

**Local Marketing Campaigns of Academia Outstanding English Medium
School (Gulshan Campus): Opportunities and Challenges.**

Submitted by:

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**An Internship Thesis Paper Submitted to The Department of BRAC
Business School in partial fulfilment of the for the degree of
Master of Business Administration**

BRAC Business School

BRAC University

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Declaration Letter

I herewith declare that the internship report bearing the caption "Local Marketing Campaigns of Academia Outstanding English Medium School (Gulshan Campus): Opportunities and Challenges" has been prepared by me as a requirement for the Master of Business Administration (MBA) degree in BRAC University.

I do further declare that this report is my original work and have submitted no other work to any other university, institution or organization in relation to any academic or professional qualification. All the sources of information used in this report have duly been acknowledged.

I have not breached honesty, integrity or ethical standards during the preparation of this report.

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Letter of Transmittal

Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

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Subject: Local Marketing Campaigns of Academia Outstanding English Medium School (Gulshan Campus): Opportunities and Challenges.

With due respect I am pleased to submit my internship report labelled "Local Marketing Campaigns of Academia Outstanding English Medium School (Gulshan Campus): Opportunities and Challenges". This report has been prepared as a partial requirement for the completion of Master of Business Administration (MBA) course at BRAC Business School, BRAC University.

The report is the outcome of my practical experience and understanding acquired during my employment at Academia Outstanding English Medium School (Gulshan Campus). I've tried to do my best to present the information accurately, in the most complete, and systematic way possible. All findings, observations, and analysis that have been made in this report are based on my direct involvement in the marketing activities of the organization, and sources of secondary data.

In this context, I must say you have my hearty thanks for your constant guidance, valuable feedback and gentle support over this period. I also express my thanks to the management and staff of Academia Outstanding English Medium School (Gulshan Campus) to give me a chance to work and acquire practical knowledge.

I think that this report will fulfill your expectations. I will be glad to clarify any queries or fill in with any other information that should be provided if needed.

Thank you for your loving support and encouragement.

Sincerely yours,

Tasfia Nusrat

22164056

BRAC Business School

BRAC University

Date: 19.09.25

Non-Disclosure Agreement

This Non-Disclosure Agreement (NDA) is made on this 19.09 2025, between Academia Outstanding English Medium School (Gulshan Campus) and Tasfia Nusrat, a student of the Master of Business Administration (MBA) program at BRAC Business School, BRAC University (hereinafter referred to as the "Student").

In the Organization the student may have access to confidential and sensitive information, including but not limited to business strategies, marketing plans, operational data, financial details and other internal materials. The student agrees to keep such information strictly confidential and not disclose, share or use the information for any purpose other than completion of this internship report, without prior written permission of the Organization.

The student also recognizes that any data or insights gleaned during the employment is the sole property of the Organization and will only be used for academic purposes as part of the requirements of the MBA program at BRAC University. This obligation of confidentiality will remain unless the Organization provides written consent to free the student from this obligation.

By signing this agreement both the Organization and the Student acknowledge the understanding and acceptance of terms stated above.

For Academia Outstanding English Medium School (Gulshan Campus)

Name: __Aliya Farzana Islam_____

Designation: Campus Incharge_____

Signature: _____

Date: 19.09.25_____

For the Student

Name: _Tasfia Nusrat_____

Student ID: _22164056_____

Program: Master of Business Administration (MBA)

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Date: 19.09.25_____

Acknowledgement

First and foremost, I would like to express my heartfelt gratitude to the Almighty Allah for giving me the strength and patience of completing my internship report successfully. I am thankful to my academic supervisor, [Supervisor's Name], [Designation], BRAC Business School, BRAC University, for giving me continuous guidance, valuable suggestions and constant support all through the preparation of this internship report.

I would also like to offer my sincere appreciation to the management and entire team of Academia Outstanding English Medium School (Gulshan Campus) for giving me the opportunity to work as an intern and gained practical knowledge about marketing campaigns. Their cooperation and encouragement made this a rich and meaningful experience.

Finally, I would like to thank BRAC Business School and BRAC University for giving me the stage to apply my academic learning in the real world and support my professional/personal development a lot.

Executive Summary

It is a report that was prepared in the requirements of the Master of Business Administration (MBA) program at BRAC Business School, BRAC University. The report concentrates on the topic of Local Marketing Campaigns of Academia Outstanding English Medium School (Gulshan Campus): Opportunities and Challenges and is rooted in my working practice as an employee of Academia Outstanding English Medium School (Gulshan Campus).

The main purpose of the proposed research is to evaluate the local marketing techniques used by the Gulshan Campus and to investigate the extent to which the marketing campaigns can be used to reinforce brand recognition, interact with the community and enroll more students. Using my work in the marketing operations of the organization, this report looks at the opportunities that these campaigns bring about as well as the challenges that interfere with their performance.

Results suggest that the most effective methods to drive visibility and parent engagement are social media promotional practices, community events and school fairs, whereas limited budgets, increased competition, and availability of less sophisticated data-based marketing tools are challenges. There are possibilities of capitalizing on online platforms, increasing outreach programs, and integrating new tools of communication as a way of reducing competition in the education sector.

On the whole, the report reveals the importance of local marketing campaigns in defining the growth and position of the school on the education market. It is also used to offer suggestions that are directed towards enhancing the effectiveness and effectiveness of the future marketing plans.

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Chapter 01

Introduction

Over all the results show that local marketing was successful for Gulshan campus in achieving its set objectives. They helped with visibility, trust and even their admissions percentage but there is a lot of room for improvement still. The best is those that work collaboratively and use a combination of on-line and community-based strategies as it would ensure wider reach and face to face contact.

Academia Outstanding English Medium School (Gulshan Campus) is one of the very respectable schools that provide good standard education in English medium. To compete and penetrate the new reaching market, the school is in touch with creating local level marketing campaigns that would favorably increase brand recognition, engage with parents, and enroll student intake. These are the ones that run the social media campaigns, community outreach events, open house programs and digital marketing ads which (also in-school programs focused on) focus on the highlights of the academy academics and extracurricular offerings.

I personally have the experience working in my current organization Academia Outstanding English Medium School (Gulshan Campus) and this report is to discuss about the marketing activities which, they started had done so far are taking place off now or shall take in future, analyze those efforts to say their effectiveness after executing all local campaigns. By way of practical case expose and research, the report compares academic theoretical knowhow with practical experience to identify ways of optimizing marketing strategies within the education industry.

1.1 Background of the Organization

Academia Outstanding English Medium School is an established school providing the high-quality education in correspondence to the Cambridge Assessment International Education. The school has over the years developed an excellent reputation as it has been able to offer both academic excellence and extracurricular opportunities in the development of well-rounded individuals who are ready to face any challenge ahead of them in the future. Gulshan campus, is a multicultural community of students and is largely involved in the image making of the institution in the community.

Good teaching is no longer sufficient to attract or keep students in today's highly competitive education market. The school has seen the need to deploy strategic marketing in order to stand as a brand with integrity in education. It is local marketing campaign directed to the parents, guardians and community surrounded by the Gulshan area. These consist of PR, events, digital marketing and parent engagement tactics featuring the school's distinctive academic and extracurricular programs.

1.2 Background of the Report

The report on this internship is a requirement of Master of Business Administration (MBA) course in BRAC Business School, BRAC University. It captures the knowledge and experience as I enjoyed my internship at Academia Outstanding English Medium School (Gulshan Campus) where I was engaged in supporting and analyzing the marketing campaigns of the organization.

In this report, special attention is paid to the assessment of local marketing practices which are applied by the school to increase its visibility and appeal to new learners. It discusses the way the organization plans, implements and evaluates the success of its campaigns, and how it is struggling to stay competitive in the education market. The report will help to give an in-depth analysis of the marketing practices at the school by integrating theoretical knowledge gained in the course of the MBA program and practical knowledge gained at the internship.

1.3 Objectives of the Report

The main aim of this report is to examine the effectiveness of the local marketing campaigns undertaken by Academia Outstanding English Medium School (Gulshan Campus) and determine the opportunities and threat of these campaigns. Besides this general purpose, the report has a few objectives. It analyses the existing marketing strategies and methods used in the organization with a view of gaining a better insight on how campaigns are planned and implemented. It also examines the impact of these local campaigns in terms of student enrollment and helping to raise brand awareness through the community. The report goes as far as analyzing how digital platforms and community engagement activities can be used to augment the overall reputation and competitive positioning of the school. Last but not least, it specifies the main obstacles encountered during marketing strategies and gives practical suggestions that could enhance their efficiency and effectiveness in the long run.

1.4 Scope of the Report

This report will limit itself to the Gulshan Campus of Academia Outstanding English Medium School. It concentrates on the local marketing efforts implemented by the organization, and this can be social media promotion, online advertising, an event-based promotion, and outreach programs. Although certain results can be applicable in other campuses, the analysis is mainly based on the strategies and findings that are particular to the Gulshan campus.

The report also includes practical experiences as well as secondary research to make sure that the marketing practices of the organization are well understood. However, analysis is not available on financial data and sensitive marketing strategies because of privacy issues.

1.5 Methodology

The preparation of this report involved collection of both primary and secondary data:

Primary Data:

- a. Direct observations as a job holder
- b. Informal discussions with marketing and administration staff.
- c. Participation in planning and carrying out marketing activities.

Secondary Data:

- a. Organizational brochures, reports, marketing.
- b. Social media intelligence and website analytics.
- c. Academical Literature and online information related to marketing strategies in the Education sector.

By using mainly a qualitative approach, the research study focused on the marketing practices of the school has been analyzed with some quantitative data where possible.

1.6 Limitations of the Report

While preparing this report a few limitations were faced despite having direct access to the activities of the organization:

- a. As an employee, I was able to have better exposure to operational and marketing practices, but the accessibility of confidential financial information and some strategic documents was limited due to privacy policies.
- b. The analysis is limited only to the Gulshan Campus; hence, the findings may not really reflect the marketing activities of other branches of Academia Outstanding English Medium School.
- c. Although I had some participation in the ongoing marketing campaigns, there are practical insights, but the scope of the report is limited to the period covered and does not include a long-term evaluation of campaign.
- d. The education sector is very dynamic and the trends in marketing, parental preference and competitive approaches may change in the future, which may have implications in the results of this study.

Objective

The goal of the report is to critically evaluate the local marketing programs of Academia Outstanding English Medium School (Gulshan Campus) and assess their effects in improving the school's brand recognition, community planning, and student acquisition. This analyzes the impact of digital techniques such as social media campaigns, content, online ads. marketing along with community-driven programs like open houses, school fairs, and so on. Cultural events can help develop trust and visibility in a competition. education sector. An important objective is to see the opportunities presented by these campaigns to the institution, including the opportunity to diversify the activities and introduce innovative means of communication, but also stating the challenges faced, such as limited budgets, growing competition, and lack of sophisticated marketing concepts. Ultimately, the report attempts to integrate theoretical marketing concepts and practice. Moreover, Recommendations on how upcoming campaigns could be made. to ensure long-term growth of an institution.

Chapter 02

2.1 History of Organization

Academia Outstanding English Medium School was established with the view of offering the best English medium education in Bangladesh. As the years have gone by, it has grown to have numerous campuses with the Gulshan Campus being one of the most notable. The school uses the Cambridge Assessment International Education curriculum, which provides students with both international level qualifications and a well-rounded growth through a combination of academic, co-curricular and extra curriculum activities.

The Gulshan Campus serves a culturally diverse population of students and is known to have an innovative approach to teaching, a professional faculty, and high academic achievement. As the need of good English medium education rises, the school has been able to emerge as a premier institution in Dhaka.

2.2 Vision, Mission, and Core Values

The Academia Outstanding English Medium School (Gulshan Campus) vision is to establish a learning community where students can not only excel academically but are also able to develop the skills and values required to survive in a competitive and dynamic environment. The school has a dream of becoming a reliable organization that does not only equip students to be successful academically but also good citizens and individuals.

It focuses on providing quality education based on the Cambridge curriculum, with the help of modern teaching and learning methods, qualified staff, and a supportive environment to achieve its mission of offering quality education. The institution is determined to see that the students are exposed to a well-rounded education that would balance academic, extracurricular activities and personal development. It is also the mission that is focused on close cooperation with parents and community because the school is sure that education will be the most effective when it is supported by powerful partnerships.

The fundamental values of the school are incorporated in its day-to-day practices. High academic standards and constant improvement of methods of teaching are the ways of achieving excellence. Integrity is ensured through the facilitation of honesty, responsibility and transparency in the academic and administrative undertakings. Technology and creative methods are used to stimulate innovation into the learning process. School embraces diversity and all students regardless of their background are given equal opportunities to learn and develop. Lastly, community involvement is the core philosophy of the school since it strives to establish long-term connections with parents and benefit society.

VISION, MISSION, AND CORE VALUES FRAMEWORK



2.3 Organizational Structure

The Gulshan Campus is a camp administered based on hierarchy and runs effortlessly academically and administratively. Organizational hierarchy of the school system, the basis of organization is the board of directors followed by the principal who directs all broad-based decision-making in the institution and is responsible for overseeing academic instruction campus wide as well as administrative and marketing activities. Curriculum implementation and quality

of teaching are handled by the academic department and operational issues by the administrative department like admissions, finance and human resources. My current department of marketing is essential in creating and implementing local marketing activities to consolidate the school's image and marketing recruitment procedures.

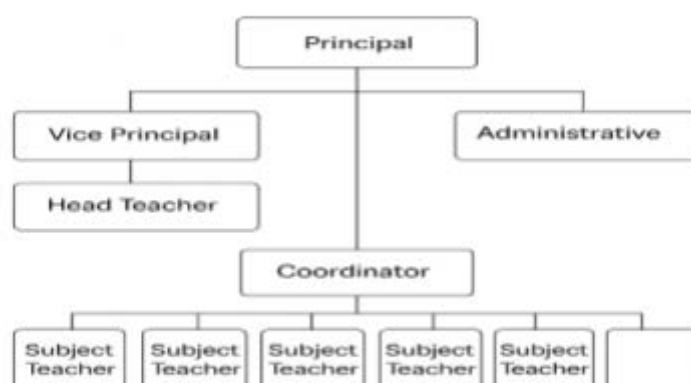
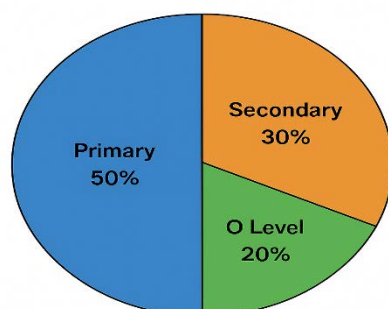


Figure SEQ Figure * ARABIC 2 Organizational Structure of Academia Outstanding English Medium School – Gulshan Campus

2.4 Products and Services

Academia Outstanding English Medium School has a wide variety of educational programs that aim at satisfying the international standards. The Gulshan Campus offers primary and advanced studies up to Cambridge Primary, Lower Secondary, IGCSE, O-Levels and A-Levels. These programs are designed in ways that help them to think critically, exhibit creativity and skills in solving problems thus equipping them to further their education and could achieve professionalism.

In addition to school, the school stresses the overall well-being of students with numerous co-curricular and extracurricular activities. There are debates, art shows, sports competitions, cultural festivals and technological clubs like robotics and coding. The school facilities are also modernized with state-of-the-art science laboratories, computer laboratories, libraries, and multimedia enabled classrooms to enable effective learning.

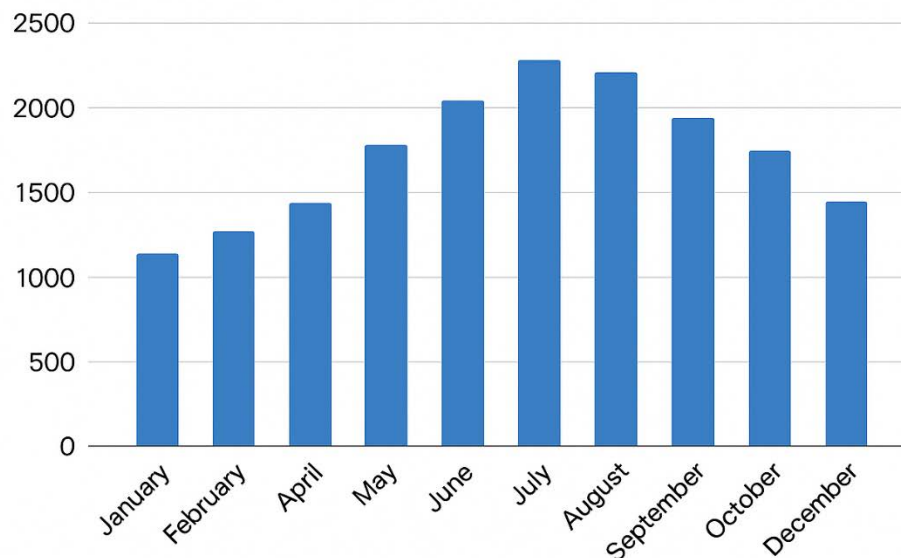


2.5 Marketing Practices of the Organization

Since the competition between the English medium schools in Dhaka is still increasing, Academia Outstanding English Medium School (Gulshan Campus) also depends on strategic local marketing campaigns to increase brand awareness and get new students. I am working in the marketing department where the marketing department is actively involved in the design and execution of these initiatives. The school integrates both online promotional tactics and community-oriented campaigns to enhance its visibility to the target audiences.

Digital Marketing The school web, sponsored by on-line advertising and social media, is managed to ensure consistent branding message. The school also involves the community, open house programs, workshops and parents' student interaction programs to develop a close relationship with the family. Furthermore, event-based marketing such as academic achievements and co-curricular activities like school fairs, cultural festivals and academic competitions will be essential in presenting these events to consumers.

The exposure I had in my marketing department gave me first-hand experience in planning, coordinating and monitoring these campaigns. I was actively engaged in producing digital content, monitoring social media analytics, and assisting in managing events that allowed me to understand further how marketing in the education sector can be applied practically.



Monthly Social Media Engagement – Bar Chart

2.6 SWOT Analysis

To examine the present positioning and marketing performance of the organization more in-depth, the SWOT analysis of the Gulshan Campus was performed:

Its strong brand reputation, high academic achievement, and experienced faculty strengths make the school attractive to students as it has a competitive edge. Nevertheless, it has some weaknesses such as the lack of marketing budgets and the lack of the application of advanced data-driven marketing tools.

There is great potential in using online platforms and reaching more local communities to promote awareness of the brand and the student enrollment. Simultaneously, the school is exposed to number of threats that include increasing competition with other English medium schools in Gulshan and the fast diversification of parental demands with respect to quality education and the integration of technologies.

Summary

In this chapter I have given a detailed description of the Academia Outstanding English Medium School (Gulshan Campus), its history, vision, mission, organizational structure, products, services and marketing practices. It also brought out the strengths, weaknesses, opportunities, and threats of the institution in a SWOT analysis. As I am currently in the marketing department, my actual exposure to planning and execution of campaigns has enabled me to relate the theoretical information that has been acquired in the MBA program and the applications in the real world hence the chapter is very informative, and experience based.

Chapter 03

3.1 Introduction to Local Marketing Campaigns

Local marketing activities are playing a more important role for private educational providers in Bangladesh as competition within the English medium sector intensifies. For the Academia Outstanding English Medium School (Gulshan Campus) such exercises are crucial means to spread its presence and enhance reputation beside being able to connect with the society. The school utilizes an integrated digital and traditional strategy to emphasize its own academic performance, student life and modern campus.

3.2 Objectives of the Campaigns

The main aim of such campaigns is to increase the school enrolment by ensuring that the school becomes more visible and attractive to the parents living in Gulshan and other neighboring localities. Meanwhile, the campaigns should be used to market the school brand image, display student success, and instill confidence among parents. The other goal is to establish purposeful interaction with the community, social media, and personal communication, which can make the institution appear as a student-centered school that cares about the community.

3.3 Strategies and Tools Used

The school uses both digital and community-based approaches to carry out its local marketing campaigns. On the online dimension, Facebook and Instagram are the mediums where updates are posted, student successes are highlighted, and specific promotional advertisements are launched during admission seasons. These web campaigns also guarantee wider coverage and face to face contact with parents. Community-driven approaches are also essential along with digital tools. Open houses and cultural festivals and inter-school competitions give parents and students firsthand experience within the school setting and enhance the reputation of the institution. All these joint actions bring about a balance between internet visibility and personal interaction.

3.4 Analysis of Campaign Performance

Marketing campaigns are measured by the performance of digital analytics and parental feedback. The social media feedback gives information about the level of engagement, whereas the enrollment rates and questions can be evaluated as the signs of the campaign success. In an illustration, there has been consistent increment in social media promotion activity especially during admission season. Concurrently, community-based events have given rise to good word of mouth referrals.

A summary of the performance of the campaign in a 6-month period is as shown in the following table:

Month	Social Media Engagement (Likes, Shares, Comments)	New Admission Inquiries	Event Participation (Parents & Students)
January	1,150	85	120
February	1,280	90	100
March	1,450	110	140
April	1,800	125	200
May	2,050	140	180
June	2,300	160	220

Table 1 Summary of Local Marketing Campaign Performance (Gulshan Campus)

3.5 Opportunities Identified

The campaigns identified several opportunities for the school. To begin with, the increased adoption of social media by parents affords a good platform of low cost, high impact promotions. Secondly, community outreach activities including open houses and school fairs make visibility better and trust may be developed because of direct interaction. Third, digital campaigns performance indicates that data-based marketing has the potential to be extended to involve specific email marketing campaigns and performance analytics, which would increase its efficiency.

3.6 Challenges Faced

Although its marketing efforts are successful, the school has several problems. Financial resources are limited; therefore, it is not possible to conduct big campaigns or long-term campaigns, and it is hard to compete with institutions with bigger budgets. The rising number of schools using English medium in Gulshan also heightens the competition and in order to remain visible, there is an ongoing need to innovate. Moreover, it is difficult to quantify the long-term effects of campaigns because there are a lot of other factors that contribute to the ultimate decisions made by parents concerning school choices other than marketing. The dynamism of technology and altering parental expectations also require dynamism in marketing tactics.

Summary

The local marketing campaigns of Academia Outstanding English Medium School (Gulshan Campus) were analyzed in this chapter in detail. It also analyzed the goal, tactics and instruments employed in campaigns and also assessed their effectiveness by measuring the performance data. The results indicate that local marketing activities play a major role in enrolling students and their involvement in the community. Nevertheless, the problem of limited budget and the growth of competition is an indicator of the necessity to integrate the creative and data-driven solutions into the further campaigns.

Chapter 04

4.1 Introduction

This chapter is the findings and analysis based on my working experience in Academia outstanding English medium school (Gulshan Campus). Working as a member of the marketing department, I was able to witness and take part in other local marketing campaigns that have given me solid exposure to how strategies are planned, executed, and measured. The findings are centered on effectiveness of campaigns, the opportunities they produced, and the challenges faced, whereas the analysis links the observations made to the pertinent theoretical concepts taught in my MBA program.

4.2 Local Marketing Campaign Insights

The findings suggest that local marketing campaigns significantly contribute to brand awareness, parent engagement and student registration. Social media promotions were identified as the most successful in reaching large numbers of people, particularly around admission when there was a high level of engagement and questions. Open houses and cultural fests were also effective at building trust and showing off the school to prospective parents. The other lesson is that, through ongoing marketing efforts (despite its small budget), the message will be communicated to the target audience even if they don't become "instant" customers. It is also recognized, however, that the school could only use old style advertising 'by word of mouth' and some simple social media campaigns and therefore it had no realistic potential to compete with more technically developed rivals.

4.3 Analysis of Opportunities

The school had many opportunities as pointed out in the campaigns. Increasing popularity of social media among parents provides a cheap means of marketing that can be further expanded. The school can capitalize on its online marketing efforts through targeted advertisements, email newsletters, and search engine optimization in order to increase its presence. Moreover, community involvement activities also have the prospects of enhancing community relationships with schools, which is essential in the establishment of long-term trust and loyalty. In an already competitive education market, the school can further differentiate by concentrating on good academic performance and extracurricular activities.

4.4 Analysis of Challenges

The results also indicate that the school has difficulties with implementing its marketing campaigns. The constraint on the marketing budget is the most critical as it does not allow launching big scale or prolonged campaigns. Another urgent issue is competition in Gulshan because most of the schools have more resources and higher-developed marketing practices. Moreover, it is hard to quantify the real influence of the campaigns and make decisions based on the data, as there are no sophisticated tools of data analytics. Last but not least, there is the constantly evolving demands of parents, most notably in relation to contemporary pedagogic practices and online communication, which is continuing to pose a persistent challenge on how to keep the school relevant and attractive.

4.5 Comparison between Theory and Practice

The campaigns were a way to test my theoretical concepts of my MBA coursework against practical real-life. Marketing theory states that successful campaigns must be segmented, targeted and positioned (STP). This notion is implemented in the school as the main target of its campaigns is the parents in the Gulshan region, where the school features academic performance and extracurricular activities to make itself a top educational organization. Equally, one can observe the application of the marketing mix (4Ps) since the school focuses on its product (quality education), place (Gulshan campus facilities), promotion (digital and community campaigns), and price (competitive tuition fees). Nevertheless, although theory focuses on the need to make decisions based on data, the theoretical aspect can hardly be applied practically in the school, and advanced analytics tools are not prevalent. This difference in theory and practice proves that the organization needs to pursue more organized and research-based marketing strategies.

4.6 Overall Evaluation

Over all the results show that local marketing was successful for Gulshan campus in achieving its set objectives. They helped with visibility, trust and even their admissions percentage but there is a lot of room for improvement still. The best is those that work collaboratively and use a combination of on-line and community-based strategies as it would ensure wider reach and face to face contact. The absence of sophisticated planning, inadequate resources and underutilization of state-of-the-art marketing tools dilute the overall effectiveness though. The school must leverage the identified opportunities and overcome the challenges in terms of strategic planning and resource optimization to grow sustainably and stay competitive.

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Appendix

Appendix A: Organizational Structure

(Figure of the organizational hierarchy of Academia Outstanding English Medium School – Gulshan Campus is placed here for reference. This structure highlights the reporting relationships between the Principal, Vice Principal, Administrative Officer, Head Teacher, Coordinators, and Subject Teachers.)

Appendix B: Vision, Mission, and Core Values Framework

(Graphic representation of the school’s vision, mission, and core values, illustrating the institution’s focus on academic excellence, integrity, innovation, inclusiveness, and community engagement.)

Appendix C: Student Distribution by Academic Programs

(Pie chart displaying the percentage distribution of students across Primary, Secondary, O-Level, and A-Level programs.)

Appendix D: Monthly Social Media Engagement Trends

(Bar chart summarizing digital engagement data from January to June, highlighting likes, shares, and comments across different campaigns. This chart also reflects correlations with admission inquiries and event participation.)

Appendix E: Sample Marketing Materials

- Social media advertisement screenshots used during admission campaigns.
- Sample invitation letter for open house events.
- Flyer design for cultural festivals and inter-school competitions.

Appendix F: Survey/Feedback Results

(Summary of parent feedback collected during open house sessions. Includes common themes such as satisfaction with teaching quality, requests for better communication, and appreciation of extracurricular activities.)