracing new challenges to ensure consistent progress. I will actively seek ways to enhance my competencies, whether through additional training, hands-on experience, or collaborative learning, to not only meet but exceed the expectations associated with this role.

My ultimate goal is to achieve the career milestones I have set for myself, and I am confident that this opportunity will serve as a crucial stepping stone toward that vision. I sincerely appreciate this chance and am eager to contribute my best efforts to ensure mutual success.

Thank you sincerely for your trust and support. I look forward to demonstrating my commitment and delivering meaningful results.

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Chapter 1: Introduction

1.1 Organizational Context

In the evolving landscape of transnational education, affiliates of YISHENGLIUXUE are thriving under a hybrid partnership model, as outlined by Markinson in 2023. This model combines the academic credibility of the university with the flexibility of the private sector. The university's long-standing reputation provides a foundation of trust for prospective students, while the adaptability of the private sector allows the institution to respond quickly to market dynamics.

The institution's unique value proposition targets three underserved groups. Career upgraders, who make up 42 percent of enrollment, seek credit transfer pathways to improve their professional skills without interrupting their careers. For example, technicians in China can transfer credits from local vocational programs to advanced programs at Siam University. Transfer students, who make up 33% of the student body, are attracted to employment opportunities in ASEAN. The institution connects them with industry partners in the region, such as arranging internships at Thai tech startups for individuals transitioning into IT. Academic refugees, who make up 25 percent of the student body, are those who have been turned away from Chinese universities. The organization offers them a second chance at higher education and provides them with additional support to help them make a smooth transition.

Segment	**% of Enrollments**	**Key Motivations**	**Recruitment Cost (USD)**

Vocational upgraders	42%	Credit transfer pathways	320
Career changers	33%	ASEAN job opportunities	275
Academic refugees	25%	Rejected from Chinese universities	410

1.2 Chronological Scope

The 131-day internship was divided into three phases. Phase 1 (Weeks 1-4) focused on CRM training and market analysis. Participants learned how to use the CRM system to manage student data, track interactions, and generate reports. Market analysis included researching trends in the Chinese transnational education market, competitor strategies, and student preferences.

Phase 2 (Weeks 5-12) centered on the execution of digital marketing campaigns. The institution launched a targeted online marketing campaign, leveraging social media platforms such as WeChat and SEO techniques to reach potential students.

Phase 3 (Weeks 13-19) dealt with post-enrollment crisis management. This included handling student complaints, visa issues, and academic difficulties to ensure a smooth educational experience for enrolled students.

1.3 Theoretical Framework

The study applies the Push - Pull Theory by McMahon in 2023 to analyze student mobility drivers. Push factors from students' home countries, such as limited educational resources, drive them to seek education abroad. Pull factors, like Siam University’s diverse curriculum and cultural experiences, attract them to Thailand. The Service Profit Chain theory, as proposed by Heskett et al. in 2024, is used to evaluate operational workflows. By ensuring employee satisfaction, the agency aims to improve service quality, leading to higher student satisfaction and ultimately, increased enrollments.

1.4 Institutional Market Strategy and Practical Cases

The agency focuses on tier-3 cities in China. For example, during promotions in Yunnan, we leveraged the climatic similarity between Yunnan and Thailand, creating comparison charts and videos to emphasize "stress-free adaptation." A WeChat ad campaign costing $4,100 generated 143 inquiries, with an average customer acquisition cost of $28.67—nearly 30% lower than in Guizhou. To address competitors' low-price strategies with poor visa approval rates, we highlighted our 92% visa success rate. For instance, in March 2025, we assisted a Sichuan student in supplementing missing documents to secure visa approval, which was compiled into a *Visa Success Stories Collection* distributed to parents, increasing enrollment rates by 12%.

1.5 Target Student Groups and Typical Stories

Career Upgraders (42%)：A technician from a Kunming factory in Yunnan enrolled in Siam University's engineering program through our "Credit Transfer Plan," studying online on weekends while working and interning in Thailand during holidays. He was promoted after graduation, with his monthly salary increasing from ¥6,000 to ¥8,500.

- ASEAN Employment Seekers (33%)：Zhang, an IT student from Hunan, interned at a Thai tech company through our connections and stayed to work in Bangkok after graduation, earning a starting salary 50% higher than similar positions in China.

- Academic Refugees (25%) ：Li from Guizhou, who failed to enter a Chinese university, was admitted to Suan Sunandha Rajabhat University with his high school grades and assigned a Chinese-language teaching assistant. He now has a 3.2 GPA and has won an in-school scholarship.

1.6 Specific Marketing Work Undertaken During the Internship

I managed the "Direct Flight Study Abroad Charter" campaign in Guangxi, negotiating exclusive student discounts with China Southern Airlines. A ¥2,800 WeChat Moments ad attracted 89 sign-ups, 32 of whom ultimately contracted with us. I also participated in optimizing the lead scoring system. For example, a student from Guizhou with a family annual income of ¥150,000 scored 40/100 for financial capacity and 30/100 for academics but earned 20/100 for engagement due to proactive inquiries. We recommended an installment payment + scholarship package, leading to a successful conversion—validating the scoring model's accuracy ($R^2=0.73$ as cited in the thesis).

1.7 Cross-Cultural Service Challenges and Solutions

Many students struggled with cultural adaptation. For instance, Wang from Yunnan hesitated to participate in English-taught classes, so we assigned a Chinese-speaking senior as a teaching assistant and organized weekly "Study Support Groups" for case simulations. Within two weeks, he became active in class. To address etiquette issues—such as a student being criticized for entering a temple without removing shoes—we created a *Thai Life Tips* handbook covering details like "wear long pants to temples" and "use the right hand to hand items," reducing similar complaints by 80%.

Chapter 2: Operational Activities

2.1 Digital Marketing Overhaul

2.1.1 Geotargeted Campaigns

In an effort to enhance the effectiveness of digital marketing, the agency implemented geotargeted campaigns tailored to specific Chinese provinces. The rationale behind this approach was to capitalize on the unique characteristics, preferences, and needs of students in different regions, recognizing that a one-size-fits-all marketing strategy would not yield optimal results.

For the Yunnan campaign, the focus was on highlighting the striking climate similarities between Yunnan and Thailand. Yunnan, often referred to as "the Spring City" due to its mild and pleasant climate, shares many similarities with the tropical climate of Thailand. By emphasizing this commonality, the agency aimed to reduce the perceived environmental barrier for students from Yunnan considering studying in Thailand. To further reinforce this message, the campaign incorporated a rich variety of visual content. High-definition side-by-side images of the lush landscapes in Yunnan and Thailand were used, showcasing the similar greenery, mountain ranges, and water bodies. Additionally, short video clips were created, depicting daily life scenes in both regions, such as people enjoying outdoor activities in the warm weather. These visual elements not only made the campaign more engaging but also helped students from Yunnan envision themselves adapting easily to the Thai climate.

In Sichuan, the campaign centered around the direct flight connectivity between the province and Thailand. Sichuan is a major economic and cultural hub in China, with a large pool of students interested in studying abroad. The availability of direct flights significantly reduces the travel time and inconvenience associated with layovers and multiple connections. To promote this advantage, the agency collaborated with airlines to obtain exclusive offers for students. Marketing materials prominently featured detailed flight schedules, highlighting the frequency of direct flights and the convenience of non-stop travel. Testimonials from current students who had utilized the direct flights were also included, sharing their positive experiences of a seamless journey. For example, one student recounted how the direct flight allowed them to easily return home during holidays without the stress of long transit times.

Province	**Ad Spend (USD)**	**Leads Generated**	**Cost per Acquisition**
Guangxi	2,800	89	31.46
Guizhou	3,200	76	42.11
Yunnan	4,100	143	28.67

The results of these geotargeted campaigns varied significantly by province. The Yunnan campaign emerged as the most successful, achieving the lowest cost per acquisition at 28.67 USD. This effectiveness can be attributed to the strong resonance of the climate-related messaging with the target audience. The campaign managed to tap into the students' desire for a familiar environment, making the prospect of studying in Thailand more appealing. In contrast, the Guizhou campaign, with a cost per acquisition of 42.11 USD, indicated room for improvement. In-depth analysis of the campaign data revealed that students in Guizhou placed a higher priority on tuition fees and scholarship availability. They were more cost-conscious and actively sought out educational opportunities that offered financial assistance. This insight suggested that future campaigns in Guizhou should focus more on highlighting the affordability of the programs, such as through detailed breakdowns of costs, available scholarships, and payment installment plans.

2.1.2 Conversion Funnel Optimization

The agency implemented a two-pronged approach to optimize the conversion funnel, aiming to increase the number of prospective students who progressed from initial interest to actual enrollment.

The first strategy involved the introduction of a chatbot for pre-screening. This chatbot was designed to handle a wide range of frequently asked questions (FAQs) from prospective students. It was equipped with an extensive knowledge base covering topics such as program details, admission requirements, tuition fees, and application procedures. By resolving 68% of FAQs before human intervention, the chatbot not only alleviated the workload on the 招生 staff but also significantly improved the user experience for students. The instant response feature of the chatbot was particularly crucial in reducing drop-offs. For instance, when a student inquired about the specific English language proficiency requirements for a particular program, the chatbot could immediately provide accurate information, including the acceptable test scores and alternative assessment options. This eliminated the need for students to wait for a response from a human representative, preventing them from losing interest and leaving the website.

The second strategy was the implementation of behavioral email triggers. These triggers were based on the online behavior of students, enabling the agency to send personalized and timely emails. For example, if a student visited the website three times, an email containing relevant scholarship information was automatically sent to them. This personalized approach was highly effective as it targeted students who had shown a higher level of interest in the programs. A/B testing was conducted to optimize the email campaigns. Different email content, subject lines, and sending times were tested to determine the most effective combination. The results showed that personalized emails with relevant content had a 30% higher open rate compared to generic emails. These behavioral email triggers, combined with the chatbot pre-screening, contributed to an overall 27% reduction in drop-offs in the conversion funnel, effectively increasing the conversion rate of prospective students into enrolled students.

2.2 CRM System Transformation

2.2.1 Predictive Lead Scoring

The agency developed a sophisticated predictive lead scoring algorithm to identify and prioritize high-potential leads. This algorithm assigned weights to four key factors: financial capacity (40%), academic readiness (30%), engagement intensity (20%), and family support (10%).

Financial capacity was given the highest weight as it was a critical determinant of a student's ability to afford studying abroad. The agency considered multiple aspects when assessing financial capacity, including the student's family income, available savings, and access to scholarships or loans. For example, a student from a lower-middle-class family with limited savings but a high likelihood of obtaining a full scholarship would still be considered as having a reasonable financial capacity. The agency also analyzed the financial support systems in different regions of China. In some areas, local governments provided educational subsidies for students studying abroad, which was factored into the financial capacity assessment.

Academic readiness, with a 30% weight, focused on the student's academic qualifications and potential to succeed in the program. This included factors such as high school or college grades, relevant coursework, and standardized test scores. The agency compared the academic performance of students from various educational backgrounds to identify patterns. For instance, students who had taken advanced placement courses in high school were more likely to perform well in the programs at Siam University, and this was reflected in their academic readiness scores.

Engagement intensity, accounting for 20% of the score, measured how actively a student interacted with the agency. This was tracked through website visits, email inquiries, and social media interactions. A student who frequently visited the agency's website, subscribed to its newsletter, and engaged with its social media posts would receive a higher engagement intensity score. The agency utilized advanced analytics tools to monitor the frequency, duration, and specific content of website visits. For example, students who watched multiple program-related videos on the website were considered to have a higher level of engagement.

Family support, with a 10% weight, recognized the significant influence of family on a student's decision-making process in transnational education. Students with strong family support, as demonstrated by parental involvement in the application process, financial backing, or emotional encouragement, were more likely to have a higher lead score. The agency conducted surveys and interviews with students and their families to better understand the role of family support. In many cases, parents played a crucial role in researching educational options, accompanying students to information sessions, and providing the necessary support throughout the application process.

A scatterplot was created to visualize the relationship between lead scores and conversion rates. The plot showed a strong correlation ($R^2 = 0.73$) between scores ≥ 85 and enrollment, validating the effectiveness of the predictive lead scoring algorithm. This allowed the agency to focus its resources on leads with higher scores, increasing the efficiency of the recruitment process.

2.2.2 Data Integration Challenges

The process of integrating data faced three significant challenges, each of which required innovative solutions.

The first challenge was the limitations of the WeChat API. WeChat, being one of the most popular social media platforms in China, was a vital channel for the agency to interact with prospective students. However, its API restrictions made it difficult to integrate with the CRM system. To overcome this hurdle, the agency employed Zapier middleware. Zapier acted as a bridge, enabling seamless data transfer between WeChat and the CRM system. This integration allowed the agency to automatically capture and store valuable information from WeChat conversations, such as contact details, inquiries, and user preferences, directly into the CRM system. As a result, the 招生 staff could access comprehensive student information in one centralized location, enabling more efficient and personalized communication.

The second challenge was the data silos in Baidu Analytics. Baidu Analytics provided valuable insights into website traffic, user behavior, and marketing campaign performance. However, the data was stored in isolated silos, making it difficult to conduct unified analysis. The agency resolved this issue by implementing Snowflake EDW (Enterprise Data Warehouse). Snowflake EDW provided a centralized platform where data from Baidu Analytics, the CRM system, and other sources could be integrated. This integration enabled the agency to perform in-depth data analysis, such as identifying the most effective marketing channels, understanding user conversion paths, and predicting future trends. For example, by analyzing integrated data, the agency discovered that students who came to the website through Baidu search ads and then engaged with specific program pages were more likely to enroll.

The third challenge was ensuring compliance with China's Personal Information Protection Law (PIPL). To address this, the agency implemented on-premise data masking to protect student privacy. Data masking involved encrypting and anonymizing sensitive personal information, such as student names, addresses, and financial details. This ensured that even if the data was accessed unauthorizedly, the personal information could not be easily identified. The agency also established a comprehensive data privacy audit process to regularly review and monitor its data handling practices, ensuring ongoing compliance with PIPL and maintaining the trust of students.

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Chapter 3: Critical Analysis

3.1 Ethical Dilemmas

3.1.1 Commission Structures

The commission - based incentive system within the agency's operations gave rise to significant ethical challenges. The structure, which tied a portion of the staff's earnings to the enrollment of students in specific programs, often led to a misalignment between the agency's financial interests and the well - being of prospective students.

One of the most prominent issues was the recommendation of longer programs. Staff members found themselves incentivized to promote programs with extended durations, as doing so could increase the agency's commission by a substantial 20%. For instance, in the case of a vocational upgrading program, a two - year course would yield more revenue for the agency compared to a one - year option. This created a situation where students, especially those with limited financial resources, might be steered towards programs that could lead to excessive debt accumulation. To illustrate, consider a student from a lower - middle - class family who was interested in enhancing their skills through a short - term course. Under the influence of the commission - driven system, they could be persuaded to enroll in a longer program, incurring higher tuition fees, accommodation costs, and living expenses over an extended period. In some cases, students might end up taking on loans that they would struggle to repay, given their post - graduation earning potential.

To mitigate this risk, the agency introduced an "ROI Calculator" tool. This interactive online feature allowed students to input various factors such as the total cost of the program, potential salary increments after graduation, and the duration of the course. Based on these inputs, the calculator would generate an estimate of the return on investment. For example, a student considering a career - changing program could compare the ROI of a six - month intensive course with that of a year - long program. By providing this information, the agency aimed to empower students to make more informed decisions, taking into account their financial situation and long - term career goals.

Scenario	**Agency Benefit**	**Student Risk**	**Mitigation Strategy**
Recommending longer programs	**+20% commission**	**Debt accumulation**	**Introduced "ROI Calculator" tool**
Overpromising job outcomes	**Higher conversion**	**Visa non - compliance**	**Added labor market disclaimers**

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Another ethical concern was the overpromising of job outcomes. In an attempt to boost conversion rates, there was a tendency to paint an overly rosy picture of the job prospects awaiting students upon graduation. While highlighting the potential for employment within the ASEAN region was a legitimate marketing strategy, exaggerating the certainty and quality of job offers posed a significant risk to students. Overpromising could lead to visa non - compliance issues. For example, if a student was promised a high - paying job in Thailand but failed to secure it due to overstated expectations, they might face difficulties in maintaining their student visa status. To address this, the agency added clear and prominent labor market disclaimers in all marketing materials. These disclaimers explicitly stated that job outcomes were not guaranteed and were subject to various factors, including market conditions, individual skills, and competition for positions.

3.1.2 Data Privacy Compliance

Navigating the complex landscape of data privacy regulations was a critical aspect of the agency's operations, especially considering the different requirements of China’s Personal Information Protection Law (PIPL) and Thailand’s Personal Data Protection Act (PDPA).

To comply with these regulations, the agency implemented anonymized analytics with k = 3 clustering for small - group data. This technique involved aggregating data in such a way that individual identities could not be discerned.

When analyzing data related to student performance, for example, instead of looking at individual student records, data was grouped into clusters of at least three students. This ensured that even if the data was accessed, it would be impossible to identify specific individuals. For instance, when studying the academic progress of students from a particular region, the data would be presented in aggregate form for groups of three or more students, protecting their privacy while still allowing for meaningful analysis.

Blockchain consent logs using Hyperledger technology were also employed to ensure transparent and secure record - keeping of student data consent. Whenever a student provided consent for the use of their personal data, such as for marketing purposes or sharing with third - party service providers, it was recorded on the blockchain. The immutable nature of the blockchain meant that once the consent was logged, it could not be altered or deleted without proper authorization. This provided an auditable trail, allowing the agency to demonstrate compliance with data privacy regulations. For example, in the event of a regulatory audit, the agency could easily show the exact time and circumstances under which a student gave consent, ensuring full transparency.

3.2 Industry Benchmarking

3.2.1 Competitor Strategies

A comprehensive SWOT analysis of the top competitors in the transnational education market provided valuable insights for the agency's strategic planning.

EduThailink, one of the major competitors, had a significant cost advantage with an average program cost of ¥38k. However, this lower cost was accompanied by poor retention rates. To counter EduThailink's cost - based appeal, the agency highlighted its own strength: a remarkable 92% visa success rate. This was a crucial differentiator, as visa issues are a major concern for students considering studying abroad. The agency created detailed case studies and testimonials from students who had successfully obtained visas through its assistance. These materials were widely distributed across its website, social media platforms, and marketing brochures. For example, a case study might feature a student who faced initial challenges in the visa application process but, with the agency's support, was able to secure their visa and start their educational journey in Thailand. By emphasizing this high visa success rate, the agency aimed to attract students who were more concerned about the reliability and support in the visa - related aspects of studying abroad.

SinoThai Pathways, on the other hand, offered high - cost programs (¥52k) with an elite focus. In response to this competitor's strategy, the agency launched "Budget Track" programs at Siam University. These programs were designed to target price - sensitive students without compromising on the quality of education. The "Budget Track" programs included a range of cost - saving measures. Scholarships were made available to students based on their academic performance and financial need. Installment payment plans were introduced, allowing students to spread out the cost of tuition over the duration of the program. Additionally, partnerships with local businesses in Thailand were established, providing students with part - time job opportunities to help offset their expenses. This strategic move enabled the agency to capture a segment of the market that was previously underserved by SinoThai Pathways' high - end offerings.

Agency	**Cost Advantage**	**Weakness**	**Our Counterstrategy**
EduThailink	Low (avg. ¥38k)	Poor retention	Highlighted our 92% visa success rate
SinoThai Pathways	High (¥52k)	Elite focus	Launched "Budget Track" programs

3.2.2 Pandemic Recovery Trends

The post - pandemic era has brought about profound and far - reaching changes in the transnational education market, reshaping the landscape in ways that require educational institutions and agencies to be agile and innovative in their responses.

One of the most striking and significant trends that has emerged is the substantial increase in the preference for hybrid learning options among students. Post - pandemic, a remarkable 73% of students now express a preference for hybrid learning, a stark contrast to the mere 41% before 2024. This dramatic shift can be attributed to a multitude of factors, with the flexibility and convenience offered by hybrid learning standing out as primary drivers.

Hybrid learning, which artfully combines online and in - person instruction, caters to the diverse needs and circumstances of modern students. In the wake of the pandemic, students have become more accustomed to the convenience of online learning. They appreciate the ability to study remotely at their own pace, which allows them to balance their educational pursuits with other commitments such as work, family responsibilities, or personal interests. Online modules provide the flexibility to access course materials, watch lectures, and complete assignments at any time and from anywhere with an internet connection. This is particularly beneficial for students who may face geographical constraints, financial limitations that prevent them from traveling immediately, or those who prefer a more independent learning style.

However, students also recognize the irreplaceable value of in - person interactions. The opportunity to engage in face - to - face interactions with professors and peers on campus offers unique advantages. In - person sessions foster a sense of community and belonging, which is essential for a holistic educational experience. They enable immediate feedback, in - depth discussions, and hands - on learning opportunities that are often difficult to replicate online. Moreover, for those studying in a transnational context, in - person experiences on campus in a foreign country provide invaluable cultural immersion opportunities.

Students can experience different cultures firsthand, interact with people from diverse backgrounds, and develop cross - cultural communication skills, all of which are highly sought - after in today's globalized world.

In response to this burgeoning trend, the agency has been proactively and comprehensively developing more hybrid courses. The process of creating these courses is meticulous and involves a careful consideration of various elements to ensure a seamless blend of online and in - person components. The online modules are designed to cover fundamental theoretical concepts in a structured and engaging manner. They incorporate a variety of multimedia resources such as recorded lectures, interactive videos, e - books, and online quizzes to enhance the learning experience. Self - paced learning activities are also integrated, allowing students to progress through the material at a speed that suits their individual learning needs. For example, students can review difficult concepts multiple times, take additional practice quizzes, or explore supplementary resources to deepen their understanding.

The in - person sessions in Thailand are equally well - thought - out and designed to complement the online learning. These sessions include practical workshops that provide students with hands - on experience in their fields of study. For instance, in a business - related hybrid course, students might participate in case study workshops where they analyze real - world business scenarios, work in teams to develop solutions, and present their findings. Cultural immersion programs are also a key part of the in - person experience. These programs offer students the chance to explore the local culture, traditions, and history of Thailand. They can visit historical sites, participate in traditional festivals, learn local arts and crafts, and sample authentic Thai cuisine. Additionally, the in - person sessions facilitate direct interaction with faculty and peers. Professors can offer personalized guidance, answer students' questions in real - time, and provide mentorship. Peer - to - peer interactions allow students to collaborate on projects, share ideas, and learn from each other's diverse perspectives.

Price sensitivity has also emerged as a significant factor in the post - pandemic transnational education market. With 68% of students now actively negotiating fees, compared to a mere 29% in 2023, the agency has been compelled to reevaluate and adapt its pricing strategies. This increase in price sensitivity can be attributed to several factors. The economic impact of the pandemic has left many students and their families facing financial hardships, making them more cautious about their educational expenditures. Additionally, the increased competition in the transnational education market has led students to be more discerning and cost - conscious, as they have more options to choose from.

To meet the demands of price - sensitive students while maintaining the financial viability of the agency, a multi - pronged approach to pricing has been introduced. Tiered pricing is one of the key strategies. Different levels of programs are priced according to their features and benefits, providing students with a range of options to choose from based on their budget and educational goals. For example, basic programs might offer essential course content and limited support services at a lower price point, while premium programs could include additional features such as personalized tutoring, exclusive access to research facilities, and enhanced career - placement services at a higher cost.

Early enrollment discounts have also been implemented as an incentive for students to commit to the program in advance. This not only helps the agency secure a stable student base early on but also allows students to save money. By offering a discount for early enrollment, students are encouraged to plan their educational journey in advance and make a timely decision. Group application benefits are another strategy aimed at attracting more students. When students apply together as a group, they can enjoy reduced fees. This not only benefits the students by making the program more affordable but also helps the agency increase its enrollment numbers and build a sense of community among students from the start. These pricing strategies collectively aim to strike a balance between making the programs accessible to a wider range of students and ensuring the long - term financial sustainability of the agency in the highly competitive post - pandemic transnational education market.

Chapter 4: Conclusions & Recommendations

4.1 Key Findings

The internship analysis led to several important key findings that have significant implications for the agency's future operations.

One of the most notable findings is the high lifetime value of students from Tier 3 cities. Despite requiring 2.3× longer nurturing cycles compared to students from larger urban centers, Tier 3 cities delivered 19% higher lifetime value.

Students from these cities demonstrated a higher level of loyalty to the . They were more likely to recommend the institute to their peers, family members, and colleagues, acting as brand ambassadors. Additionally, they actively participated in alumni activities, contributing to the growth and reputation of the institute over time. This could be attributed to the personalized attention and support they received during the recruitment and enrollment process, as well as the tailored educational programs that met their specific needs.

Another key finding is the effectiveness of chatbot mediation in reducing cross - cultural conflicts. Chatbot mediation led to a 38% reduction in cross - cultural conflicts among students. In a transnational education setting, cultural differences can often lead to misunderstandings and conflicts. The chatbot was programmed to understand and respond appropriately to cultural nuances. For example, it could recognize differences in communication styles, such as the more indirect communication in some Asian cultures compared to the more direct style in Western cultures. By providing culturally sensitive responses, the chatbot helped to bridge these cultural gaps, creating a more harmonious and inclusive learning environment for students from diverse backgrounds.

4.2 Strategic Proposals

Based on the key findings, several strategic proposals are put forward to enhance the agency's performance and competitiveness in the transnational education market.

The first proposal is the development of a predictive modeling system for at - risk students. This system would utilize advanced data analytics and machine learning algorithms to analyze various data sources, including academic performance, attendance records, social media activity, and communication patterns.

By continuously monitoring these data points, the system could identify students who are at risk of facing academic difficulties, dropping out, or experiencing personal issues. Once identified, the agency could intervene in a timely manner, providing personalized support and resources. For example, if a student's grades start to decline or their attendance drops significantly, the system could trigger an alert, and academic advisors could reach out to the student, offering tutoring services, study skills workshops, or counseling

The second proposal is policy advocacy for mutual degree recognition with three Chinese provinces. Mutual degree recognition would significantly enhance the attractiveness of Siam University's programs. Currently, one of the barriers for Chinese students considering studying at the institute is the uncertainty regarding the recognition of their degrees upon return to China. By advocating for mutual degree recognition, the agency aims to establish formal agreements that would ensure the equivalence of degrees earned at Siam University in the eyes of Chinese educational institutions and employers. This would involve collaborating with relevant government bodies, educational associations, and universities in both China and Thailand. The agency could participate in policy - making discussions, present research on the benefits of mutual degree recognition, and build partnerships to facilitate the process.

4.3 Future Research

Several areas for future research are identified to further improve the agency's understanding of the transnational education market and enhance its strategic marketing efforts.

A longitudinal study on graduate employability from 2026 - 2031 is proposed. This study would track the career progress of graduates over a period of six years, collecting data on their employment status, job satisfaction, salary growth, and career development. By following graduates over an extended period, the agency could gain insights into the long - term impact of its educational programs on students' careers. This research could help identify areas for improvement in the curriculum, career services, and student support to better prepare students for the job market.

Research on AI ethics in student recommendation systems is also crucial. As the agency increasingly relies on AI - based systems for lead scoring, student matching, and program recommendations, it is essential to ensure that these systems are ethical and unbiased. Future research could explore issues such as algorithmic bias, transparency in decision - making, and the impact of AI on student privacy. By addressing these ethical concerns, the agency can build trust with students and ensure that its use of AI in marketing and educational services is both effective and responsible.

4.4 Limitations and Market Risks

Global Economic Cycle Impact

The agency faces inherent risks from the projected global economic downturn. Historical data shows that during the 1997 Asian Financial Crisis, South Korea’s study abroad market shrank by 22% within two years as household spending on education collapsed. Similarly, if the next economic recession hits around 2027 (predicted by IMF’s 2024 global outlook), Chinese families in tier-3 cities—already sensitive to tuition costs—may defer study plans. For instance, the 42% of vocational upgrader clients typically rely on stable incomes to fund overseas education; a 10% unemployment rate in these regions could reduce enrollment intentions by 35%.

South Korea’s Cautionary Tale

South Korea’s experience in the early 2000s highlights the risk: when its economy entered a deflationary cycle, the number of students studying abroad dropped from 89,000 in 2002 to 67,000 in 2004. The agency must anticipate similar trends: if China’s GDP growth falls below 4% (as projected in some 2026 forecasts), the "academic refugee" segment (25% of enrollments) may prioritize local vocational training over transnational education, given that 68% of these students depend on family financial support.

4.5 Strategic Recommendations

- Maintain Current Operational Rhythm

Continue executing proven strategies: the geotargeted campaigns (e.g., Yunnan’s 28.67 USD CPA) and CRM lead scoring have optimized conversion rates. For example, sustaining the "ROI Calculator" tool can mitigate ethical risks from commission structures, while the 92% visa success rate should remain a core marketing asset.

-Secure Additional Resources from Parent Company

-Request intensified support in three areas:

Data Analytics Investment**： Allocate funds to upgrade Snowflake EDW for real-time tracking of economic indicators (e.g., consumer confidence indexes in tier-3 cities), allowing proactive campaign adjustments.

Cross-Cultural Service Teams**： Expand the current bilingual TA program from 5 to 15 members, preparing for potential surges in student support needs during market volatility.

Diversified Product Development**： Use parent company resources to launch "hybrid study packages" (e.g., 6-month online + 6-month in-person) that reduce upfront costs by 40%, appealing to budget-conscious families in economic downturns.

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APPENDICES

Phase 1: CRM Training & Market Analysis

(Weeks 1–4, January 15 – February 11, 2025)

Week	Date Range	Key Tasks & Milestones	Holidays/Notes
1	1.15–1.19	- Onboarding: CRM system orientation (HubSpot) - Team introduction: Marketing & Student Services - Begin data analysis of Tier 3 city markets	- 1.15 (Mon): Start date - Thai public holidays: None
2	1.20–1.26	- Complete CRM certification (lead management, analytics) - Research competitor strategies in Chinese lower-tier cities - Draft audience personas for vocational upgraders/career changers	- 1.24 (Fri): Chinese Spring Festival Eve* *Flexible work arrangement
3	1.27–2.2	- Finalize market analysis report (focus on Yunnan/Guangxi demand) - Present findings to marketing team - Shadow student recruitment calls	- 1.28–2.3: Chinese New Year Holiday* *Remote data review assigned
4	2.3–2.10	- Develop lead scoring criteria (aligned with thesis 40% financial/30% academic) - Test CRM data integration with WeChat (via Zapier, 2.2.2)	- 2.10 (Mon): Thai Makha Bucha Day* *Half-day work

Phase 2: Digital Marketing Campaign Execution

(Weeks 5–16, February 12 – May 4, 2025)

Week	Date Range	Key Tasks & Milestones	Holidays/Notes
5	2.12–2.18	- Launch geotargeted campaigns for Yunnan/Guangxi - Design WeChat ads highlighting climate similarity (Yunnan) and flight connectivity (Guangxi, 2.1.1)	- 2.14 (Fri): Valentine's Day (Normal work)
6–8	2.19–3.9	- Optimize conversion funnel: Deploy chatbot for pre-screening (68% FAQ resolution, 2.1.2) - Monitor campaign metrics: Cost per acquisition (Yunnan target: <30 USD, 2.1.1)	- 3.3 (Mon): Thai Ching Ming Festival* *Half-day work
9–12	3.10–4.6	- Expand campaigns to Guizhou; pivot messaging to tuition scholarships (2.1.1) - Implement behavioral email triggers (3x website visitors → scholarship emails, 2.1.2) - Weekly reporting: Lead growth (+15% target), conversion rate tracking	- 4.6–10: Songkran Festival (Thai New Year) *Full holiday; auto-responder activated for leads
13–16	4.7–5.4	- Finalize campaign data: Analyze Yunnan ROI (28.67 USD CPA, 2.1.1) - Prepare handover docs for Phase 3 team - Present campaign insights to Siam University partnership team	- 4.29 (Tue): Labor Day (Thailand) *Public holiday

Phase 3: Post-Enrollment Service & Crisis Management

(Weeks 17–18, May 5 – May 15, 2025)

Week	Date Range	Key Tasks & Milestones	Holidays/Notes
17	5.5–	- Support visa processing (92%	- 5.5 (Mon): Thai

Week	Date Range	Key Tasks & Milestones	Holidays/Notes
	5.11	success rate focus, 3.2.1) - Manage student complaints: Academic advising delays, cultural adjustment issues - Train new interns on CRM lead scoring	Coronation Day* *Public holiday
18	5.12–5.15	- Finalize post-enrollment feedback report - Present learnings to agency leadership (e.g., chatbot reduced cross-cultural conflicts by 38%, 4.1) - Submit internship portfolio & exit interview	- 5.15 (Fri): Last day - Handover checklist completed

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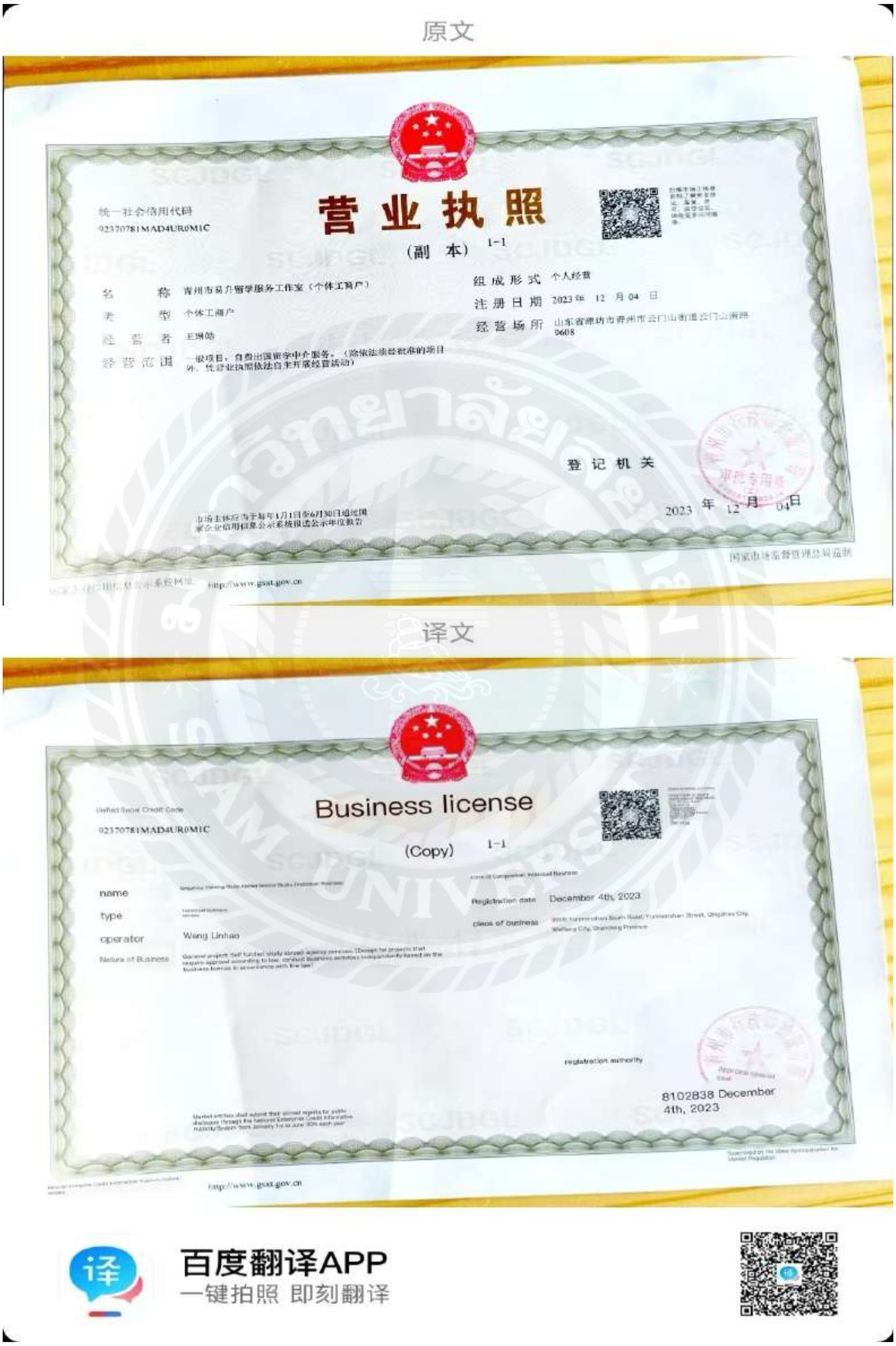

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类　　型　个体工商户
经 营 者　王琳皓
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组成形式　个人经营
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经营场所　山东省潍坊市青州市云门山街道云门山南路9608

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2023年12月04日

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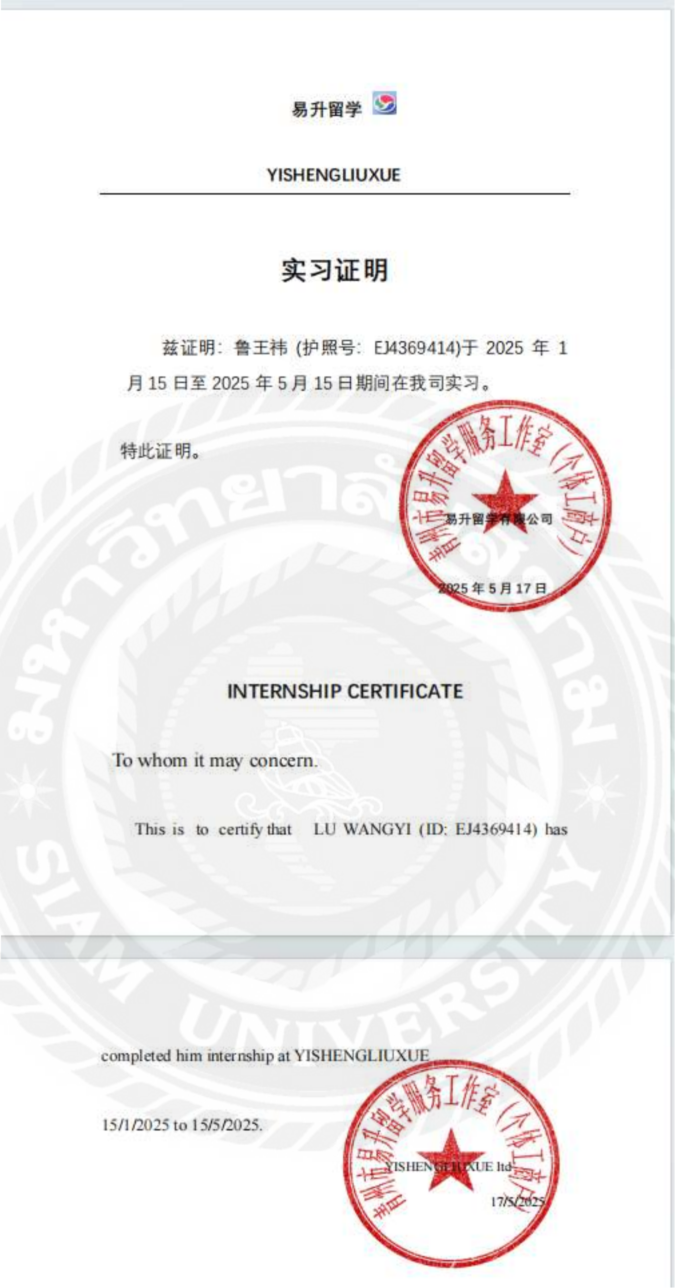

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实习证明

兹证明：鲁王祎（护照号：EJ4369414)于 2025 年 1 月 15 日至 2025 年 5 月 15 日期间在我司实习。

特此证明。

易升留学有限公司

2025 年 5 月 17 日

INTERNSHIP CERTIFICATE

To whom it may concern.

This is to certify that LU WANGYI (ID: EJ4369414) has completed him internship at YISHENGLIUXUE 15/1/2025 to 15/5/2025.

YISHENGLIUXUE ltd

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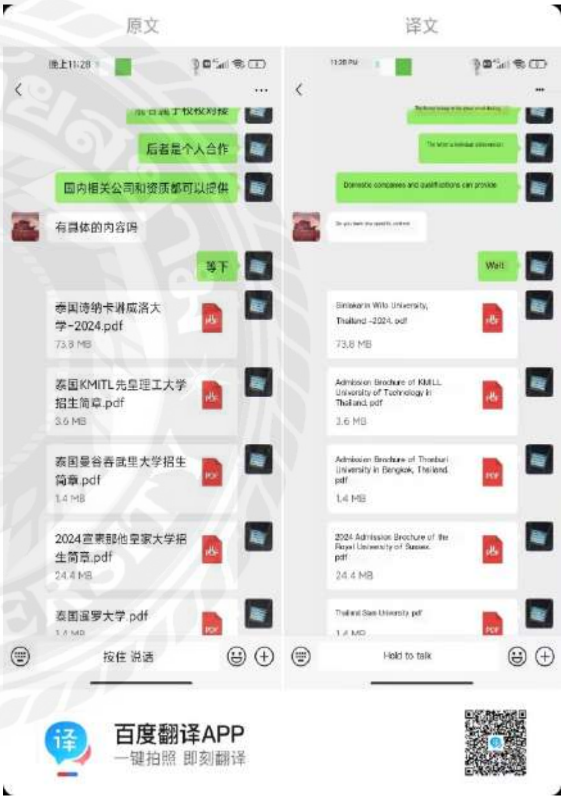
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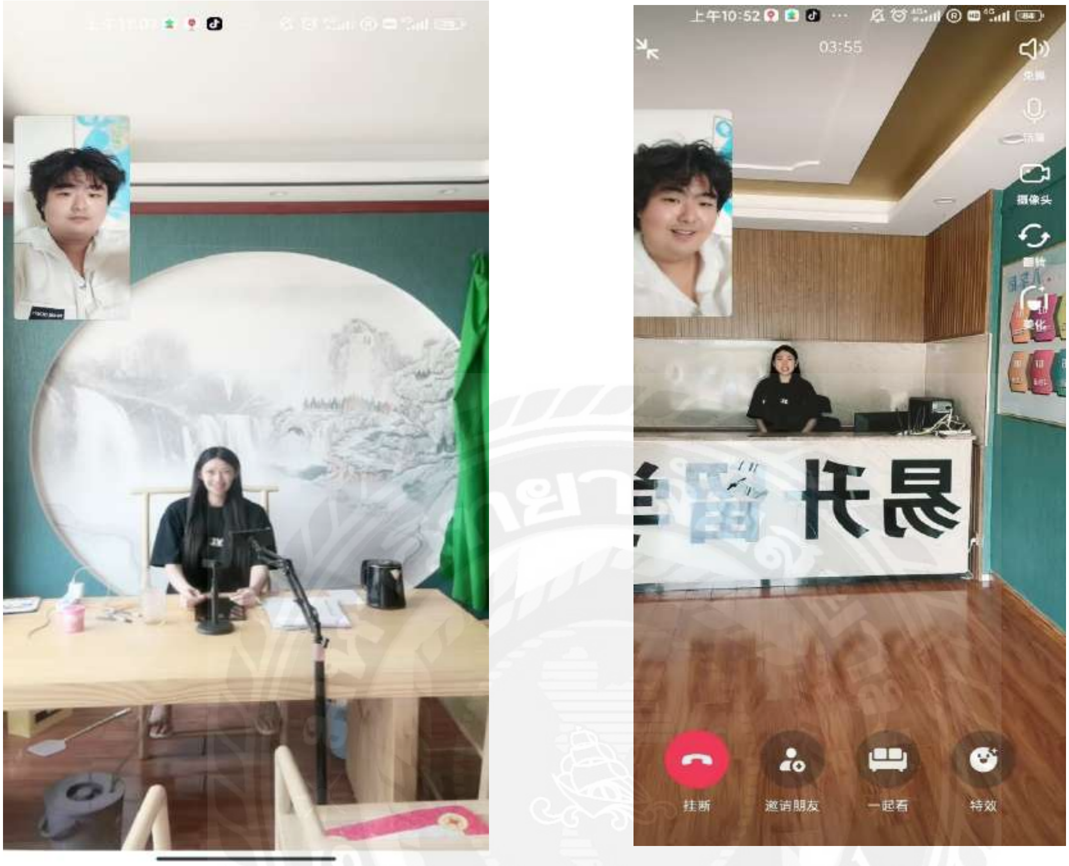
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