



**COOPERATIVE EDUCATION REPORT**

**MARKETING AND CORPORATE RELATIONS PRACTICES AT  
FRANKLIN CAREER ADVISOR PVT. LTD.**

**WRITTEN BY**

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**This Report is submitted in Partial Fulfillment of the Requirements for Cooperative  
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We have approved this cooperative education report as partial fulfillment of the Cooperative Education Program Semester 3/2024


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### **Abstract**

This cooperative education report summarizes my sixteen-week internship experience at Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy), Hetauda, Nepal. The main objective of the internship was to bridge the gap between academic learning and real-world marketing practices through active involvement in marketing, communication, and corporate relations tasks.

Under the supervision of Mrs. Nitika Shrestha, Manager of Franklin Education Consultancy, I contributed to social media management, content creation, promotional campaigns, and interdepartmental coordination. This experience deepened my understanding of how marketing and communication strategies enhance brand trust and visibility in a service-based organization.

I applied concepts from my BBA courses—such as marketing management, branding, consumer behavior, and digital communication—while gaining practical skills in tools like Canva, Microsoft Excel, Adobe, and Sejda. The internship strengthened my creativity, teamwork, and time management, offering valuable insight into marketing operations within the education consultancy sector and preparing me for a career in marketing and corporate communication.

**Keywords:** *Marketing, Corporate Relations, Educational Consultancy, Digital Communication, Internship Experience*

## **Acknowledgement**

I am deeply grateful to Siam University and Kathmandu College of Management for providing me with the opportunity to undertake this 16 week cooperative education programme. The internship at Franklin Career Advisor Pvt. Ltd has been a valuable platform for my professional growth and learning.

I would like to express my sincere appreciation to Asst. Prof. Maruj Limpawattana and my academic advisor, Mr. Bikash Dahal for his continuous guidance and constructive feedback throughout for the completion of this report. My appreciation also goes to my job supervisor, Mrs. Nitika Shrestha and the entire Marketing Team at Franklin Career Advisor Pvt. Ltd. for their time, support, encouragement and willingness to share their expertise made my learning process smooth and effective. Their mentorship broadened not only my technical learnings but also taught me the significance of accuracy and teamwork in a professional setting.

Lastly, I would like to acknowledge the unwavering support of my family, friends and peers who continuously motivated me during this journey. This internship has been an important stepping stone in my career path, honing me with practical skills and insights that will be highly fruitful for my future endeavors.

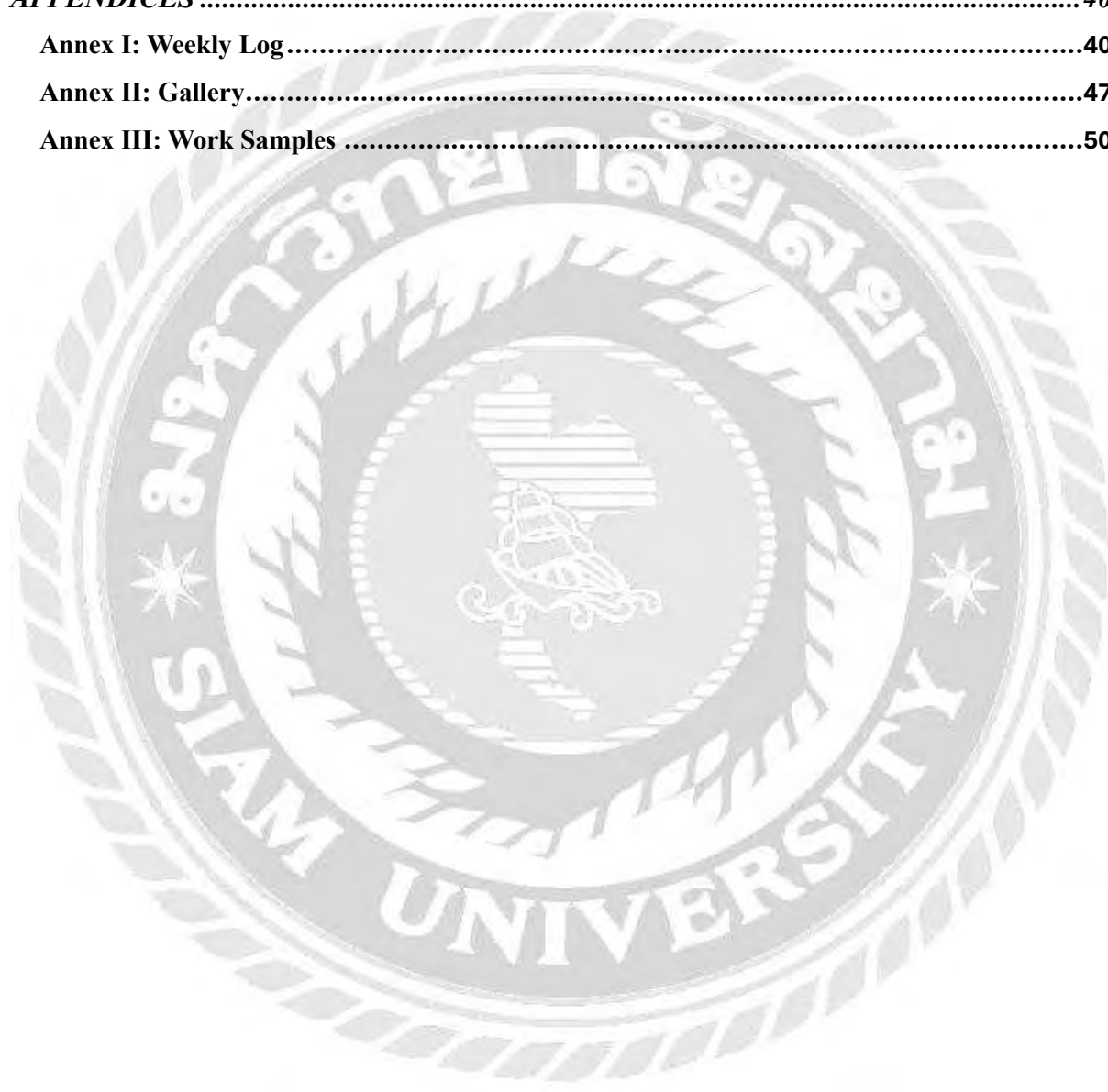
**Sneha Silwal**

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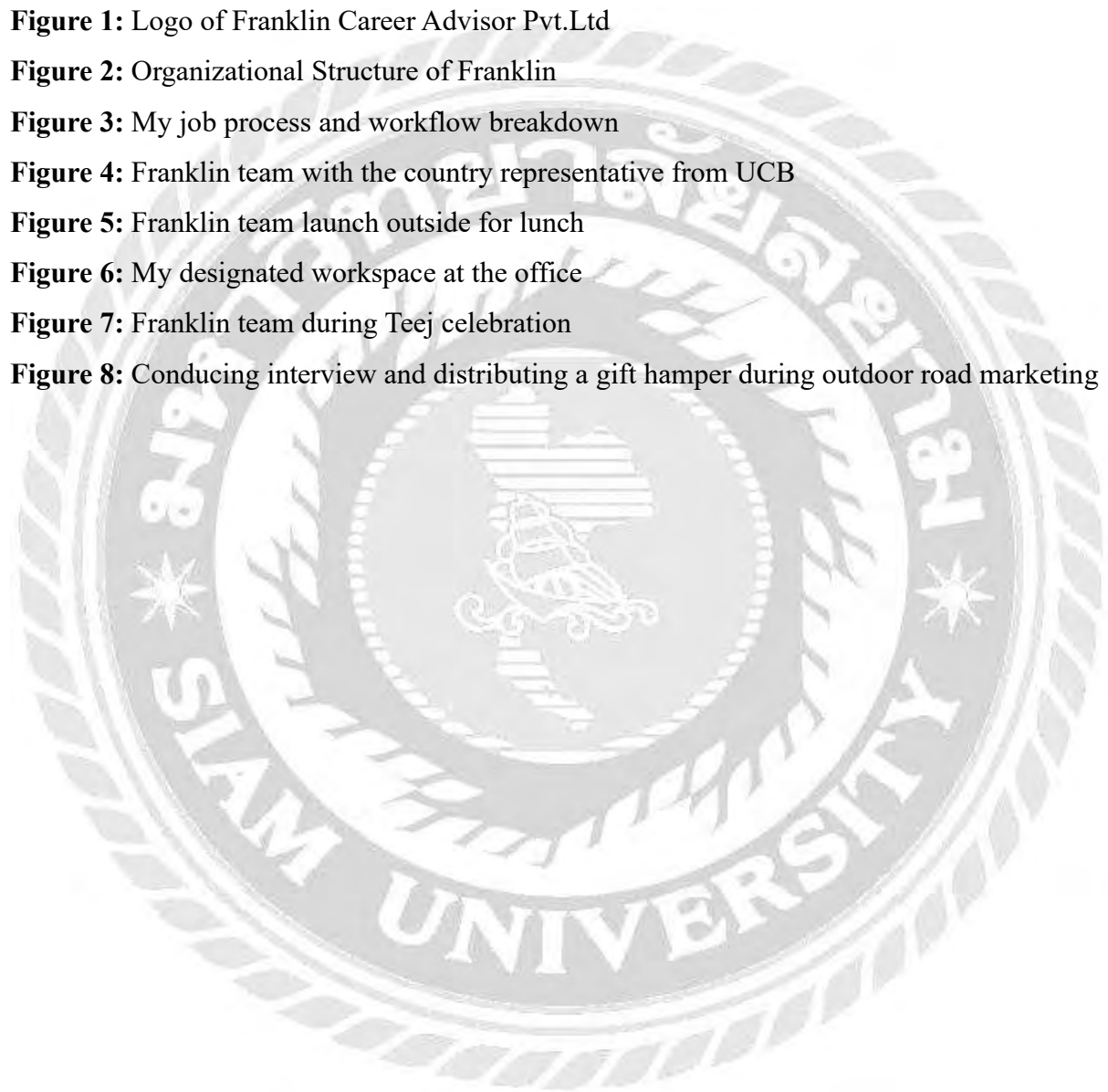
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## CHAPTER 1: INTRODUCTION

This chapter provides an overview of Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy), where I completed my cooperative education program as a Marketing and Corporate Relations Intern. The organization's profile, mission, vision, core values, strategies, formula for success, and essential goods and services are all described. It also includes the report's statement, the study's goals, and my intention to join this organization. This chapter serves as an introduction to the company and provides background information for the internship experience that was completed during the 16-week cooperative education period.

### 1.1 Company Profile



*Figure 1: Logo of Franklin Career Advisor Pvt.Ltd*

Franklin Career Advisor Pvt. Ltd., widely known as Franklin Education Consultancy, is an educational consultancy located in Hetauda, Nepal. The organization was founded to provide students with transparent, ethical, and professional counseling in order to direct them toward opportunities for international education. Students who desire to study in nations like Australia, the United Kingdom, Canada, and the United States can get full support from it. (*Franklin Career Advisor Pvt. Ltd., 2023*).

Franklin provides a wide range of services, such as help with applications and paperwork, career counseling, IELTS/PTE language test preparation, and visa counseling. The consultancy's main goal is to provide each student with accurate information and tailored advice so they can make wise decisions about their education and careers.

In addition to counseling, Franklin has become highly engaged in corporate relations and marketing. To increase its reach, the company hosts educational fairs, works with local institutions and schools, and actively promotes study-abroad programs on digital platforms.



## 1.2 Mission

To guide students in reaching their global educational objectives by offering trustworthy information, knowledgeable guidance, and committed services founded on transparency, professionalism, and trust. (*Franklin Career Advisor Pvt. Ltd., 2023*).

## 1.3 Vision

To be recognized as one of the most reputable and student-trusted educational consulting firms in Nepal, dedicated to excellence, integrity, and quality in assisting students in achieving success on a global scale. (*Franklin Career Advisor Pvt. Ltd., 2023*).

### 1.3.1 Core Values of Franklin

Franklin's operations and organizational culture are built upon the following core values:

- Integrity: Behaving truthfully and openly in all services rendered.
- Professionalism: Providing reliable, excellent communication and counseling.
- Student-Centric Approach: Placing student satisfaction and success at the center of every decision.
- Innovation: Using fresh concepts, technologies, and marketing tools to remain current.
- Teamwork: Encouraging cooperation and mutual learning among staff members.
- Accountability: Accepting complete accountability for outcomes and ongoing development.

All of the organization's operations are guided by these values.

### 1.3.2 Strategies of Franklin

Franklin Education Consultancy adopts several strategic approaches to maintain its competitive advantage in the education consultancy sector and to achieve sustainable growth. These strategies focus on enhancing visibility, improving service quality, and building lasting relationships with clients.

#### a) Digital Branding and Promotion:

Franklin leverages social media platforms, online advertisements, and informative digital content to reach prospective students. Through consistent online engagement and creative campaigns, the company strengthens its brand presence and attracts a wider audience both locally and internationally.

b) Relationship Management:

Maintaining close communication with clients is a core part of Franklin's strategy. Regular follow-ups, feedback collection, and personalized support help ensure client satisfaction, leading to positive word-of-mouth promotion and long-term loyalty.

c) Market Expansion:

To broaden its reach, Franklin actively participates in educational fairs, workshops, and collaborative programs with schools and colleges. It also forms partnerships with local and international institutions to diversify opportunities for students and increase brand exposure.

d) Quality Counseling:

Franklin prioritizes offering accurate, up-to-date, and student-centered counseling. The consultants continuously research global education trends and university updates to ensure that students receive reliable guidance tailored to their goals and academic background.

e) Employee Development:

Recognizing that employees are key assets, Franklin provides regular training sessions and workshops to enhance their communication, marketing, and counseling skills. The company also encourages innovation and creativity among team members to improve service delivery.

## 1.4 Key Services of Franklin

Franklin Education Consultancy offers a comprehensive range of services designed to guide students through every stage of the study-abroad process. Each service aims to simplify complex procedures and ensure students make well-informed decisions about their education and career paths.

a) Career Counseling:

Students receive personalized counseling to help them choose suitable programs, universities, and destinations based on their interests, qualifications, and financial capacity.

b) Documentation Assistance:

Franklin provides step-by-step support in preparing essential documents—such as academic transcripts, financial statements, and letters of recommendation—required for university and visa applications.

c) Application Processing:

The consultancy manages communication with universities, assists in completing application forms, and ensures that all requirements are fulfilled within deadlines to increase the chances of successful admission.

d) Language Preparation:

To help students meet English proficiency requirements, Franklin offers IELTS and PTE preparation classes taught by experienced and certified instructors. The training focuses on both test strategies and practical communication skills.

e) Visa Counseling:

Students receive detailed guidance throughout the visa application process, including document verification, mock interviews, and advice on handling visa officers' questions confidently.

f) Pre-Departure Briefing:

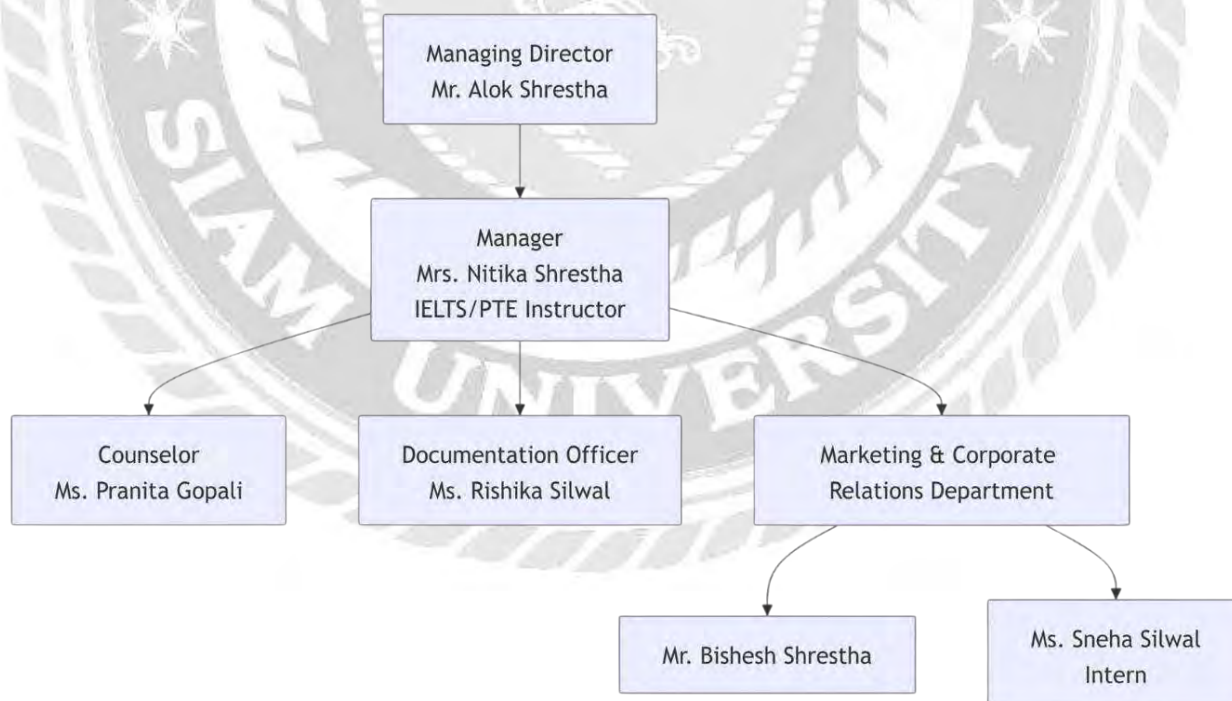
Before traveling abroad, students are provided with essential information about accommodation, cultural adaptation, travel arrangements, and general lifestyle in their destination country to help them transition smoothly.

## 2. Organizational Structure

The organizational structure of Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy) is compact and functionally organized to ensure smooth communication and efficient workflow. The company follows a functional hierarchical structure, where authority flows from the Managing Director to department heads, who then guide their respective team members. This structure allows for clear accountability, specialization of roles, and effective coordination across departments such as Counseling, Documentation, Language Training, and Marketing & Corporate Relations.

The organization is led by the Managing Director, who oversees the company's strategic vision and operations. The Manager, who also serves as the IELTS/PTE Instructor, supervises the overall functioning of the office and ensures that each department operates efficiently. The Counselor, Documentation Officer, and Marketing & Corporate Relations Department work collaboratively to assist students in achieving their academic goals abroad.

### 2.1 Organizational Structure of Franklin



*Figure 2: Organizational Structure of Franklin*

The organizational structure of Franklin Career Advisor Pvt. Ltd. is designed to create a clear hierarchy and ensure smooth coordination among different departments. At the top of the structure is the Managing Director, Mr. Alok Shrestha, who provides overall leadership, strategic direction, and supervision of the company's operations. His role is to oversee major decision-making processes and guide the organization toward its long-term goals.

Directly under the Managing Director is the Manager, Mrs. Nitika Shrestha, who is responsible for the day-to-day management of the office. Alongside her managerial duties, she also serves as an IELTS/PTE instructor, thereby ensuring both academic quality and operational consistency within the institution. She supervises the major functional areas of the organization and coordinates activities among staff members to maintain an efficient workflow.

Under her supervision function three core departments and roles. The Counselor, Ms. Pranita Gopali, provides guidance to students regarding academic programs and abroad-study opportunities. The Documentation Officer, Ms. Rishika Silwal, handles student files and ensures the accuracy and completeness of all documentation. Additionally, the Marketing & Corporate Relations Department oversees promotional activities and external partnerships, supported by Mr. Bishesh Shrestha and Ms. Sneha Silwal (Intern), who assist with marketing, communication, and administrative tasks. Together, this structure supports effective coordination, role clarity, and smooth organizational functioning.

This diagram illustrates the internal hierarchy of Franklin Career Advisor Pvt. Ltd. It shows that each employee is assigned specific roles and responsibilities under the direct supervision of the Manager. The structure promotes collaboration and open communication across departments, which is essential for delivering quality educational consultancy services.



## **2.2 My Job Position in Franklin**

During my cooperative education period at Franklin Education Consultancy, I served as a Marketing and Corporate Relations Intern under the direct supervision of Mrs. Nitika Shrestha, the Manager. I reported solely to Mrs. Shrestha, who guided and evaluated my work throughout the internship.

My primary responsibilities included assisting with marketing campaigns, managing social media content, coordinating promotional activities, maintaining communication with educational partners, and supporting various outreach events. I also contributed to brainstorming sessions for marketing ideas, student engagement strategies, and improving brand visibility both online and offline.

## **2.3 My Job Position in the Franklin's Organizational Structure**

In the organizational hierarchy, my position was within the Marketing and Corporate Relations Department, directly under the supervision of Mrs. Nitika Shrestha. My duties were collaborative in nature, requiring coordination with other departments such as Counseling and Documentation to obtain relevant information for marketing materials, promotional updates, and client communication.

Through this internship, I gained hands-on experience in applying marketing concepts in a service-based organization. I learned how effective internal coordination, communication, and strategic planning contribute to building a company's image and client trust. The exposure to real-world marketing practices strengthened my analytical and interpersonal skills while deepening my understanding of brand management in the education consultancy sector.

## **3. My Intention and Motivation to Choose Franklin as My CO-OP Studies Workplace**

As a BBA student specializing in Marketing at Kathmandu College of Management, I wanted to gain practical experience that would allow me to apply marketing theories in a real business environment. I chose Franklin Education Consultancy because of its dynamic nature, focus on education services, and growing emphasis on marketing and corporate relations.

The organization's active engagement in digital marketing, brand promotion, and student interaction closely aligned with my academic interests and career goals. I was motivated by the opportunity to participate in activities such as social media marketing, event promotion, and partnership coordination, all of which are central to the field of marketing.

Moreover, since Franklin operates in Hetauda, my hometown, I felt a sense of pride in contributing to a local organization that supports youth in achieving international education opportunities. This internship provided me with the platform to learn, grow, and develop my professional identity while making a meaningful contribution to the company.

#### 4. Strategic Analysis of the Franklin (Using SWOT Analysis)

Strengths	Weakness
<ul style="list-style-type: none"> <li>• Strong local reputation</li> <li>• Experienced and skilled team</li> <li>• Active social media presence</li> <li>• Cooperative work culture</li> </ul>	<ul style="list-style-type: none"> <li>• Limited geographical presence</li> <li>• Small team size</li> <li>• Lack of advanced tools</li> <li>• Over-reliance on social media</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Rising study abroad trend</li> <li>• Global partnerships</li> <li>• Digital marketing growth</li> </ul>	<ul style="list-style-type: none"> <li>• High competition</li> <li>• Policy changes</li> <li>• Economic instability</li> </ul>

*Table 1: : SWOT Analysis of Franklin*

##### Strengths

- Strong local reputation-Franklin has earned the trust of students and parents in Hetauda through reliable counseling and transparent services, making it a preferred local consultancy.
- Experienced and skilled team-The management and counseling staff possess strong expertise and experience, which ensures high-quality guidance for students.
- Active social media presence-Consistent engagement on platforms like Facebook helps in brand promotion and increases visibility among prospective students.
- Cooperative work culture-A friendly and team-oriented environment promotes collaboration and efficiency across departments.

### **Weaknesses**

- Limited geographical presence-The organization mainly operates in Hetauda, limiting its reach and visibility to potential clients in other cities.
- Small team size-Due to a limited number of staff, employees often multitask, which can lead to workload pressure and slower task completion.
- Lack of advanced tools-The absence of modern client management or CRM systems restricts data tracking and automation of tasks.
- Over-reliance on social media-Marketing efforts are mostly concentrated online, with minimal offline campaigns or collaborations.

### **Opportunities**

- Rising study abroad trend-Growing interest among Nepali students to pursue higher education overseas provides scope for expansion and service diversification.
- Global partnerships-Building alliances with international universities and institutions can strengthen Franklin's credibility and offerings.
- Digital marketing growth-Adopting data-driven marketing strategies, SEO, and CRM systems can enhance efficiency and attract more clients.

### **Threats**

- High competition-The increasing number of education consultancies, especially in Kathmandu and major urban areas, poses competitive pressure.
- Policy changes-Unpredictable visa rules and migration policies in destination countries can affect student applications.
- Economic instability-Fluctuating economic conditions may limit families' financial ability to afford international education.

## **5. Statement of the Report**

This cooperative education report has been prepared as part of my 16-week internship at Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy), where I worked as a Marketing and Corporate Relations Intern. The report aims to demonstrate my overall internship experience from *July 20, 2025* to *November 7, 2025* highlighting the tasks and responsibilities I carried out under the guidance of my supervisor, Mrs. Nitika Shrestha.

It outlines how the internship allowed me to apply marketing concepts in a practical setting, gain hands-on experience in digital promotion and corporate communication, and understand the professional working environment of an educational consultancy. The report also reflects on the challenges faced, solutions applied, and key lessons learned that contributed to my personal and professional growth during the cooperative education period.

## 6. Objectives of this Cooperative Study

The primary objectives of this cooperative education study are explained below:

- a) To apply theoretical knowledge in real business settings:

This internship allowed me to put into practice the marketing and communication theories learned during my BBA program. By working on real projects, I was able to understand how academic concepts such as consumer behavior, branding, and promotional strategies are implemented in actual business operations.

- b) To understand the operational structure of an educational consultancy:

The internship helped me observe how different departments—such as counseling, documentation, and marketing—work together to deliver services efficiently. I gained a clearer understanding of the coordination required between teams to ensure a smooth process from student inquiry to visa documentation.

- c) To explore marketing strategies in the service sector:

I was able to explore how marketing strategies are used to promote intangible services like education counseling. Through social media promotion, corporate communication, and branding efforts, I learned how marketing in the service industry focuses on building trust and maintaining long-term relationships with clients.

- d) To identify challenges and propose practical solutions:

By closely participating in marketing operations, I observed certain limitations in outreach and operational efficiency. I learned to analyze these challenges and suggest

feasible solutions, such as diversifying promotional channels and adopting digital tools to enhance performance.

e) To enhance personal and professional development:

Throughout the internship, I developed essential professional skills such as communication, creativity, teamwork, and time management. The experience also helped me build confidence, adaptability, and accountability in a professional setting.





## CHAPTER 2: CO-OP STUDY ACTIVITIES

This chapter highlights the major activities and experiences undertaken during my 16-week internship at Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy). It explains my job description, daily duties, collaboration with coworkers, workflow, and contributions as a marketing intern. The chapter also describes how I applied theoretical marketing knowledge in a professional setting while developing practical skills.

### 2.1 Job Description

I worked as a Marketing and Corporate Relations Intern at Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy) under the direct supervision of Mrs. Nitika Shrestha, the Manager. My role primarily focused on assisting the marketing department in developing and executing strategies to promote the consultancy's services, maintain its online presence, and strengthen its brand communication.

The internship allowed me to gain practical experience in marketing operations within a service-oriented organization. I contributed to various activities, including social media management, event promotion, client communication, and content creation. Throughout the internship, I worked closely with Mr. Bishesh Shrestha, who was part of the same department. Although we shared similar responsibilities, we coordinated our tasks and reported directly to the Manager, ensuring that all marketing activities aligned with the organization's goals and branding standards.

#### **My key responsibilities included the following:**

- a) Assisting in the development and execution of social media marketing content:  
I helped plan and design posts for platforms such as Facebook and Instagram to increase visibility and engagement. I also contributed to writing captions, scheduling updates, and responding to inquiries.
- b) Supporting branding and promotional activities across online platforms:  
I participated in designing promotional materials and campaigns that highlighted the consultancy's services, achievements, and success stories of students.

c) Coordinating communication with students and educational partners:

I assisted in maintaining regular contact with students through messages, calls, and emails, and supported my supervisor in communicating with schools and language centers.

d) Helping organize and promote events such as counseling and test preparation classes:

I was involved in creating event announcements, managing participant lists, and providing logistical support during events.

e) Preparing promotional materials and assisting in campaign planning:

I used tools like Canva and Adobe Photoshop to design marketing visuals and participated in brainstorming sessions to plan effective promotional campaigns.

f) Monitoring engagement and providing feedback on social media activities:

I regularly reviewed engagement metrics and shared suggestions on improving post reach and audience interaction. This position provided me with meaningful hands-on experience and enhanced my understanding of how marketing functions contribute to business growth, particularly in the education consultancy sector.

## 2.2 My Duties and Responsibilities

As a Marketing and Corporate Relations Intern at Franklin Education Consultancy, I was assigned a variety of tasks that helped me strengthen both my technical and interpersonal skills. These responsibilities gave me hands-on experience in marketing, communication, and teamwork within a professional environment. My major duties and responsibilities included the following:

a) Social Media Management:

I assisted in managing the consultancy's official Facebook and Instagram pages by posting regular updates, responding to inquiries, and maintaining engagement with followers. My work involved sharing information about study destinations, upcoming IELTS/PTE classes, and student success stories.

b) Content Creation:

I contributed to the creation of digital content such as flyers, infographics, and promotional posts used for marketing and awareness campaigns. I used tools like Canva to design visually appealing materials that communicated Franklin's services effectively.

c) Marketing Campaign Support:

Working alongside my colleague Mr. Bishesh Shrestha, I participated in planning and implementing marketing campaigns, particularly during admission seasons. I assisted in scheduling social media posts, drafting promotional messages, etc.

d) Corporate Communication:

I supported my supervisor, Mrs. Nitika Shrestha, in communicating with schools, language centers, and prospective students. This included sending formal emails, handling phone calls, and managing direct messages on social media. Through these tasks, I learned how to maintain professionalism and clarity in business communication.

e) Event Assistance:

I helped in promoting and coordinating various events such as student counseling sessions, workshops, and information programs. My role included creating awareness posts, preparing materials for the event, and occasionally assisting in managing logistics.

f) Administrative Support:

I was responsible for maintaining and updating data related to student inquiries, contact details, and marketing materials. I used Microsoft Excel to record and organize information systematically. This task improved my data management and organizational skills while teaching me the importance of accuracy and confidentiality.

g) Idea Contribution:

I actively participated in weekly team discussions where I shared ideas for new marketing initiatives and creative campaigns. This encouraged me to think strategically about promotional approaches and improved my confidence in expressing ideas during professional meetings.

## 2.3 Activities in Coordination with Coworkers

During my internship at Franklin Education Consultancy, I experienced a highly cooperative and supportive work environment that encouraged teamwork and open communication. The organization maintained a friendly culture where every staff member worked closely to ensure the smooth delivery of services to students. I worked directly under the supervision of Mrs. Nitika Shrestha, the Manager, who guided me in carrying out my daily responsibilities and continuously provided feedback to improve my performance. Her guidance helped me understand how marketing decisions are made and how they align with the consultancy's overall business goals.

I also collaborated closely with Mr. Bishesh Shrestha, who worked in the same department. We often worked together on designing social-media posts, writing captions, brainstorming creative ideas, and scheduling content for Franklin's digital platforms. This partnership allowed us to share ideas freely, divide tasks according to our strengths, and support one another in meeting deadlines. Through these collaborations, I learned the importance of coordination, flexibility, and mutual respect within a team.

In addition to internal coordination within the marketing department, I regularly interacted with members of other departments. The Counseling Department, led by Ms. Pranita Gopali, often provided the information needed for posts about study destinations, available programs, and student success stories. Similarly, I collaborated with Ms. Rishika Silwal from the Documentation Department to verify details related to document preparation and visa processes before including them in promotional materials. Occasionally, I also assisted Mrs. Nitika Shrestha in communicating with the Language Preparation Unit, ensuring that updates regarding IELTS and PTE classes were accurately promoted on social media.

Overall, coordination among departments was smooth and efficient because of the company's small size and open communication system. The friendly and cooperative nature of the team made it easy to share ideas and resolve issues quickly. This experience helped me appreciate the significance of teamwork and interpersonal communication in achieving organizational goals. It also made me realize that effective coordination not only improves work efficiency but also enhances the quality and consistency of the organization's marketing output.

## 2.4 My Job Processes and Workflow



*Figure 3: My job process and workflow breakdown*

The workflow at Franklin Education Consultancy was both systematic and flexible, ensuring effective coordination, time management, and smooth communication among all departments. As an intern, I followed a structured process for completing my marketing and corporate communication tasks. This process helped me understand how marketing campaigns are planned, executed, and evaluated in a real business environment. The general workflow I followed throughout the internship was as follows:

a) **Task Assignment:**

Each week, I received specific tasks and priorities from my supervisor, Mrs. Nitika Shrestha. These assignments often involved managing social media content, assisting in promotional planning, and providing support during events. Clear weekly objectives helped me stay organized and focused on achieving timely outcomes.

b) **Content Preparation:**

After receiving instructions, I began developing relevant content that matched Franklin's marketing goals. This included drafting captions, creating graphics using Canva and Adobe Photoshop, and collecting necessary information from the counseling department. I collaborated with my colleague, Mr. Bishesh Shrestha, to ensure that every post aligned with the company's branding guidelines and appealed to the target audience of students and guardians.

c) **Review and Approval:**

Before publishing any content, I submitted all prepared materials—such as posts, visuals, or event flyers—to my supervisor for review. Mrs. Nitika Shrestha carefully checked every detail to ensure the information was accurate, professional, and consistent with the organization's tone and values. This step taught me the importance of maintaining brand integrity and quality control in marketing communication.



d) Execution:

Once the content received approval, I published it on the company's social media platforms, including Facebook and Instagram. I also handled student inquiries and responses in the comment section or direct messages to maintain engagement. During events, I helped promote live updates, share photos, and interact with participants online, which strengthened Franklin's digital presence.

e) Feedback and Reporting:

After completing the assigned tasks, I regularly reported progress and performance outcomes to my supervisor. This included sharing insights on audience engagement, post reach, and follower interactions. I also provided suggestions for improving content strategy and future campaigns based on observed trends and feedback.

This systematic process provided me with a clear understanding of how marketing workflows operate from start to finish—beginning with planning, followed by design, approval, execution, and evaluation. It also taught me the significance of communication, collaboration, and continuous feedback in achieving successful marketing outcomes within a professional organization.

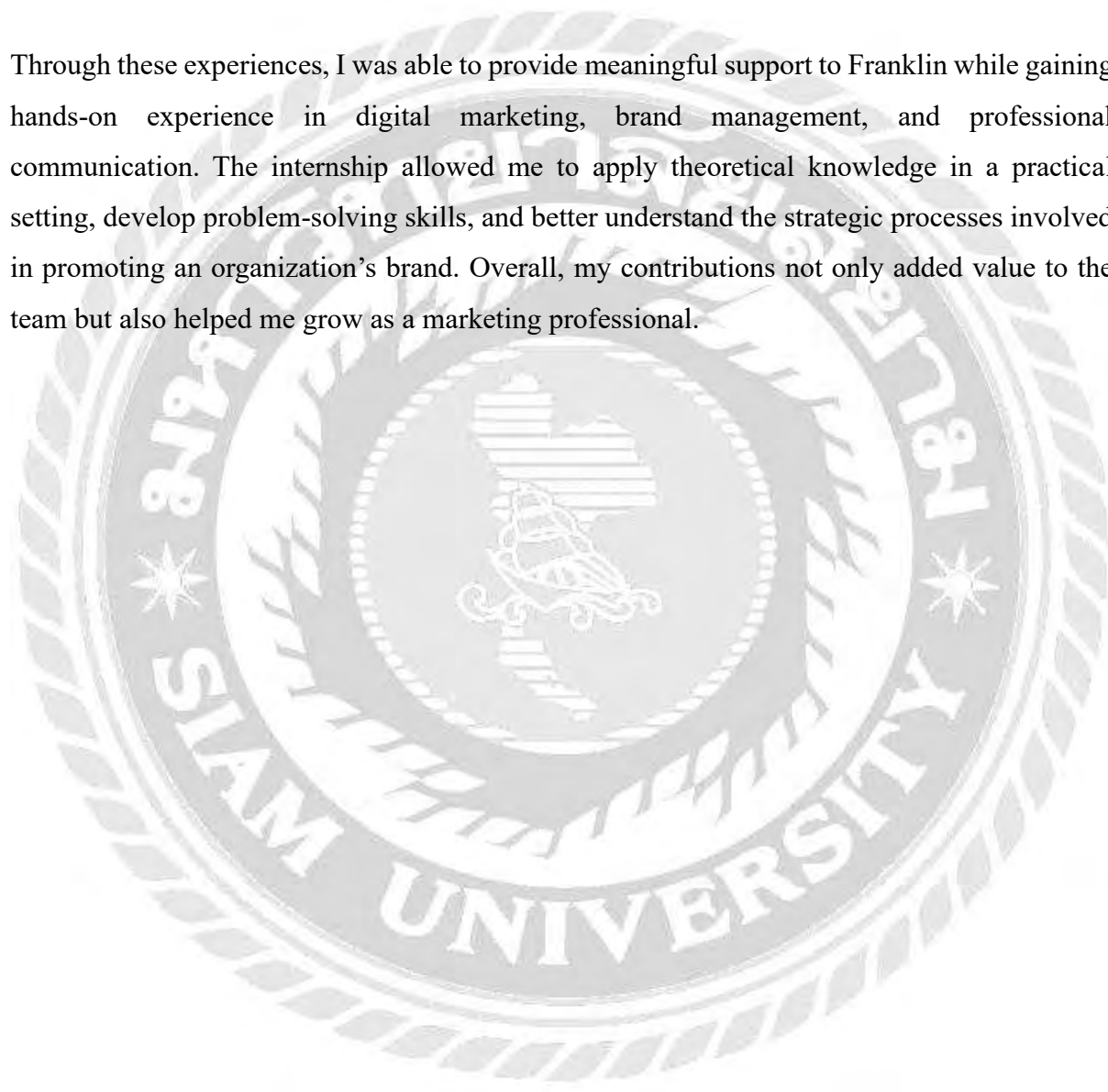
## **2.5 Contribution as a Co-op Student**

During my internship at Franklin, I actively contributed to several initiatives that supported the company's marketing and brand development objectives. One of my primary responsibilities was assisting in the creation of engaging content for the company's social media platforms. This involved designing posts, writing captions, and scheduling content to ensure consistent online activity that resonated with the target audience.

In addition to content creation, I supported brand awareness campaigns, particularly during key student intake periods. My role included preparing marketing materials, coordinating with team members, and ensuring that messaging was aligned with Franklin's brand values. I also contributed to managing communication with clients and educational partners, assisting in drafting professional emails and responding to inquiries in a timely manner. This helped strengthen relationships and ensure that stakeholders received clear and consistent information.

I was also encouraged to contribute creative ideas for seasonal, festive, and academic promotions. These suggestions were aimed at enhancing engagement and attracting the attention of the target audience, reflecting a collaborative approach to marketing strategy. Furthermore, I tracked and analyzed social media interactions, providing timely updates on engagement, responses, and trends. These insights enabled the marketing team to adjust strategies and improve campaign effectiveness in real time.

Through these experiences, I was able to provide meaningful support to Franklin while gaining hands-on experience in digital marketing, brand management, and professional communication. The internship allowed me to apply theoretical knowledge in a practical setting, develop problem-solving skills, and better understand the strategic processes involved in promoting an organization's brand. Overall, my contributions not only added value to the team but also helped me grow as a marketing professional.



## CHAPTER 3: LEARNING PROCESS AND OUTCOMES

This chapter focuses on the learning experiences, challenges, and professional growth achieved during my 16-week internship at Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy). It highlights the problems encountered, the solutions applied, the knowledge and skills gained, and the tools learned during my time as a Marketing and Corporate Relations Intern. The internship provided me with a platform to apply classroom knowledge in a real business environment and develop essential professional competencies.

### 3.1 Problems Encountered

a) Adapting to the professional environment:

Transitioning from college life to a structured office routine was initially challenging. Unlike the flexible schedules in college, I had to follow strict office hours, maintain professional behavior, and interact with clients and supervisors respectfully. Simple tasks, such as preparing reports on time or attending meetings punctually, required adjustment. Overcoming this challenge taught me the importance of self-discipline, professional etiquette, and the ability to adapt quickly to a formal work setting.

b) Managing multiple tasks simultaneously:

Being part of a small team meant I often had to handle diverse responsibilities, from creating marketing content to assisting with promotional events and managing data entry tasks. Initially, juggling these tasks caused stress and sometimes delayed completion. However, it improved my multitasking abilities, taught me to plan better, and enhanced my capacity to handle responsibilities under pressure, which is essential in a professional environment.

c) Creativity and content challenges:

Designing marketing content that was both engaging and accurate was difficult at first. Posts had to be visually appealing to attract the audience while remaining professional and informative. This required research, creativity, and attention to detail. Over time, I learned to balance creativity with accuracy, making the content both professional and appealing to prospective students.

d) Time management and prioritization:

Working under tight deadlines, especially during student intake periods, demanded effective planning. Coordinating with multiple departments for approvals and updates made prioritization critical. This experience taught me to evaluate tasks based on urgency and importance, helping me meet deadlines efficiently without compromising quality.

e) Communication barriers:

Initially, I felt hesitant when communicating with senior colleagues, clients, and students. Writing formal emails, participating in meetings, and handling inquiries required confidence and clarity. With practice and guidance, I gradually improved my professional communication, learning to convey ideas effectively and respond confidently in different professional contexts.

### 3.2 Solutions to the Problems

a) Seeking supervision and feedback:

Regular discussions with my supervisor, Mrs. Nitika Shrestha, helped me identify areas for improvement. Constructive feedback guided me in aligning my work with company expectations, improving my writing, design quality, and overall performance.

b) Developing a daily plan:

Preparing structured to-do lists and prioritizing tasks based on deadlines helped me manage multiple responsibilities efficiently. This routine improved my productivity, allowed me to complete tasks on time, and reduced stress, reinforcing the value of organization in professional life.

c) Collaborative teamwork:

Working alongside Mr. Bishesh Shrestha taught me the importance of coordination, delegation, and mutual support. By dividing tasks effectively and sharing ideas, we completed marketing campaigns and promotional activities efficiently.

d) Enhancing creativity through research:

I studied social media strategies of competitor education consultancies to gather ideas and inspiration. Adapting these strategies to Franklin's brand improved engagement and the quality of content. This process enhanced my creative thinking, marketing knowledge, and ability to apply research practically.

e) Building communication confidence:

By observing supervisors and practicing professional interactions, I gained confidence in speaking with clients and colleagues. Drafting emails, handling inquiries, and participating in meetings improved my communication, clarity, assertiveness, and professional presentation.

### 3.3 Recommendations to the Company

To further strengthen its market position and operational efficiency, Franklin Education Consultancy can adopt the following recommendations:

a) Develop a Structured Digital Marketing Strategy:

Franklin should implement a comprehensive long-term digital marketing plan that includes clear posting schedules, well-defined campaign objectives, and measurable Key Performance Indicators (KPIs). Establishing a content calendar and using data analytics tools (such as Meta Insights or Google Analytics) can help track engagement levels, audience behavior, and campaign performance. This data-driven approach would enable the marketing team to refine their strategies, target the right audience more effectively, and enhance the company's online visibility and brand engagement.

b) Strengthen Inter-Departmental Coordination:

Improved collaboration between departments especially marketing, counseling, and documentation ; is essential for operational accuracy and efficiency.

Miscommunication or delays in information sharing can impact marketing messages and client satisfaction. Introducing shared project management tools such as Trello, Notion, or Google Workspace could help streamline communication.



c) Invest in Professional Development and Training:

Regular training sessions and workshops for staff and interns would enhance their professional growth and improve the company's overall performance. Focused training on digital marketing tools, branding techniques, customer relationship management (CRM), and analytics would empower employees to implement more effective strategies.

d) Introduce Customer Feedback and Follow-Up Mechanisms:

Implementing a systematic feedback and follow-up process can significantly improve client satisfaction and service quality. After each service interaction or successful visa outcome, the company can collect structured feedback through Google Forms or online surveys. This data can help identify strengths, address weaknesses, and personalize future interactions. Regular follow-ups through email or phone also demonstrate professionalism and care, fostering long-term relationships and brand loyalty among students and parents.

e) Expand the Use of Digital Tools:

Franklin should explore and integrate a broader range of digital tools into its daily operations to increase efficiency, accuracy, and creativity. In addition to Canva, Adobe, and Sejda, the company can introduce tools like Asana for task management, Hootsuite for social media scheduling, Google Sheets for data tracking, and Grammarly for content accuracy. Incorporating CRM software such as HubSpot or Zoho could also streamline client communication and lead tracking.

f) Enhance Brand Differentiation:

In a highly competitive market, Franklin should focus on clearly communicating its unique value propositions—such as personalized counseling services, high visa success rates, and strong partnerships with reputed institutions. Using storytelling techniques, testimonial videos, and case studies in campaigns can help build emotional connections with the audience. A consistent brand tone and visual identity across all platforms will make Franklin more recognizable and trustworthy.

g) Explore Partnerships and Outreach:

To increase visibility and community presence, Franklin can collaborate with local schools, colleges, and language centers. Organizing career guidance seminars, workshops, and educational fairs would help reach potential students directly. These partnerships would also build credibility and create a steady pipeline of clients seeking study-abroad guidance. Additionally, participating in international education fairs can open up opportunities for networking with global institutions.

### 3.4 Learnings from the Co-op Studies

The sixteen-week cooperative education program at Franklin Education Consultancy provided valuable insights into the practical aspects of marketing, communication, and corporate operations. Throughout this internship, I was able to apply theoretical knowledge gained from my academic coursework to real-world professional situations. The key learnings from this experience are outlined below:

a) Digital Marketing and Brand Promotion:

Through active involvement in social media management and promotional campaigns, I gained hands-on experience in planning, designing, and executing digital marketing strategies. I learned how to create engaging posts, schedule content consistently, and monitor online engagement using digital insights. This experience deepened my understanding of how consistent branding, visual identity, and interactive content contribute to building audience trust and enhancing the overall perception of the company.

b) Corporate Communication:

The internship significantly strengthened my professional communication skills. I learned to draft formal emails, respond to client inquiries, and participate effectively in meetings. These tasks helped me understand how clear, concise, and respectful communication reflects professionalism and builds strong relationships with clients and colleagues. I also developed confidence in expressing ideas, handling feedback, and maintaining a polite tone across various professional interactions—skills that are vital for success in any corporate environment.

c) Content Creation and Visual Design:

One of the most valuable aspects of my internship was learning how to design and produce visually appealing marketing materials. Using tools like Canva, Adobe, and Sejda, I created posters, videos, and promotional content tailored to different campaigns. I also learned the importance of aligning visual content with brand tone and maintaining consistency in color schemes, typography, and message delivery to establish a strong and recognizable brand identity.

d) Analytical and Strategic Thinking:

By tracking engagement metrics and analyzing audience responses, I developed an analytical approach to decision-making. I learned to evaluate the effectiveness of marketing campaigns, identify what type of content performs best, and suggest improvements based on insights.

e) Teamwork and Collaboration:

Working with a diverse team of professionals taught me the importance of collaboration, communication, and flexibility. I learned that teamwork is essential for achieving common organizational goals, as it allows for idea-sharing, constructive feedback, and collective problem-solving. Participating in group projects also improved my ability to adapt to different working styles and maintain mutual respect among team members.

f) Work Ethics and Professionalism:

Throughout the internship, I learned the significance of maintaining strong work ethics and professional discipline. By being punctual, accountable, and proactive, I realized that professionalism goes beyond completing tasks—it involves showing responsibility, maintaining a positive attitude, and respecting deadlines and company values.

Overall, this co-op experience provided a meaningful bridge between academic learning and practical application. It enhanced both my technical and soft skills, deepened my understanding of marketing operations, and instilled the confidence needed to pursue a successful career in marketing and corporate communication.

### 3.5 Application of Knowledge from Coursework to Real-World Setting

a) Brand Management and Marketing Strategy:

Throughout my internship, I noticed how strongly brand management influences the way a company presents itself. Concepts such as brand identity, positioning, and consistency (Keller, 2013) became part of my daily work. While creating content for Franklin, I paid close attention to keeping the tone, design, and message aligned with the brand. Even small details like choosing colors, phrasing captions, or selecting the right imagery played a role in maintaining a unified brand image.

b) Consumer Behavior:

The consumer behavior knowledge I learned at KCM became extremely practical during my tasks. Understanding what motivates students, what worries them, and how they make decisions (Schiffman & Wisenblit, 2019) helped me create more relatable content. For example, I saw that students engaged more with posts featuring success stories or real experiences from previous clients. This taught me the importance of empathy in marketing seeing things from the client's perspective and tailoring messages to meet their emotional and informational needs.

c) Digital Marketing

Digital marketing theories were useful every single day. I applied ideas like segmentation, SEO basics, content planning, and social media analytics (Chaffey & Ellis-Chadwick, 2019). Creating weekly content calendars taught me how consistency affects reach and engagement, while analyzing post performance helped me understand what students interact with the most.

d) Advertising and Promotional Strategy

Working on promotional posts allowed me to apply advertising concepts like the AIDA model and message appeals (Belch & Belch, 2021). I learned how to create content that not only grabs attention but also encourages students to take action, such as booking counseling sessions or attending events. I also realized the importance of choosing the right platform and the right message for different audiences, which is a key part of integrated marketing communications (IMC).

e) Service Marketing

Since Franklin operates in the education consultancy sector - a service-based industry ; service marketing concepts were very relevant. I got to observe how elements like People, Process, and Physical Evidence (Lovelock & Wirtz, 2016) influence how clients perceive the service. Simple things like how staff communicate, how fast inquiries are handled, and how the office environment looks made a noticeable difference in client satisfaction. Being part of a service-oriented organization helped me appreciate how service quality and trust-building directly impact client decisions, especially in something as important as education.

f) Business Communication and Public Relations

My coursework in business communication helped me communicate more confidently and professionally. Whether I was writing emails, crafting captions, responding to inquiries, or attending meetings, I applied concepts related to clarity, tone, and structure (Guffey & Loewy, 2022). I also learned how important public relations skills are when dealing with clients—maintaining politeness, being patient, and representing the organization positively. These experiences helped me grow not only academically but also personally, as I became more comfortable handling real-world communication tasks.

### 3.6 Special Skills and Knowledge learned

During my sixteen-week internship at Franklin Career Advisor Pvt. Ltd. , I developed a variety of technical, professional, and interpersonal skills that contributed to my overall personal and career growth. The experience provided me with a strong foundation in marketing, communication, and workplace ethics, which will be valuable for my future endeavors.

a) Digital Marketing and Design Skills:

I became proficient in designing and managing digital marketing content through tools such as Canva, which I used to create visually engaging social media posts and banners. I also gained practical knowledge in using Adobe applications for editing and visual enhancement, as well as Sejda PDF Editor for managing, merging, and formatting documents. These tools enhanced my ability to maintain brand consistency and deliver creative promotional materials effectively.

b) Data Management and Record-Keeping:

I learned how to use Microsoft Excel to record, organize, and analyze data efficiently. During my internship, I maintained records of student inquiries, event participation, and marketing activities. This strengthened my attention to detail and accuracy, which are essential in handling administrative and marketing-related tasks.

c) Communication and Interpersonal Skills:

Working directly with students, clients, and colleagues helped me develop effective communication skills. I learned how to interact professionally, express ideas clearly, and maintain positive relationships with coworkers and clients. I also gained confidence in conducting conversations in both formal and informal contexts.

d) Problem-Solving and Analytical Thinking:

Throughout my internship, I encountered challenges such as managing overlapping tasks and meeting tight deadlines. These situations helped me sharpen my problem-solving abilities by analyzing situations calmly and identifying practical solutions. I also learned to assess the performance of marketing content by monitoring engagement trends and applying insights for improvement.

e) Teamwork and Collaboration:

Working with a small but dynamic team taught me the importance of collaboration, cooperation, and mutual understanding. I realized that each department's contribution -from counseling to documentation - plays a vital role in achieving organizational success. By supporting colleagues and maintaining open communication, I strengthened my teamwork skills and adaptability.

f) Professionalism and Work Ethics:

This internship helped me understand the significance of professionalism in the workplace. I learned to be punctual, disciplined, and responsible while completing assigned tasks. Accepting feedback gracefully, respecting deadlines, and maintaining a positive attitude toward learning became key aspects of my personal development.



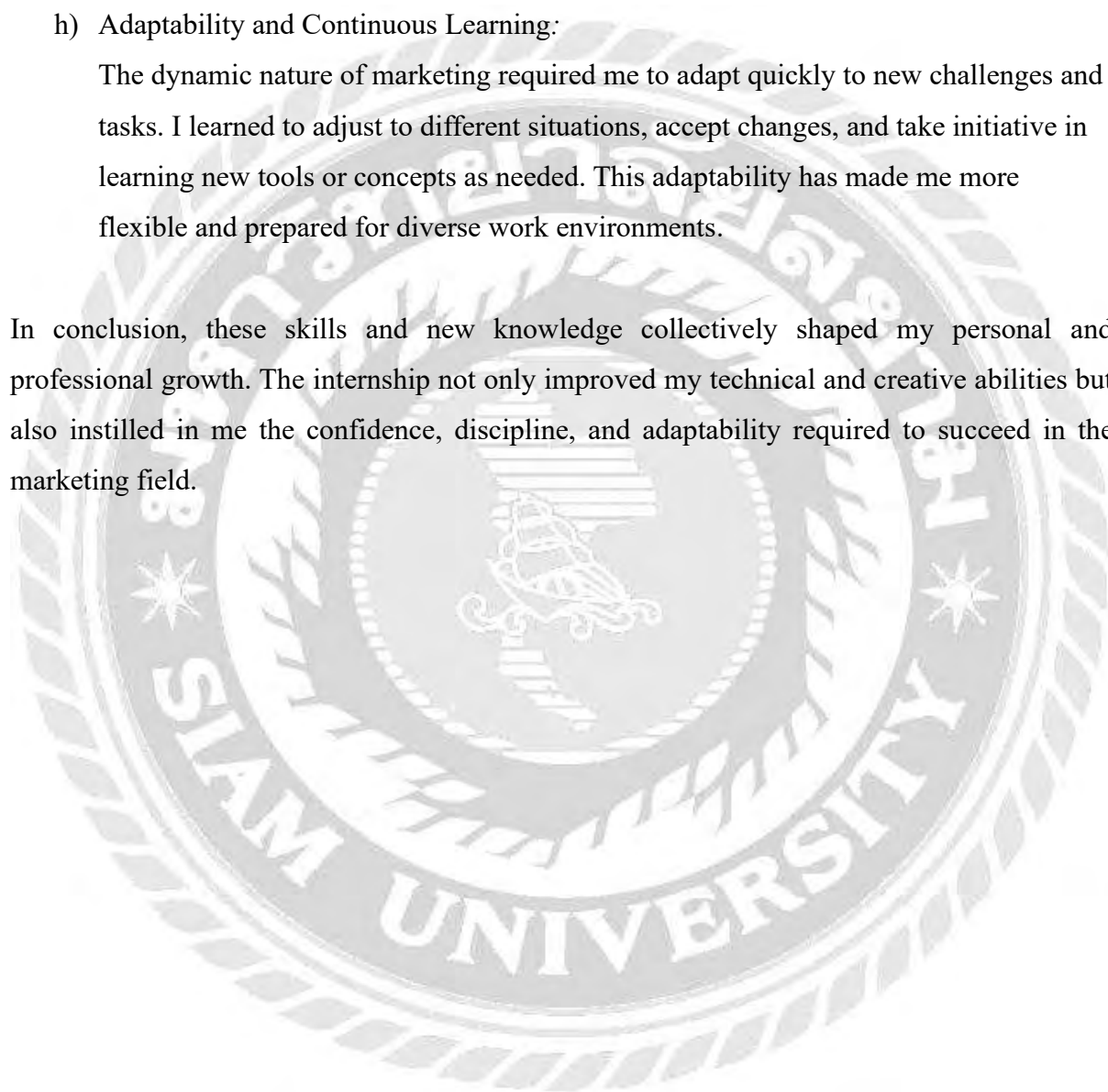
g) Creative and Strategic Thinking:

The internship environment encouraged me to think creatively when planning marketing campaigns and designing digital materials. I learned how creativity, when aligned with strategy, can attract potential clients and enhance brand visibility. This skill helped me approach marketing tasks with innovation and purpose.

h) Adaptability and Continuous Learning:

The dynamic nature of marketing required me to adapt quickly to new challenges and tasks. I learned to adjust to different situations, accept changes, and take initiative in learning new tools or concepts as needed. This adaptability has made me more flexible and prepared for diverse work environments.

In conclusion, these skills and new knowledge collectively shaped my personal and professional growth. The internship not only improved my technical and creative abilities but also instilled in me the confidence, discipline, and adaptability required to succeed in the marketing field.



## **CHAPTER 4: CONCLUSION**

This chapter provides an overall summary, evaluation, and reflection on my sixteen-week internship at Franklin Career Advisor Pvt. Ltd. (Franklin Education Consultancy). It presents the key highlights of my co-op experience, assesses my personal and professional growth, discusses limitations, and offers practical recommendations for future improvements. The internship experience was an invaluable learning opportunity that helped me integrate academic knowledge with professional skills in a real organizational setting.

### **4.1 Summary of Highlights from My Co-op Experience**

My internship experience at Franklin Career Advisor Pvt. Ltd. was both educational and transformative. Over the sixteen-week period, I actively participated in various marketing and corporate relations tasks, which gave me exposure to the practical aspects of business operations. I was involved in social media content creation, where I designed posts, wrote captions, and scheduled updates to maintain consistent engagement with prospective students.

Additionally, I contributed to promotional campaign planning and supported event management activities, helping to organize online and offline campaigns targeted at student intake periods. Under the guidance of Mrs. Nitika Shrestha, I observed and learned how marketing strategies are executed in a professional context, how audience engagement is tracked, and how communication plays a key role in building and maintaining organizational relationships.

This internship provided a deeper understanding of the various marketing functions within an educational consultancy, including branding, audience engagement, and digital promotion. It also taught me essential professional skills such as adaptability, teamwork, problem-solving, and professional conduct, serving as a bridge between academic learning and real-world application. The experience gave me the confidence to apply theoretical knowledge practically, manage responsibilities independently, and understand the expectations of a professional work environment.

### **4.2 Evaluation of My Work Experience**

a) Self-Assessment:

During the internship, I reflected on my strengths and areas for improvement. I recognized that my communication, organizational, and creative skills had improved significantly. I became more confident in taking initiative, completing tasks independently, and tackling new challenges. The experience reinforced the importance of time management and task prioritization, as meeting deadlines in a professional setting requires careful planning and focus.

b) Contribution to Career Development:

The internship allowed me to explore my interest in marketing and brand communication more deeply. It helped me identify specific career areas I want to pursue, such as digital marketing, corporate communication, and content strategy. This hands-on exposure has enhanced my employability, as I now understand how professional skills, such as client interaction, campaign management, and team coordination, are applied in the real world.

c) Personal and Professional Growth:

The internship fostered significant growth in both personal and professional dimensions. Personally, I became more patient, disciplined, and confident, learning to navigate challenges calmly. Professionally, I learned how to handle responsibilities efficiently, communicate effectively with clients, and work collaboratively in a team. Continuous observation and problem-solving during the internship also improved my analytical thinking, decision-making, and creative problem-solving abilities.

d) Level of Satisfaction:

I am highly satisfied with my internship experience at Franklin Career Advisor Pvt. Ltd. The supportive work environment, encouraging mentors, and engaging tasks provided me with a strong foundation for understanding real marketing practices. The internship exceeded my expectations, offering practical exposure that strengthened both my confidence and motivation to pursue a career in marketing and corporate relations.

### 4.3 Limitations of My Co-op Studies

While the internship provided valuable learning opportunities, there were a few limitations. Franklin is a growing consultancy, and some marketing operations were still in the development phase, which limited exposure to advanced marketing tools and comprehensive data analytics. As a result, I was not able to fully explore certain strategic aspects of marketing, such as large-scale campaign planning or detailed performance analysis.

Time constraints also prevented me from gaining in-depth exposure to all departments within the organization. Occasionally, communication gaps between teams caused delays in completing tasks, highlighting the need for better interdepartmental coordination. Despite these challenges, the overall experience remained extremely positive, offering practical insights into organizational workflow, marketing operations, and client engagement in an educational consultancy.

### 4.4 Recommendations for the Company

Based on my internship experience, I would like to provide several practical recommendations that could enhance Franklin Career Advisor Pvt. Ltd.'s operations and the internship program:

a) **Develop a Comprehensive Digital Marketing Plan:**

The company could benefit from a structured, data-driven marketing strategy that includes consistent branding, targeted advertising, and content optimization. Utilizing analytics tools to track engagement, reach, and conversion rates would improve the effectiveness of campaigns and help the company reach a broader audience of students and parents.

b) **Improve Interdepartmental Communication:**

Encouraging regular coordination meetings and sharing project updates across marketing, counseling, and documentation departments would reduce delays, minimize miscommunication, and ensure that all campaigns reflect current programs accurately.

c) Invest in Staff and Intern Development:

Organizing workshops, training sessions, and digital marketing courses for employees and interns would enhance skills in social media management, analytics, branding, and SEO. This would create a more skilled workforce capable of executing campaigns effectively.

d) Establish a Client Feedback Mechanism:

Implementing a structured system for gathering feedback from students and clients would allow the company to evaluate service quality, identify improvement areas, and strengthen client satisfaction and loyalty. Regular follow-ups would also promote a long-term positive relationship with clients.

e) Leverage Technology for Operations:

Incorporating digital tools such as CRM systems, analytics platforms, and marketing automation software can streamline operations, track client interactions, and provide data-driven insights for strategic decision-making. This would also create a more efficient and modern marketing workflow.

By implementing these recommendations, Franklin Career Advisor Pvt. Ltd. can strengthen its market presence, improve operational efficiency, and create a more enriching environment for both employees and future interns.

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## APPENDICES

### Annex I: Weekly Log

Internship Company: Franklin Career Advisor Pvt. Ltd

Department: Marketing & Corporate Relations

Intern: Sneha Silwal

Duration: 4 months/ 16 weeks

Starting date: July 20<sup>th</sup>, 2025

Ending date: November 7, 2025

### Month: July 2025

1<sup>st</sup> week:

<b>Sunday: 20/07/2025</b>	<b>Monday: 21/07/2025</b>	<b>Tuesday: 22/07/2025</b>	<b>Wednesday: 23/07/2025</b>	<b>Thursday: 24/07/2025</b>	<b>Friday: 25/07/2025</b>
<ul style="list-style-type: none"> <li>-Welcome by team &amp; introduced to members</li> <li>-Office tour and orientation session</li> <li>-Planned re-launch of Franklin Fame Challenge</li> </ul>	<ul style="list-style-type: none"> <li>-Designed announcement template for Instagram campaign</li> <li>-Shot demo video for campaign</li> <li>-Edited demo video</li> </ul>	<ul style="list-style-type: none"> <li>-Posted demo video on TikTok</li> <li>-Created campaign detail templates for Instagram</li> <li>-Made and posted event template for UK Country Representative</li> </ul>	<ul style="list-style-type: none"> <li>-Shot and edited TikTok video for Saturday event</li> <li>-Created 'Bring random things in office' challenge video for TikTok</li> </ul>	<ul style="list-style-type: none"> <li>- Researched how to change office location on Google maps</li> <li>-Made university promotion template (UK)</li> </ul>	<ul style="list-style-type: none"> <li>-Made university promotion template (Australia)</li> <li>-Researched about Australian universities</li> </ul>

**Month: July/August 2025***2<sup>nd</sup> week:*

<b>Sunday: 27/07/2025</b>	<b>Monday: 28/07/2025</b>	<b>Tuesday: 29/07/2025</b>	<b>Wednesday: 30/07/2025</b>	<b>Thursday: 31/07/2025</b>	<b>Friday: 01/08/2025</b>
-Shot and posted funny TikTok video with captions -Edited template	-Shot and edited student testimonial video -Created 'Nagpanchami' festival template -Shot follow-up video for #FranklinFameChallenge	- Prepared plan for 'Guess the Country' campaign (outside marketing) - Conducted research and team session for outside marketing	- Shot and edited outside marketing campaign - Created hiring template for German Language Instructor	- Made festival template for 'kheer khane din' -Researched about different universities in Canada	-Prepared script for informative university video -Shot and edited informative video highlighting one of the universities in Australia

**Month: August 2025***3<sup>rd</sup> week:*

<b>Sunday: 03/08/2025</b>	<b>Monday: 04/08/2025</b>	<b>Tuesday: 05/08/2025</b>	<b>Wednesday: 06/08/2025</b>	<b>Thursday: 07/08/2025</b>	<b>Friday: 08/08/2025</b>
-Created and posted +2 congratulations template on Facebook and Instagram -Prepared plan for IELTS/PTE 'Buy One Get One Free' campaign	-Designed university promotion template -Researched USA universities -Shot trending TikTok video for IELTS/PTE offer	-Created university promotion template -Researched additional universities for future promotions	-Shot TikTok video -Shot informative video on Australian universities	- Designed promotional template -Analyzed social media engagement	-Shot TikTok video -Designed promotional template -Continued social media engagement analysis

4<sup>th</sup> week:

<b>Sunday: 10/08/2025</b>	<b>Monday: 11/08/2025</b>	<b>Tuesday: 12/08/2025</b>	<b>Wednesday: 13/08/2025</b>	<b>Thursday: 14/08/2025</b>	<b>Friday: 15/08/2025</b>
-Analyzed results and identified winner of #Franklin FameChallenge -Designed template for winner announcement	--Conducted prize distribution for winner -Shot winner's interview video	--Designed promotional template -Created TikTok video	-Researched video content ideas -Edited and posted TikTok video	- Reviewed content performance - Shot TikTok video	-Made 'Krishna Janmashthami' festival template -Shot informative video related to 'BUY 1 GET 1 FREE OFFER' ON IELTS/PTE

5<sup>th</sup> week:

<b>Sunday: 17/08/2025</b>	<b>Monday: 18/08/2025</b>	<b>Tuesday: 19/08/2025</b>	<b>Wednesday: 20/08/2025</b>	<b>Thursday: 21/08/2025</b>	<b>Friday: 22/08/2025</b>
-Updated office images on Google Maps -Designed promotional template -Shot TikTok video	-Researched new Marketing ideas -Planned B2B approach and connection building	-Designed promotional template -Shot informative video	-Shot office 'location video' -Made 'Father's Day' template	-Edited and posted location video -Planned B2B approach	-Designed promotional template -Researched UK universities

6<sup>th</sup> week:

<b>Sunday: 24/08/2025</b>	<b>Monday: 25/08/2025</b>	<b>Tuesday: 26/08/2025</b>	<b>Wednesday: 27/08/2025</b>	<b>Thursday: 28/08/2025</b>	<b>Friday: 29/08/2025</b>
- Prepared new marketing plans -Created graphic video for Canadian university promotion	-Edited and posted Teej party video of franklin team -Made Teej festival greetings template	-Teej Holiday	-Shot informative video for Canadian university -Edited and posted the video - Prepared draft e-mail for B2B outreach	-Made birthday wishes template for manager -Uploaded old success stories and testimonial videos for engagement	-Sent e-mail for B2B approach -Attended team progress meeting led by supervisor -Shot informative video

**Month: August/ September 2025***7<sup>th</sup> week:*

<b>Sunday: 31/08/2025</b>	<b>Monday: 01/09/2025</b>	<b>Tuesday: 02/09/2025</b>	<b>Wednesday: 03/09/2025</b>	<b>Thursday: 04/09/2025</b>	<b>Friday: 05/09/2025</b>
-Posted Teej festival celebration video -Replied to social media comments -Updated content calendar	-Designed UK intake post - Assisted counselor with student inquiry list -Organized documents folders	-Edited student testimonial reel -Wrote short caption ideas	-Created 'Why study in Australia' story template -Researched trending TikTok videos	-Scheduled weekend post -Helped tidy up marketing desk -Made 'Indrajatra template'	-Made TikTok content videos -Edited videos to post on TikTok, insta and Facebook

**Month: September 2025***8<sup>th</sup> week:*

<b>Sunday: 07/09/2025</b>	<b>Monday: 08/09/2025</b>	<b>Tuesday: 09/09/2025</b>	<b>Wednesday: 10/09/2025</b>	<b>Thursday: 11/09/2025</b>	<b>Friday: 12/09/2025</b>
-Team review -Created IELTS info post -Updated social media accounts of consultancy	- Gen Z protest holiday	- Gen Z protest holiday	- Gen Z protest holiday	-Gen Z protest holiday	-Made 'Congratulation post for new PM of Nepal'

*9<sup>th</sup> week:*

<b>Sunday: 14/09/2025</b>	<b>Monday: 15/09/2025</b>	<b>Tuesday: 16/09/2025</b>	<b>Wednesday: 17/09/2025</b>	<b>Thursday: 18/09/2025</b>	<b>Friday: 19/09/2025</b>
-Created 'September highlights' design -Listed inquiries for follow-up	-Posted old succeed videos on Facebook -Replied to messages and inquiry on social media	-Designed template for office posts -Drafted caption and hashtags	-Printed new posters for office display -Scheduled upcoming posts	-Made 'Constitution Day' template	-Updated success story folder -Posted 'Constitution Day' template

*10<sup>th</sup> week:*

<b>Sunday: 21/09/2025</b>	<b>Monday: 22/09/2025</b>	<b>Tuesday: 23/09/2025</b>	<b>Wednesday: 24/09/2025</b>	<b>Thursday: 25/09/2025</b>	<b>Friday: 26/09/2025</b>
- Team review and meeting session -Made 'Ghatasthapana Day' template -Posted success stories reel	-Posted 'Ghatasthapana Day' template -Checked engagement on social media	-Updated students follow-up list -Assisted counselor in file sorting	-Designed Canada university template	-Created "January Intake" -Shot counselor Q&A clip	-Scheduled upcoming 'Dashain days' template -Designed Australia university template

**Month: September / October 2025***11<sup>th</sup> week:*

<b>Sunday: 28/09/2025</b>	<b>Monday: 29/09/2025</b>	<b>Tuesday: 30/09/2025</b>	<b>Wednesday: 01/10/2025</b>	<b>Thursday: 02/10/2025</b>	<b>Friday: 03/10/2025</b>
- Made 'Fulpati Day' template - Shot Dashain greeting video - Designed Dashain greeting post	-Posted 'Fulpati Day' template	-Posted 'Mahasthami Day' template	-Posted 'Mahanawami Day' template	-Posted 'Bijaya Dashami' template	-Posted 'Office re-opening post'

**Month: October***12<sup>th</sup> week:*

<b>Sunday: 05/10/2025</b>	<b>Monday: 06/10/2025</b>	<b>Tuesday: 07/10/2025</b>	<b>Wednesday: 08/10/2025</b>	<b>Thursday: 09/10/2025</b>	<b>Friday: 10/10/2025</b>
-Returned from Dashain holiday -Cleaned workplace -Updated work-routine schedule	-Reviewed September content -Designed upcoming schedule and content for October	-Designed universities templates to post on Facebook	-Designed webinar poster for UK universities	-Assisted with student registration -Updated student follow-up records	-Attended weekly meeting with supervisor -Discussed October content and target goals

*13<sup>th</sup> week:*

<b>Sunday: 12/10/2025</b>	<b>Monday: 13/10/2025</b>	<b>Tuesday: 14/10/2025</b>	<b>Wednesday: 15/10/2025</b>	<b>Thursday: 16/10/2025</b>	<b>Friday: 17/10/2025</b>
-Assisted in preparing UK and Canada application documents -Helped in file arrangement and document scanning	-Designed post on IELTS tips for students -Monitored engagement on recent videos	-Helped counselors with walk-in students -Posted recent student visa approval news	- Designed 'October Intake Open' post -Wrote captions and hashtags	-Helped in updating schedule for upcoming Tihar campaign	-Supervisor feedback session -Discussed next week's Tihar content ideas

*14<sup>th</sup> week:*

<b>Sunday: 19/10/2025</b>	<b>Monday: 20/10/2025</b>	<b>Tuesday: 21/10/2025</b>	<b>Wednesday: 22/10/2025</b>	<b>Thursday: 23/10/2025</b>	<b>Friday: 24/10/2025</b>
-Posted 'Kag Tihar' template -Designed Tihar greeting post -Edited and finalized video for social media post	-Posted 'Laxmi Puja' template	-Posted photos and short videos of the office Laxmi Puja celebrations on social media.	-Posted 'Gai Tihar' template -Posted 'Mha Puja' template	-Posted 'Bhaitika Day' template	-Team meeting to discuss new admission campaign for November intakes

*15<sup>th</sup> week:*

<b>Sunday: 26/10/2025</b>	<b>Monday: 27/10/2025</b>	<b>Tuesday: 28/10/2025</b>	<b>Wednesday: 29/10/2025</b>	<b>Thursday: 30/10/2025</b>	<b>Friday: 31/10/2025</b>
-Created 'November Intake Reminder' post -Updated inquiry list and shared with counselor	- Assisted in reviewing Canada and Australia applications -Drafted post caption for new post and updates	-Checked student application status updates -Monitored and reviewed social media comments and messages	-Designed 'Study Abroad with Franklin' post template -Scheduled upcoming content	-Posted student testimonial reels -Replied to queries from TikTok comments	-Prepared short report of monthly engagement



**Month: November***16<sup>th</sup> week:*

<b>Sunday: 02/11/2025</b>	<b>Monday: 03/11/2025</b>	<b>Tuesday: 04/11/2025</b>	<b>Wednesday: 05/11/2025</b>	<b>Thursday: 06/11/2025</b>	<b>Friday: 07/11/2025</b>
<ul style="list-style-type: none"> <li>-Assisted counselor with updating student inquiries</li> <li>-Helped organize application files</li> </ul>	<ul style="list-style-type: none"> <li>-Designed simple post about new intakes for Australia</li> <li>-Posted content on social media platforms</li> <li>-Responded to student messages and queries</li> </ul>	<ul style="list-style-type: none"> <li>-Assisted in preparing new post ideas for November campaigns</li> <li>-Created short captions and hashtags for contents</li> <li>-Monitored engagements on recent posts</li> </ul>	<ul style="list-style-type: none"> <li>-Assisted in setting up office décor and workspace arrangements</li> <li>-Helped with internal co-ordination for upcoming events</li> </ul>	<ul style="list-style-type: none"> <li>-Helped in designing office notice board layout</li> <li>-Designed UK universities template post</li> </ul>	<ul style="list-style-type: none"> <li>-Final farewell day</li> <li>-Attended weekly meeting</li> <li>-Thanked team for guidance and support</li> </ul>

## Annex II: Gallery



*Figure 4: Franklin team with the country representative from UCB*



*Figure 5: Franklin team launch outside for lunch*



*Figure 6: My designated workspace at the office*



*Figure 7: Franklin team during Teej celebration*





*Figure 8: Conducting an interview and distributing a gift hamper during outdoor road marketing*

## Annex III: Work Samples

### I. B2B Meet-up Contact Sheet:

Consultancy name	Condition	Address	Contact no.	e-mail	focus
Name	active partner		9850824117		
KCM consultancy	active partner		9850824117		
Lashah	active partner		9850824117		
Canara Academy	active partner	Royal Complex, School Marg	985-891989	info@canaraacademy.com	
Avastar Educational consultancy	active partner	Parag Path, Prasad Bldg 1st floor	984-5254451	education@avastar.com	
Sahelani Education	active partner (not active)	Shikhar Marg	985-891230 / 9857871872	info@sahelani.edu.in	
Ush Dixi Puri	active partner	School Road	985-856770 / 9854687628	info@ushdixipuri.com	
Caplan Education Foundation	active partner	Harsh Sweets Building, Parag Marg	985-891916 / 9811019599	caplanedu@gmail.com	
Sarbhok	active b2b		985-5417233		
BYE Education	meet-up	Hetauda Bazar, Nepal	987-823314 / 9858722188	byeducation@gmail.com	
Grass International	school road		985-824483 / 9858747356	grassinternational.edu.in	
Hetauda E-shik International	meet-up	Parag Marg	985-580078	info@hetaudaeshik.com	
Mares Consulting Group	meet-up	School Road	985-841174 / 9845258171	info@maresconsulting.com	
Ush Dixi Puri	meet-up	Hetauda-4, Parag Marg	985-524811	info@ushdixipuri.com	
Hetauda Education Consultancy	meet-up	School Marg	986-578488	hetaudaedu@gmail.com	
Hetauda Brilliant Education	meet-up	Hetauda Bazar, Nepal	984-5028296	brilliantedu@gmail.com	
Education Place	meet-up	school road	984-5258026	educationplace.edu.in	
Axene Education	meet-up	school road	970-4593217	axeneeducation.edu.in	
PIU Academy and Consultancy	meet-up	Parag Marg (opp to school)	978-1647066	piuacademy.edu@gmail.com	
Chakher Consultancy	meet-up	Hetauda-4 (opp to Hetauda School)	985-594293	chakheredu@gmail.com	
Hetauda Education Consultancy	meet-up	school road	981-1250599	info@hetaudaedu.com	
Ush Dixi Puri	meet-up	school road	985-5088809	info@ushdixipuri.com	
Well Success Academy	meet-up	Parag Marg	984-5638622	wellsuccessacademy@gmail.com	
Third Eye Educational Center	meet-up	Alar Amar Road, Hetauda-4	975-524265	thirdyeeducation@gmail.com	
Rise High Education Advisor's Pvt. Ltd.	active b2b	Alar Amar Road, Hetauda Bazar	985-820319 / 9845167336	risehighedu@gmail.com	nepali language
Common educational consultancy	meet-up	Nanda Sagar Marg, Hetauda	985-513114	no details	
audit team- saurav panta			9850818732		
VJ-UNICO			9860235972		

Figure 1: B2B meet-up contact database prepared and updated during internship

### II. Event Support & Participation-UK University Representative Visit:

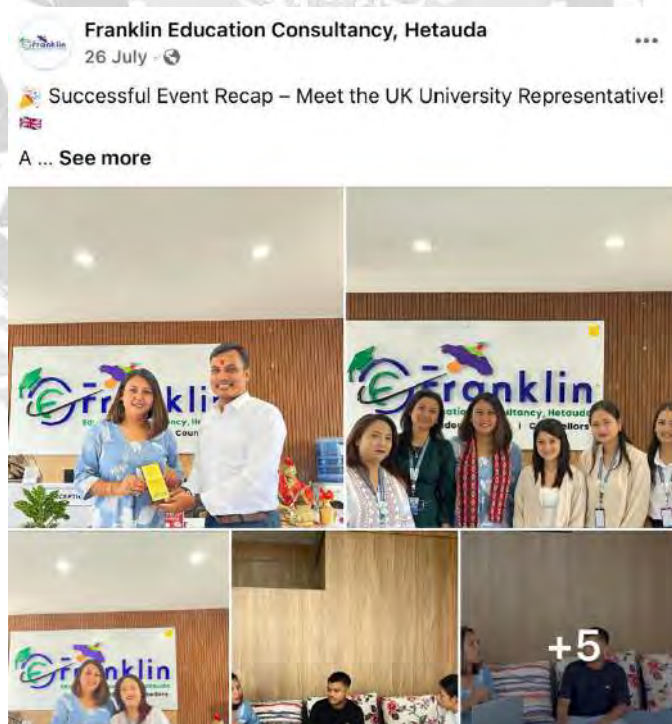


Figure 2: Photos from the “Meet the UK University Representative” event, where I assisted in coordination and guest handling



### III. B2B Collaboration Email Draft:

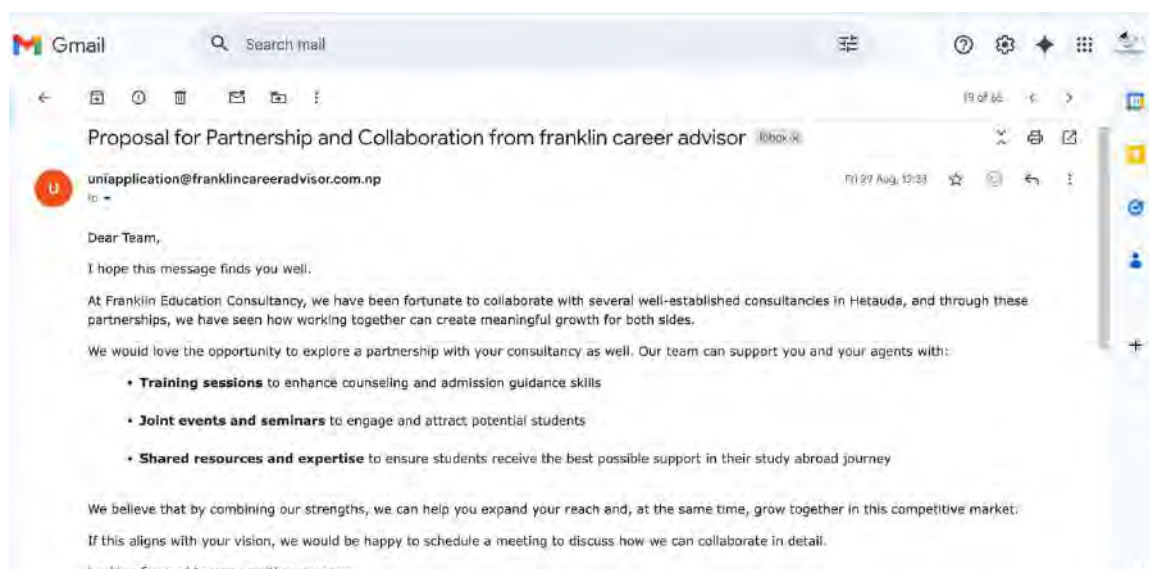


Figure 3: Draft email prepared and sent for initiating B2B collaboration with education consultancies in Hetauda

### IV. Franklin Fame Challenge (Event Concept + Photos):

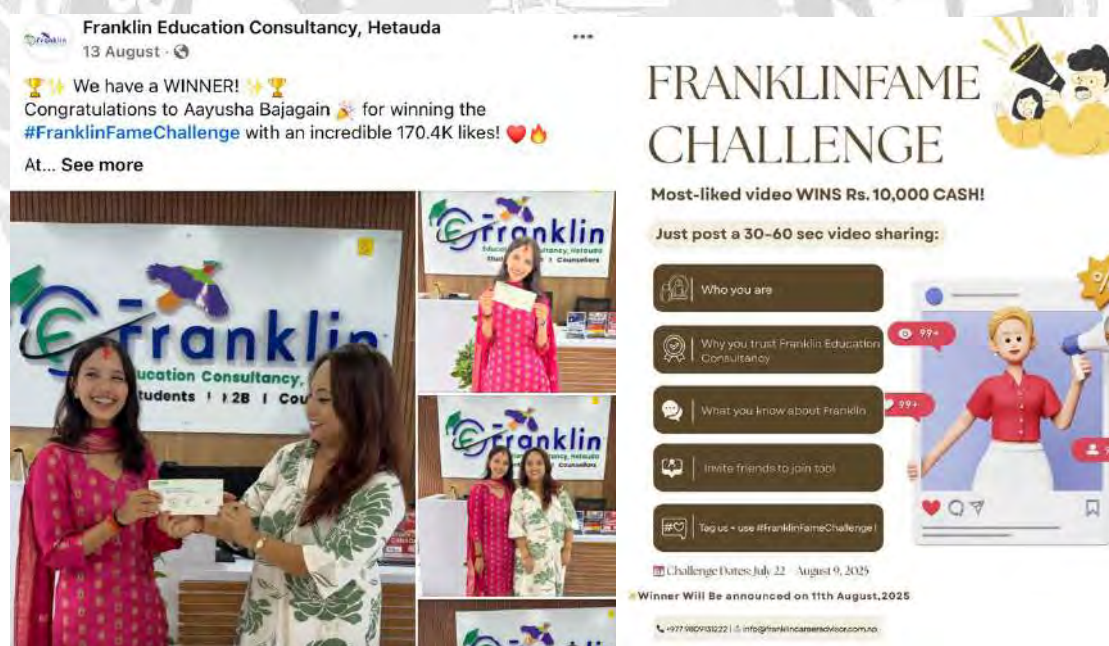


Figure 4: Evidence of my involvement in designing, introducing, and promoting the Franklin Fame Challenge event, including winner announcement photos from Franklin's official page