

Report On

**Evolution of Social Media Content Creation in University  
Marketing: A Study on Digital Tools and Trends**

**Atish Dipankar University of Science & Technology (ADUST)**

By

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21304126

An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelors of Business Administration

BRAC Business School

BRAC University

January, 2026

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# Declaration

It is hereby declared that

1. The internship report submitted is my/our original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Nafiz Al Tahim**

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**Mukit Anis**

Lecturer,

BRAC Business School

BRAC University

# Letter of Transmittal

Mukit Anis

lecturer

BRAC Business School

BRAC University

Merul Badda, Dhaka-1212

Subject: Submission of Internship Report on Digital Marketing Practices of Atish Dipankar University of Science & Technology (ADUST)

Dear Sir,

It is my pleasure to submit my internship report on “Digital Marketing Practices of Atish Dipankar University of Science & Technology (ADUST)” as partial fulfillment for completing my Bachelor of Business Administration degree in Brac University. The report has been done after my internship experience with Atish Dipankar University of Science & Technology in its Marketing Department, where I was involved in different online marketing processes.

This internship experience has given me a fantastic opportunity to learn a vast area of knowledge related to social media marketing, content development, and digital promotion practices in the field of education. During this period of time, I was able to learn about how Facebook and Instagram can be utilized for promoting academic programs, scholarships, and departmental information. This report is a reflection of my learning experience related to digital marketing practices.

I would like to express a thank you to you for being a constant support to me for the completion of this report. Though I have done my best to ensure that the report meets academic standards, any suggestions for improvement would be appreciated.

Thank you for your time and guidance.

Nafiz Al Tahim

ID: 21304126

BRAC Business School

BRAC University

Date: 11.01.26

# Non-Disclosure Agreement



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## Non-Disclosure Agreement (NDA)

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A handwritten signature in black ink, likely belonging to a student.

Student signatures

A handwritten signature in black ink, likely belonging to an administrator.

Admin signature

ADUST UNIVERSITY

# Acknowledgement

I feel that the guidance of a good supervisor is very important for making an internship meaningful and successful. Even though this internship report is now completed, the support and guidance I received throughout this journey will always be appreciated.

First of all, I would like to thank Almighty Allah for giving me the strength, patience, and opportunity to continue my education and successfully complete my internship.

I would like to express my sincere gratitude to my academic supervisor from BRAC Business School, BRAC University, for his guidance, encouragement, and helpful feedback during the preparation of this report. His advice and supervision helped me understand the academic requirements better and complete this report properly.

I am also very thankful to my organizational supervisor, Mr. Nur Alam Siddiki, Manager & Admin of Atish Dipankar University of Science & Technology (ADUST), for allowing me to complete my internship at the university. His constant support, guidance, and practical advice helped me learn about digital marketing activities and administrative work in the education sector.

I would like to thank all the officers and staff members of the Marketing Department of ADUST for their cooperation and friendly working environment. Their support made my internship experience enjoyable and informative.

Finally, I am grateful to everyone who directly or indirectly supported me during my internship and report preparation.

# Executive Summary

Internship report is about the digital marketing practices of Atish Dipankar University of Science & Technology (ADUST) mainly through social media marketing activities of Facebook and Instagram platforms. The study aims at analyzing the use of digital marketing strategies in promoting academic programs, admission offers, scholarships, departmental activities, and institutional branding in the competitive higher education market of Bangladesh.

During the internship, the author was engaged in the Marketing Department of ADUST, and among the duties was helping with social media content creation, handling posts, reels, and short videos, as well as supporting digital marketing campaigns. The work outputs of the Skill Development Institute (SDI) have featured in this report as well. The SDI offers a range of skill, based courses such as IELTS, Spoken English, Writing, Customer Care, Telesales that are promoted through social media channels.

The paper has employed a qualitative methodology. It has mainly relied on the collection of qualitative data through semi, structured interviews with students and staff members and by observing social media content. The results of the study reveal that among contemporary digital content formats, reels and video, based posts are the ones that lead to significantly higher engagement as compared to traditional static posts. The introduction and utilization of digital tools such as Canva and AI, based applications have brought about a remarkable transformation in terms of the quality, creativity, and efficiency of the content produced.

On the other hand, the research has also pointed out some issues that need to be resolved for the social media marketing strategy of the institution to be more effective. Among these issues, the lack of a posting schedule which is consistently adhered to, the underutilization of analytics tools, and the insufficient coordination between departments stand out.

According to the report, a well, thought, out digital marketing strategy is essential for educational institutions to achieve a high level of student engagement, an increase in brand recognition, and a more effective communication process with their target audiences. Lastly, the research has come up with a set of actionable suggestions which are aimed at not only enabling ADUST and SDI to improve their digital marketing but also to consolidate their positions as renowned universities in the digital era.

**Keywords:** Digital marketing, social media marketing, higher education, student engagement, branding, ADUST, Bangladesh

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## **Chapter 1: Overview of Internship**

## **1.1 Student Information**

Name: Nafiz Al Tahim

Student ID: 21304126

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: Human Resource Management (HRM)

University: BRAC University

Department: BRAC Business School

## **1.2 Internship Information**

### **1.2.1 Organization Information**

Organization Name: Atish Dipankar University of Science & Technology (ADUST)

Organization Type: Private University / Educational Institution

Department: Marketing Department

Location: Dhaka, Bangladesh

One of the reputable private universities in Bangladesh is the Atish Dipankar University of Science & Technology (ADUST), which is offering undergraduate and postgraduate students in different fields. The university also focuses on quality education, development of students, and development of the institution which is provided through good academic and administrative practices. The ADUST marketing department is essential to the marketing of the academic programs, brand image, attracting potential students, and enrollment programs.

### **1.2.2 Internship Supervisor Information**

Name: Nur Alam Siddiki  
Designation: Manager & Admin

Department: Marketing Department

Organization: Atish Dipankar University of Science & Technology (ADUST)

### **1.2.3 Job Scope and Responsibilities**

The Marketing Department internship at the Atish Dipankar University of Science and Technology gave me a wonderful chance to utilize theoretical knowledge acquired during the academic coursework in the field of real practice. This is because as a BBA student in the Marketing major and Human Resource Management as a minor, the marketing strategies of institutions, student-student communication process, and administrative coordination have had practical exposure through this internship.

During the internship time, I was assigned with the following responsibilities, and these are to help in marketing activities concerning student admission campaigns, support in promotion activities, maintaining communication with potential students, aiding in data handling and liaising with various administrative units where necessary. I also took part in the observation of how marketing plans and implementation in an academic institution is done to make it more visible and interactive to the students.

This internship was able to expose me to how marketing principle like branding, customer relationship management, promotion and communication strategies are implemented in the education industry. Furthermore, the experience in the area of administration allowed seeing the inner workings, paperwork, and the professionalism of the workplace.

## **1.3 Internship Outcomes**

### **1.3.1 Contribution to the Organization**

Within my internship in ADUST, I played an active role in the marketing department by aiding in different activities happening within the department. I assisted with marketing activities concerning student recruitment, promotion communication and coordination. My support minimized the work pressure on the departmental employees and allowed the easier performance of the daily marketing and administrative tasks.

Through completing the duties that were allocated to me in a responsible manner and acting professionally, I was able to make a positive contribution to the day-to-day running of the department and earned the respect of my supervisors and co-workers.

### **1.3.2 Benefits Gained from the Internship**

This internship was a good opportunity of professional and personal growth. It improved my communication, time management, and knowledge on institutional marketing practices. I also acquired some experience in working with students, performing the simplest administrative duties, and being a part of an organized organizational setting.

Besides, the internship gave me self-confidence and made me aware of work ethics, teamwork and professionalism. The exposure also provided a balance to my academic experience in Marketing and HRM since I was able to see the real life application of marketing strategies and coordination of human resource.

### **1.3.3 Challenges Faced During the Internship**

Despite the fact that the internship experience was very useful, there are some challenges that were faced. Balancing between academic and professional work environment meant good time management in order to adjust to the professional working environment. Also, it was rather challenging to learn new tasks and acquire knowledge about how things work in the organization.

Nevertheless, these difficulties were overcome slowly with the assistance of my supervisor as well as the collaboration of colleagues. The positive working environment in ADUST was a major parameter that contributed to the productive and learning experience during the internship.

### **1.3.4 Recommendations**

According to my internship experience, it is suggested that the organization should still offer organized internship programs with a well-defined goal of learning among the students. The interns could also be provided with exposure to different functional areas and this may enhance the learning process.

Moreover, it might be a good idea to organize short-term training or orientation programs to the interns during the first days of the internship to ensure that they are better adapted to the organizational processes and requirements. Both the interns and the organization would gain through such initiatives as their contribution and development of skills is efficiently accomplished.

## **Chapter 2: Organizational Part**

### **2.1 Introduction**

In this chapter, the organization analysis of Atish Dipankar university of science and technology (ADUST) where the internship was done is presented in detail. This chapter is aimed at gaining an insight into the background of the university, the management practice, marketing activities, operational systems and competitive position in the Bangladesh private higher education industry. The evaluation of these dimensions assists in the connection of the academic theories of marketing, management, and human resource practices to the actual functioning of the organization.

## **2.2 Company Overview**

Atish Dipankar University of Science and Technology (ADUST) refers to a privately owned university in Bangladesh, located in Dhaka, Bangladesh. It was founded on 18 August 2004 through the Private University Act, 1992, and accredited by the University Grants Commission (UGC) of Bangladesh. The university is found in an area called Uttara, Dhaka, which is famed with learning institutions and has accessibility.

The name ADUST derives its name after the well known scholar, Atish Dipankara Srijnana, and this is a sign of the devotion of the university to knowledge, ethics and academic excellence. The university has undergraduate and postgraduate programs under a number of faculties, which include Business Administration, Engineering, Science and technology, Arts and social Science, Law and Health sciences. ADUST aims at delivering standards of education at a reasonable price with a sense of academic discipline and professionalism.

### **2.2.1 Mission**

Atish Dipankar University of Science and Technology is aimed to deliver quality and affordable career oriented education. The university is established to create talented graduates through theoretical learning integrated with real-life learning, research work, and professional ethics.

### **2.2.2 Vision**

ADUST vision is to be a hub of excellence in higher education by promoting academic integrity, fostering innovation and dynamic graduates who will be able to develop their country and the world.

### **2.2.3 Values**

The core values of ADUST include:

- Academic excellence and continuous improvement
- Integrity, transparency, and ethical behavior
- Student-centered learning

- Professionalism and accountability
- Social responsibility

These values guide both academic and administrative operations of the university.

### **2.2.4 Goals**

The major goals of ADUST are:

- To ensure high-quality education across all programs
- To enhance students' employability through practical exposure
- To strengthen institutional reputation and brand image
- To expand academic programs based on market demand
- To promote research and innovation

### **2.2.5 Logo**

Atish Dipankar University of Science and Technology has a logo which depicts knowledge, enlightenment and academic integrity. The design is a reference to the intellectual development and education that the university is devoted to. To sustain institutional identity, the logo is utilized in official papers, promotional content, the internet, and branding on the campus.



### **2.2.6 Organogram**

ADUST has a hierarchical structure in its organization. The top is the Board of Trustees who make the policy and strategic direction. The academic and administrative functions are headed by the Vice-Chancellor. Academic programs, student services, and institutional activities of an organization are handled by deans, departmental heads, administrative heads and support staff. This is a well-organized organogram that has good coordination and accountability.

## **2.3 General Management Practices**

Atish Dipankar University of science and technology (ADUST) has a formalized and well arranged management system in order to maintain effective academic operations and administrative efficiency. The management focuses on planning, coordination, supervision, and control to ensure that the institutional goals are met as well as ensure that the quality of academics is upheld. Academic year, admission time, and examination time are scheduled early enough to enable smooth running of academic activities all through the year. Top management makes key decisions in consultation with the academic and administrative leaders to make sure they are aligned to the institutional goals and regulations of UGC.

Interdepartmental coordination is a significant aspect in management practice of ADUST. Academic departments, administrative offices, and support units combine efforts in order to provide continuous academic services. The university has a well-defined leadership framework whereby the heads of departments and supervisors lead day-to-day operations, provide leadership, and performance check. To ensure clarity in instructions and policies, proper and effective communication is carried out by use of official notices, emails as well as meetings. All in all, the management practices of ADUST facilitate stability and academic discipline in the organization and quality of services in a competitive context of higher learning.

ADUST has a strict policy implementation and control mechanism in an effort to uphold academic discipline and operational consistency. The college follows the set rules and regulations regarding the attendance, academic behaviors and administrative practices. The constant observation is done to ensure that the policies of the institution are adhered to and quality is maintained.

All in all, the overall management practices in Atish Dipankar University of science and Technology help to achieve a well-organized academic environment through proper planning and coordination, supervision, communication, and control. These activities also underscore the mission of the university to provide good education and ensure stability of the institution in a competitive higher learning environment.

### **2.3.1 Performance Management**

Atish Dipankar University of Science and Technology (ADUST) is a performance management that aims at ensuring academic standards, efficiency in administration, and responsibility amongst its employees. The university employs systematic performance appraisal techniques to make it clear that faculty members as well as administrative staff play their part in forming part of the objectives of the institution.

## **1. Faculty Performance Evaluation**

The faculty members of ADUT are measured according to the effectiveness of teaching, the delivery of academic work, and the conduct of the faculty. Feedback by students is a significant aspect in determining the quality of teaching. The faculty performance is also checked on the basis of the class management, syllabus covering, examination duties and involvement in academic processes like seminars and workshops.

## **2. Administrative Staff Performance Evaluation**

The administrative employees are judged on the basis of completion of tasks, punctuality, teamwork and obedience to the institutional policies. They have a direct impact on the performance of the student services, admissions, and general efficiency of the university.

## **3. Monitoring and Supervision**

The performance of the employees is routinely checked by department heads and supervisors. Performance lapses and adherence to duties and duties are realized and supervised directly to ensure that duties are completed in good time, through reporting systems.

## **4. Accountability and Discipline**

ADUST is a disciplined institution because of well established rules and regulations. The workforce is supposed to abide by the policies in the institution and corrective action is taken when the performance requirements are not upheld. This would ensure professionalism and service quality.

## **5. Performance Improvement**

Performance evaluation contributes to the realization of areas that employees are yet to improve. Supervisor feedback helps the employees to develop better skills, efficiency and one-on-one performance as compared to institutional objectives.

## **2.3.2 Human Resource Management**

The Human Resource Management (HRM) of the Atish Dipankar University of Science & Technology is crucial in terms of hiring qualified employees, sustaining employee well-being and ensuring professional work environment. The HR practices facilitate both administrative and academic roles of the university.

### **1. Recruitment and Selection**

ADUST has a systematic approach to recruiting the faculty and administrative staff members. It chooses candidates according to the academic background, work experience and compatibility to the job that is allocated. This makes sure that the university is of quality in teaching and administration.

### **2. Employee Orientation**

Recently hired employees are oriented to get familiarized with the university policies, job roles, and

corporate culture. This will enable the workers to adapt fast and work effectively.

### **3. Training and Development**

Despite the low number of formal training prospects, employees can develop their skills through on-job training and mentoring by their seniors. To improve the quality of teaching, the faculty members are encouraged to attend academic workshops and professional development programs.

### **4. Internship and Student Support**

ADUST has a number of internship programs available to the students of other universities, offering some practical experience and professional education. Through internship programs, students are able to acquire skills in communication, discipline at workplace and practical knowledge.

### **5. Employee Welfare and Administration**

Some of the HR activities involve administration of leave policies, attendance records and administrative records. Supportive environment at the workplace leads to employee satisfaction and stability within the organization.

#### **2.3.3 Corporate Social Responsibilities**

ADUST has been engaging in corporate social responsibility through education promotion, seminars, workshops and creation of awareness. The students are prompted to take part in social, cultural and voluntary activities, which are important in promoting ethical values and participation in the community.

## **2.4 Marketing Practices**

ADUST marketing department is rather important to advertise the academic programs and enhance the brand image of the university. The marketing campaigns are primarily aimed at recruiting students and communication with the potential students and guardians.

### **2.4.1 Market Segmentation**

ADUST divides the target market in the following way:

- Undergraduate education among higher secondary graduates
- Diploma holders and transfer students
- Professional employees who want postgraduate degrees

The university focuses primarily on urban and semi-urban students seeking a good education at affordable tuition fees.

### **2.4.2 Advertising and Marketing Strategies**

The advertising and marketing plans of ADUST are:

1. Social Media Marketing

ADUST is an active Facebook user in terms of advertising admission campaigns, events, notices, and student achievements. This assists in reaching many and establishing an engagement.

2. Website Promotion

Students can use the official site to know about programs, admission process, tuition fee and academic calendars which will enable them make informed choices.

3. Admission Campaigns

The university holds admission campaigns whereby they carry out counseling sessions and make personal contacts with the students and guardians.

4. Printed Promotional Materials

During admission periods, banners, posters, brochures, and leaflets are applied to entice prospective students.

5. Education Fairs

ADUST has been attending education fairs to be seen and meet with prospective students.

### **2.5.1 Financial Performance and Accounting Practices**

Atish Dipankar University of Science & Technology (ADUST)

According to the financial data of Atish Dipankar University of Science and Technology (ADUST), there has been a steady increase in the financial performance of this organization in the past three years. According to the Income Statement and the Expenditure Statement and Balance Sheet of the years ending 30 June 2022, 2023, and 2024, the university can be considered as having a steady growth, growing surplus, and a high level of financial stability.



## ATISH DIPANKAR UNIVERSITY OF SCIENCE & TECHNOLOGY (ADUST)

Income & Expenditure Statement and Balance Sheet (Illustrative)

### Income & Expenditure Statement

For the years ended 30 June 2022, 2023 and 2024

| Particulars                       | 2024 (BDT)         | 2023 (BDT)         | 2022 (BDT)         |
|-----------------------------------|--------------------|--------------------|--------------------|
| Tuition Fee Income                | 625,000,000        | 564,000,000        | 506,000,000        |
| Admission & Registration Fees     | 75,000,000         | 68,000,000         | 62,000,000         |
| Examination & Other Academic Fees | 45,000,000         | 41,000,000         | 38,000,000         |
| Other Operating Income            | 35,000,000         | 32,000,000         | 30,000,000         |
| <b>Total Income (A)</b>           | <b>780,000,000</b> | <b>705,000,000</b> | <b>636,000,000</b> |
| Faculty Salary & Academic Costs   | 350,000,000        | 330,000,000        | 310,000,000        |
| Administrative & Office Expenses  | 95,000,000         | 90,000,000         | 85,000,000         |
| Student Services & Facilities     | 55,000,000         | 50,000,000         | 48,000,000         |
| Utilities, Maintenance & Security | 45,000,000         | 42,000,000         | 40,000,000         |
| Depreciation                      | 35,000,000         | 32,000,000         | 30,000,000         |
| <b>Total Expenditure (B)</b>      | <b>580,000,000</b> | <b>544,000,000</b> | <b>513,000,000</b> |
| Net Surplus for the Year (A-B)    | 200,000,000        | 161,000,000        | 123,000,000        |

## Balance Sheet

As at 30 June 2022, 2023 and 2024

| Assets                           | 2024          | 2023          | 2022          |
|----------------------------------|---------------|---------------|---------------|
| Land & Building                  | 780,000,000   | 750,000,000   | 720,000,000   |
| Academic Buildings & Classrooms  | 300,000,000   | 280,000,000   | 260,000,000   |
| Laboratories & IT Infrastructure | 230,000,000   | 215,000,000   | 200,000,000   |
| Furniture, Library & Equipment   | 150,000,000   | 140,000,000   | 130,000,000   |
| Total Non-Current Assets (A)     | 1,460,000,000 | 1,385,000,000 | 1,310,000,000 |
| Cash & Bank Balances             | 420,000,000   | 300,000,000   | 220,000,000   |
| Receivables & Advances           | 110,000,000   | 95,000,000    | 85,000,000    |
| Prepaid Expenses                 | 30,000,000    | 25,000,000    | 20,000,000    |
| Total Current Assets (B)         | 560,000,000   | 420,000,000   | 325,000,000   |
| Total Assets (A+B)               | 2,020,000,000 | 1,805,000,000 | 1,635,000,000 |
|                                  |               |               |               |
| Equity & Liabilities             | 2024          | 2023          | 2022          |
| University Trust / Capital Fund  | 1,300,000,000 | 1,250,000,000 | 1,200,000,000 |
| Accumulated Surplus              | 420,000,000   | 220,000,000   | 59,000,000    |
| Total Equity                     | 1,720,000,000 | 1,470,000,000 | 1,259,000,000 |
| Accounts Payable                 | 170,000,000   | 160,000,000   | 155,000,000   |
| Accrued Expenses & Provisions    | 130,000,000   | 175,000,000   | 221,000,000   |
| Total Liabilities                | 300,000,000   | 335,000,000   | 376,000,000   |
| Total Equity & Liabilities       | 2,020,000,000 | 1,805,000,000 | 1,635,000,000 |

## Financial Performance Overview

Year Total Income (BDT) Total Expenditure

**(BDT)**

**Net Surplus (BDT)**

2022 636,000,000 513,000,000 123,000,000 2023 705,000,000 544,000,000 161,000,000

2024 780,000,000 580,000,000 200,000,000

As can be seen, there is growth in total income on yearly basis with the key contributing factors being the increases in tuition fees, admission and registration fees and academic related income. Even though expenditures have been on a rise too, the income growth is greater than the expenditure growth and this has yielded a rising surplus each year.

This movement depicts a good cost management and increased operational efficiency.

### **Net Surplus Growth Analysis**

Net Surplus is the value of income minus expenditure and it is a major financial growth measure.

Net Surplus Formula:

Net Surplus = Total Income – Total Expenditure

- 2022:

= 636,000,000 – 513,000,000

= BDT 123,000,000

- 2023:

= 705,000,000 – 544,000,000

= BDT 161,000,000

- 2024:

= 780,000,000 – 580,000,000

= BDT 200,000,000

The surplus is growing steadily which means that ADUST is developing financially and consolidating its reserve position yearly.

## Asset Growth and Expansion

The Balance Sheet further supports the growth trend of the university.

### Year Total Assets (BDT)

2022 1,635,000,000

2023 1,805,000,000

2024 2,020,000,000

There is a significant increase in total assets, especially in:

- Land and buildings
- Academic buildings and classrooms
- Laboratories and IT infrastructure
- Cash and bank balances

This increase in assets is the constant investment in infrastructure, academic facilities, and the liquidity strength that are good pointers of long term institutional development.

## Liquidity Position (Current Assets Strength)

Current Assets have increased substantially:

- 2022: BDT 325 million
- 2023: BDT 420 million
- 2024: BDT 560 million

Increase in cash and bank balances shows that the university is liquid enough to pay off short run

liabilities, and transparent operations are going to take place in the university.

## **Equity and Liability Position**

Total Equity has increased while liabilities have decreased:

- Total Equity (2024): BDT 1,720 million
- Total Liabilities (2024): BDT 300 million

This indicates that the university is not so reliant on the outside liabilities and is funding growth mostly of its own surplus, which is a good indication of financial sustainability.

## **Overall Assessment: Is ADUST Growing?**

According to the income, surplus, assets, liquidity, and the equity position analysis, it can be concluded that the Atish Dipankar University of Science and Technology is developing and expanding in a sustainable way financially.

The growth in income, the growing surplus, the growth of assets, and the good liquidity status and the reduction in liabilities clearly show that it is positively growing its finances and there is a good financial management.

## **Conclusion**

The financial performance analysis between the years 2022 and 2024 shows that the financial performance of Atish Dipankar University of Science & Technology is on a strong growth path. The university has shown a steady income growth, good expenditure management, rising surplus, growing asset base, and growing financial health. All these are indicative of the fact that ADUST is actually expanding as an institution and has a long-term financial viability.

## **2.6 Operations Management**

The operations management in Atish Dipankar University of Science and Technology (ADUST) aims at the smooth running of the academic, administrative and support processes. The school being an educational facility, operations management must be done properly to ensure provision of quality education, academic discipline, and efficient services to students and other stakeholders. ADUST insists on systematic planning, coordination and monitoring of the operations so that the academic activities can

be carried out effectively and in an uninterrupted manner.

Some of the major operational activities are admission processing, class scheduling, examination management, faculty coordination as well as student support services. The admission process is well coordinated in order to provide proper documentation, prompt communication and a hassle free admission of students. Departments are synchronized in academic activities like class schedules, course schedules and exam schedules to guarantee smooth running of activities as well as continuity of academics. Administrative services are activities that facilitate academic activities by taking care of records, facilities, and logistics needs.

Moreover, ADUST achieves operational efficiency by ensuring that there is coordination of activities between academic departments and the administrative departments. Daily operations are controlled by supervisors so that the institutional policies and academic regulations are adhered to. Good operations management will result in student satisfaction, academic quality and stability of the university in general.

### **2.6.1 Information System Practices**

Atish Dipankar university of science and technology employs information systems in academic and administrative practices in order to execute them effectively. The information system practices are very important in handling the student data, academic records, admission data and internal communication. Digital system usage is beneficial in enhancing precision, minimizing manual labour, and improving service delivery.

ADUST is an institution that has been utilizing online systems in admission, student registration and record management. Academic records, course enrollment, attendance details and exam marks are kept using student information systems. Such systems guarantee the easy access of information by authorized individuals and its availability at a secure location.

Besides, online portals and email are also common digital communication tools used to conduct formal communication among faculty, administration and students. Documentation, data storage and reporting are also facilitated by information systems which helps in operational efficiency and transparency. Altogether, information system practices at ADUST improve effectiveness in the administration, accuracy of data, and interdepartmental coordination.

## **2.7 Industry and Competitive Analysis**

The development of the private educational institutions has started increasing more rapidly in the last few decades; hence, the private university sector in Bangladesh became highly competitive. Universities are competing to get students through providing similar programs, facilities, and tuition frameworks. Academic reputation, affordability, location of campus, employability of the graduates, and effectiveness in marketing are among some of the factors that play a critical role in the decision-making process of the students. With such kind of competition, Atish Dipankar University of Science and Technology (ADUST) has to keep on upgrading its academic standards, operational effectiveness, and marketing approach to remain in a good position.

### **2.7.1 Porter's Five Forces Analysis**

The competitive environment of ADUST in the industry of private universities is analyzed by using Porters Five Forces model.

### **1. Competitive Rivalry**

The intensity of competitive rivalry within the private university industry is great. The city of Dhaka boasts of plenty of private universities that provide similar programs like BBA, MBA, Engineering, and Computer Science. Universities are in a cut throat competition with regard to tuition fees, scholarships, campus facilities and promotional activities. ADUST also competes with the well established private universities that have better brand recognition, alumni network and marketing. Such high competition demands ADUST to work on academic quality, student services, and the efficient marketing in order to be competitive.

### **2. Threat of Substitute Products**

The threat of substitutes is moderate. The other possible alternatives include public universities, foreign universities, online education platforms and professional certification programs. State colleges have also been noted to be appealing especially because of the reduced tuition fees and good academic standing. Moreover, distance learning and online classes are gaining popularity because of the flexibility and low cost. These substitutes have the capacity of pulling down the need of private university education in case the institutions do not offer value adequately.

### **3. Threat of New Entrants**

The risk of new entrants is moderate. To start a private university in Bangladesh, one has to get permission of the University Grants Commission (UGC), large amounts of capital investment, sufficient infrastructure, and meet all the regulatory standards. These are the factors that serve as barriers of entry. Nevertheless, the market still has new universities that are entering the market, thereby raising competition. ADUST, therefore, should aim at differentiating itself by quality education and student satisfaction.

### **4. Bargaining Power of Buyers (Students)**

The students have high bargaining power. Compared to other types of higher education, students find it easy to compare universities in terms of tuition, quality of the programs, the location of the campus, facilities and opportunities to secure a job after graduation. The large number of options available to students enables them to affect pricing and force them to demand higher quality services. This compels ADUST to be competitive in terms of tuition fee, improve academic standards, and increase services to students.

### **5. Bargaining Power of Suppliers**

The supplier power is low to mediocre. In this case, suppliers are members of the faculty, administrative staff and service providers. Although qualified faculty members are very important in ensuring quality in academic aspects, the bargaining power of such individuals is constrained by the availability of skilled professionals in the education sector. Nevertheless, there could still be a certain influence of the experienced and highly qualified faculty.

## **2.7.2 SWOT Analysis**

SWOT analysis is a valuable tool of strategy that is employed to determine the internal strengths and weaknesses of an organization together with the external opportunities and threats that the organization faces. The SWOT analysis of the Atish Dipankar University of Science and technology (ADUST) serves to learn about its position in the present day competitive market of the Bangladesh private university, and also where to improve and grow.

## **Strengths**

### **UGC Approval and Legal Recognition**

ADUST is one of the leading institutions that have its approval through the University Grants Commission (UGC) of Bangladesh. This accreditation ensures academic integrity, national education standards and employer and institutional degree acceptance. Virality of UGC increases the trust between parents and students.

### **Diverse Academic Programs**

ADUST has a diverse selection of undergraduate and postgraduate courses in various faculties, with some of them being Business Administration, Engineering, Science and Technology, Arts and Social Sciences, Law, as well as Health Sciences. This will enable the university to draw students with different academic backgrounds and fulfill their diverse educational requirements.

### **Strategic Location**

The university is situated in Uttara, Dhaka, a well connected area, that is a fast growing one. The convenient location ensures that it is well reachable by students in various locations in the city as well as adding value to the commuting students.

### **Affordable Tuition Fees**

ADUST has relatively low tuition fee compared to most of the established private universities. This also increases accessibility to higher education by middle-income earners and increases enrollment possibilities.

## **Weaknesses**

### **Strong Competition from Established Universities**

ADUST competes with well established private universities which are better established and have more brand recognition, advanced facilities and a larger base of alumni. This reduces the capability of ADUST to get the best performing students.

### **Limited International Exposure**

The university has few cross border relations, scholarships and international academic reputation. This limits the exposure to international students who want to have international exposure and access to global academics.

### **Infrastructure and Resource Constraints**

ADUST can be impeded by infrastructural, research, and advanced learning facilities compared to bigger universities. Such limitations have the potential to influence student attitude and experience in school.

### **Moderate Marketing Reach**

ADUST employs marketing activities, but the focus on the conventional ways of promotion in certain parts of it restricts its chances to access a wider population with the help of contemporary digital marketing approaches.

## **Opportunities**

### **Increasing Demand for Higher Education**

Due to the increasing population and the requirement of higher education in Bangladesh, there is great opportunity to the private universities. The opportunity that ADUST can take advantage of is to increase the number of academic programs and enhance the quality of education.

### **Expansion of Digital Marketing and Online Presence**

The increased utilization of the social media and the digital platform is a business opportunity that ADUST can leverage to enhance its brand presence. With enhanced digital marketing, prospective students will be attracted in a more efficient way and the engagement will be higher.

### **Industry Collaboration and Internship Opportunities**

Building a network with the industries and organizations can increase employment opportunities, skills advancement and employability of graduates. This will have a great impact on strengthening the name of the university and student performance.

### **Program Innovation and Skill-Based Education**

ADUST can also position itself in the market better than its competitors by introducing new programs, short courses, and skill-based training that follows the market demand and can appeal to career-oriented students.

## **Threats**

### **Intense Market Competition**

ADUST is threatened by the growing population of other universities with similar programs that are privately run. Competition may bring about pressure in enrollment and pricing.

### **Regulatory Changes by UGC**

Reoccurring fluctuations in the government policies or in the UGC regulations concerning the private universities could implicate the academic operations, programs offered and the administrative processes.

### **Economic Instability**

Uncertainty in the economy and increase in the cost of living can lower the cost in which students can afford private university education. This may have adverse effects on enrollment and revenue generation.

### **Growth of Online and Foreign Education**

The growing popularity of the online education platforms and overseas universities that provide distance learning programs pose even more competition to the private universities such as ADUST.

## **2.8 Conclusion**

This chapter has given a full organizational analysis of the Atish Dipankar University of Science and technology (ADUST) by looking into its history, management, marketing, operating systems, and its ability to position against its competitors in the field of the Bangladesh private university. The discussion shows that ADUST has a well-organized system of governance and management framework which promotes academic discipline, administrative coordination, and quality of service. The university aims to make sure that there is smooth academic delivery and stability in the institution through orchestrated academic operations, coordinated activities of various departments, and good leadership.

The ADUST marketing activity proves to be aimed at capturing the attention of new students by both conventional and online marketing, which is crucial in such a competitive academic setting. Moreover, the practices of the operational and information system of the university will help in the efficient administration of the university, the management of records and the effective communication. The competitive analysis and industry supports the idea that despite the stiff competition, regulatory and market pressures, ADUST has a great competitive base due to its UGC approval, variety of academic programs, strategic location, and affordable tuition fees. Comprehensively, this organizational review indicates that ADUT has the internal ability and strategy to continue growing even as it tackles the issues of the changing environment in the sphere of higher education.

## **2.9 Recommendation**

Relying on the results of the organizational analysis, a number of recommendations can be made with the aim to increase the effectiveness and competitiveness of Atish Dipankar University of Science & Technology. To begin with, the university needs to further enhance its digital marketing and branding efforts, especially, by engaging more and more on the social networks and enhancing the standard of online content to attract more diverse audience. Second, faculty development and training programs must be given more attention to improve the quality of teaching, participation in research and academic innovation.

Also, ADUST ought to work on increasing the industry collaboration and partnership as a means of offering students additional internship opportunities, practical exposure, and better employability outcomes. The academic infrastructure, technological resources, and digital learning facilities can also be improved to further improve the overall student experience. Lastly, the university ought to constantly revise and adjust its academic programs to suit the market demand and industry requirements. By adopting these recommendations, ADUST will be able to build its institutional reputation, improve the level of student satisfaction, and attain sustainable growth in the competitive sector of the Bangladesh private higher education.

# Chapter 3: Project Part

## 3.1 Introduction

As the digital technology has grown at a remarkable rate, there has been a dramatic change in the way people conduct marketing activities to digital platforms. Social media has emerged as one of the most effective means of communication, branding and recruiting students in the education sector. Colleges are now relying on social media, Facebook and Instagram, to market themselves, put on-campus events forward and even connect with parents and learners directly. Due to the unremitting competition among the private universities in Bangladesh, a robust and active online presence has now become an important success factor.

The given project is aimed at examining the role of social media content and digital marketing tools applied in Atish Dipankar University of Science and Technology (ADUST) and Skill Development Institute (SDI). The researcher had an opportunity to work in the marketing department during the internship period where he was actively engaged in digital marketing, such as management of social media posts, support of marketing campaigns, and monitoring audience reactions. This real-life experience gave a chance to assess the effectiveness of social media content in communication, in between student engagement, and in branding an institution.

The primary goal of this project is to learn how the contemporary types of content and digital tools can be used to enhance social media communication and make universities attract new students more efficiently.

### 3.1.1 Literature Review

According to previous studies, the increasing significance of social media as a marketing instrument in tertiary education is apparent. Constantindes and Stagno (2011) highlighted that social media has become among the most effective means in marketing university since students are now turning to online resources to obtain information about the university programs, faculty, the life in the university, and the reputation of the university. Social media enables the university to get into direct contact with their target market and foster a long term relationship.

Akareem and Hossain (2016) have discovered that students in Bangladesh consider the quality of communication, the reputation of the university, and online presence to be a determining factor of the university. They believe that proper social media strategies have a great effect on the perception of the students about the quality of education. This shows why Bangladeshi universities require embracing new and interactive digital marketing strategies.

Peruta and Shields (2017) researched Facebook usage in higher education institutions and determined that posts concerning student life, events, achievements, and campus activities will create the most

engagement. This kind of content is useful in building emotional responses and student trust. All these studies suggest that in order to be competitive in the digital age, universities need to consider the visual, interactive and student-centered content.

### **3.1.2 Objectives**

The primary objective of this study is to analyze the effectiveness of Facebook and Instagram marketing activities carried out by Atish Dipankar University of Science & Technology (ADUST) and Skill Development Institute (SDI). The study focuses on understanding how digital marketing is used to promote academic programs, admission-related offers, scholarships, and skill-based courses through social media platforms. During the internship period, various promotional activities were conducted using Facebook and Instagram posts, reels, and short video content to increase student awareness, engagement, and inquiries. These activities included promoting ADUST's academic departments, admission waivers, merit-based scholarships, fixed waivers, and the 10% women scholarship, as well as promoting SDI's courses such as IELTS, Spoken English, Writing, Customer Care, and Telesales.

Another important objective of this study is to examine changes in university social media content trends, particularly the shift from traditional static image-based posts to more interactive and engaging formats such as reels and short videos. The study also aims to identify the digital tools used for modern content creation, including AI-based tools, Canva, and other related applications that support graphic design, video editing, caption writing, and content planning. These tools play a significant role in improving content quality, maintaining visual consistency, and increasing efficiency in digital marketing activities.

In addition, this study seeks to analyze the impact of different content types on audience engagement, such as posters, informational posts, reels, and video-based content, by observing audience reactions in terms of likes, comments, shares, and reach. The study further aims to evaluate the current social media practices of ADUST and SDI, including posting frequency, content consistency, use of digital tools, and interaction with audiences. Finally, based on the overall analysis of content trends, digital tools, and engagement outcomes, this study aims to provide practical recommendations for improving digital marketing strategies, with a particular focus on the effective use of AI applications, Canva, and social media tools to enhance communication effectiveness, engagement, and institutional branding.

### **3.1.3 Significance of the Study**

This study is important as it will draw attention to the fact that digital marketing and social media communication are increasingly crucial in the higher education and skills development industry in Bangladesh. Since potential students are increasingly using online platforms like Facebook and Instagram to learn information regarding academic programs, scholarships, and reputation of an institution, it has become imperative to learn the ability of digital marketing practices to provide an organization with a competitive advantage. The paper offers a great idea on how Atish Dipankar University of Science and

Technology (ADUST) and Skill Development Institute (SDI) use social media tools to reach their target market and advertise academic and skills based programs.

The given research is meaningful to ADUT and SDI because it will analyze their present trends in digital marketing, such as utilizing posts, reels, short videos, and AI-supported content created with the help of such digital tools as Canva and other applications. Through the examination of content trends, engagement variations and the usefulness of various types of content, the results of this research can assist these organizations to discover their strengths, weaknesses, and areas that can be enhanced in their social media approaches. The existing recommendations can be used to plan future digital campaigns better, enhance the quality of the content, and engage the audience effectively, which is suggested in this study.

Academically, this research is a contribution to the literature on digital marketing in education sector since it offers practical knowledge on the basis of the real life internship experience. It shows the impact of the current digital tools and applications in marketing communication and student engagement. Also, the research is relevant to marketing practitioners and students as it gives a practical insight into how social media, AI tools, and digital platforms can be put in a friendly way to brand the institution and recruit students. On the whole, the given study can be used as a valuable source by the educational institutions that aim to improve their digital presence and adjust to the changing environment of digital marketing.

### **3.1.4 Conceptual Framework**

The conceptual model of this paper describes the correlation between social media content plans and audience response outcomes of digital marketing activities undertaken by Atish Dipankar University of Science and Technology (ADUST) and Skill Development Institute (SDI). The framework is created to show how various aspects of the social media content and content management practices would impact the responses, engagement and perception of the educational institutions among the students.

Some of the independent variables of the proposed study are the type of content posted on social media, the use of digital tools in content creation and frequency and regularity of posting. The types of social media content denote the different forms, which are applied in digital marketing, including the following ones: static post, reel, short video, and stories. These types of content are significant in attracting the attention of the audience, posts that are engaging and interactive are likely to attract more people than those that involve text only postings. In particular, reels and short videos prove useful when it comes to the delivery of course information, campus life, and promotional content in a brief and visually appealing way.

The content creation with the help of digital tools that include AI tools, Canva, and similar apps is another significant independent variable. The tools assist in enhancing the quality, creativity and uniformity of digital content through graphic designing, video editing, caption writing, and content scheduling. Digital tools help the marketing teams to create visually attractive content more cost-effectively, sustain branding, and respond to the dynamic content trends on the social media platforms.

A third independent variable will be posting frequency and consistency that is the frequency with which content is posted on social media platforms. Regular updates keep people entertained and improve the presence as well as develop recognition of the online presence of an institution. The inconsistent or rather uncommon posting can decrease the involvement and make communication less effective, and the conscientious posting schedule helps to maintain an ongoing interaction with the audience.

Student engagement, brand awareness, effectiveness of communication and student interest and inquiries are the dependent variables in this research. Student engagement is a type of interaction with the content by the audience in terms of likes, comments, shares, views and reactions. Increasing engagement means that the content is topical and attractive to the target audience. Brand awareness will indicate how well the students and parents know the name of the institution, its programs and offerings and this is determined by frequent and interactive digital communication.

Effectiveness of communication can be described as the degree to which information about courses, scholarships, offers to join the school and events is conveyed through the social media in an effective and efficient manner. Communication is helpful in ensuring that the audience perceives the message and acts in a specific way. Student interest and enquiries are the level of interest in social media content that encourages potential students to inquire more or to find out additional information or express interest in the admission and enrolment in the course.

Altogether, the conceptual framework demonstrates that the development of the digital content strategy, which is facilitated by proper content forms, digital technologies, and regular posting, is what will result in the enhanced engagement of the audience, the rise in brand recognition, effective communication, and the rise in student interest. The framework is a systematic base to study how social media marketing can influence the process of institutional branding and recruitment of students in the education sector.

### **3.1.5 Hypothesis**

The present research is anchored on a series of hypotheses that were formulated to test the connection between social media content strategy, digital tools, and communication efficacy based on digital marketing practices of Atish Dipankar University of Science and Technology (ADUST) and Skill Development Institute (SDI). These assumptions are developed on the basis of the literature, real experience during the internship period, and conceptual model of the research.

The original hypothesis is that the current social media content influences the student engagement positively. The concept of modern content is associated with utilizing visually engaging and interactive forms of content, including reels, short videos, stories, and well-constructed posts. The assumption is that this type of content attracts the attention of the audience better than the traditional text-based posts and prompts the students to engage in interactions by liking, commenting, sharing, and watching the content. The increased engagement means that the material is relevant, attractive and useful in conveying institutional messages.

The second hypothesis is that the application of digital tools has a positive effect on the quality of content and the level of engagement. Content creation: AI-based apps, Canva, video editing software, and more are digital tools that provide benefits and assistance in creating content by improving the quality of the design, visual consistency, and creativity. The tools further assist marketers in achieving an efficiency in the creation of contents and in keeping up with the evolving trends in social media. The hypothesis is that the information that is produced with the help of current digital resources is easier to watch and to read, which, in turn, increases the interaction with the audience and better communication results.

The third hypothesis points out that good digital marketing will increase the effectiveness of communication among universities. Tactical application of type of content, regular postings, proper message, and timely reaction to the audience engagement are elements of effective digital marketing. In

case of effective digital marketing, the information about academic programs, admission opportunities, scholarships, and events will be delivered in an effective and efficient manner to the prospective students and stakeholders. In this hypothesis, it is assumed that properly planned digital marketing activities enhance the clarity of messages, comprehension of the audience, and effective communication in general, which facilitates institutional branding and student attraction.

Combination of these hypotheses offers an organized framework of studying the relationship between digital marketing practices and engagement, content quality and communication effectiveness within the sphere of higher education and skill development.

## **3.2 Methodology**

The research takes a qualitative research methodology to have a deeper insight into the social media content creation behaviors and perception of the audience in the Atish Dipankar University of Science and Technology (ADUST) and Skill Development Institute (SDI). The qualitative approach is deemed suitable in the study since it gives the researcher the opportunity to investigate the opinions, experiences, and perceptions associated with digital marketing activities instead of concentrating on the quantitative part of measurement. The project seeks to learn about the creation of the content on social media, the usage of digital tools and the perceived utility of the digital marketing activity among the students and marketing personnel.

The main data in the study is gathered using the semi-structured interviews and observation. Students were interviewed semi-structured to get their views on the social media content, posts, reels, and videos about academic programs, scholarship, admission offers, and skill-based courses. These interviews were used to determine the reaction of students to various kinds of content and the impact of social media on the level of interest and engagement. Moreover, semi-structured interviews were held with marketing personnel of ADUST and SDI to learn about the content planning process, the utilization of digital processes like AI application and Canva, posting process, and difficulties encountered in the digital marketing process.

One more significant data collection method was observation of the posts published on the official Facebook and Instagram pages of ADUST and SDI as another important method of primary data collection. To study the context of content, engagement, and style of communication, the researcher followed various forms of content, such as posters, reels, short videos, and event-related posts. This observation contributed to comparing various content types and knowing how digital marketing techs are carried out in practice.

Secondary data was gathered in order to corroborate main findings and furnish a theoretical context of the study. The secondary sources were past research articles, studies, university reports and online articles, on the topic of social media marketing and digital communication. These were used to construct the literature review, conceptual framework and hypotheses, and to construct the interpretation of findings. The combination of primary and secondary data will guarantee the thorough and valid analysis of the digital marketing practices at ADUST and SDI.

### **Interview with Mr. Nabir Alom (Marketing Department)**

Mr. Nabir Alom explains that digital marketing is currently one of the most significant communication channels at ADUST particularly in marketing and selling of academic programs, admission offers, and scholarships. He added that platforms like Facebook and Instagram are actively utilized to advertise

course content, admission waivers, fixed waivers, merit-based scholarship, 10% women scholarship and special programmes. He indicated that digital marketing enables the university to access a large number of potential students in a fast and efficient manner as opposed to the traditional methods of marketing.

Mr. Nabir Alom also added that reels and short video content have been more engaging than the posts that are not moving. The videos pointing out the departments, admission, campus atmosphere, and student activity are more likely to get likes, comments, and queries. He also mentioned that posters along with the creation of visual content and the writing of captions are often created using tools like Canva and AI-powered applications. They are useful in ensuring that brands are maintained consistently and the quality of contents delivered on limited time.

When it comes to the areas of improvement, Mr. Nabir Alom proposed that ADUST might consider a more focused posting schedule, more frequent use of video-based storytelling, and the use of analytics to evaluate the content performance. He added that this can be further improved by through targeted advertising and better planning of the content which would result in increased engagement and conversion of students.

#### Interview with Mr. Shoeib Shazzad Khan (HRM Department)

Mr. Shoeib Shazzad Khan emphasized the significance of digital marketing in terms of internal and human resource. According to him, the communication success over social media is one that not only attracts the students, but also enhances the entire image and credibility of ADUST as an institution. He states that digital platforms are useful in presentation of the

university as being modern, student friendly and transparent which is beneficial to students and workforce.

He highlighted that the promotional content that is associated with festivals, nationwide events, and the departmental affairs is of great significance in establishing the emotional rapport with students as well as staff. The inclusion of posts about such occasions like Independence Day, Puja, Christmas and so forth, demonstrates cultural inclusiveness and reinforces organizational culture. Such content also promotes employee engagement and institutional pride, which is an HR perspective.

Regarding the provision of improvement, Mr. Shoeib Shazzad Khan recommended that ADUST ought to invest greater in the staff training on digital tools and AI-based applications because it would enhance productivity and quality of content. He also suggested that marketing, academic departments and the HR should coordinate with each other to provide the correct and timely information. Also, he noted that effective digital communication may be enhanced by structured planning and feedback collection.

### **3.3 Findings and Analysis**

The following section will introduce the results and discussion of the survey carried out to determine the perceptions and satisfaction of the students, and the general satisfaction of the students of the Atish Dipankar University of Science and Technology (ADUST). Some 80 respondents took part in the survey and the answers are analyzed as below.

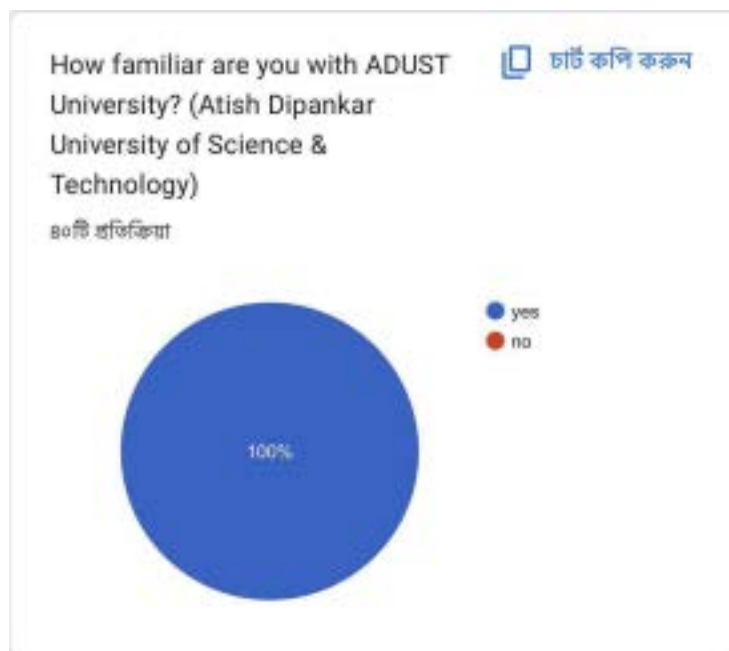
## 1. Familiarity with ADUST University

Findings:

The survey indicates that 100% of the respondents stated that they are aware of ADUST University.

Analysis:

This finding indicates a high degree of awareness on ADUST among the respondents. The fact that all subjects are conversant with the university implies that ADUST is well-known by the target market. This recognition can either be traced to word-of-mouth communication, pre-existing networks of students, reputation of the school or marketing efforts. Good awareness is good sign, as it forms a basis of positive perceptions and correct decision-making concerning the university.

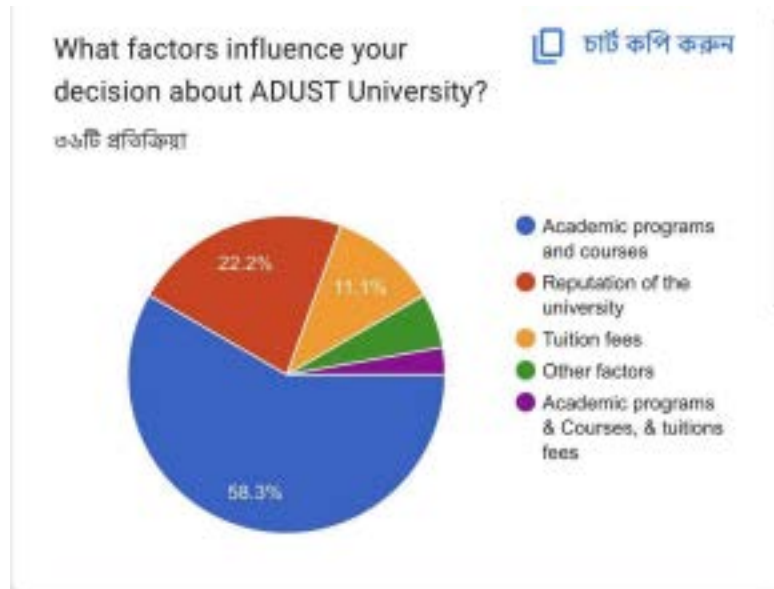


## 2. Factors Influencing the Decision to Choose ADUST

Findings:

The key factors influencing students' decisions are:

- Academic programs and courses: 58.3%
- Reputation of the university: 22.2%
- Tuition fees: 11.1%
- Other factors: Small percentage
- Combination of academics and tuition fees: Minor percentage



Analysis:

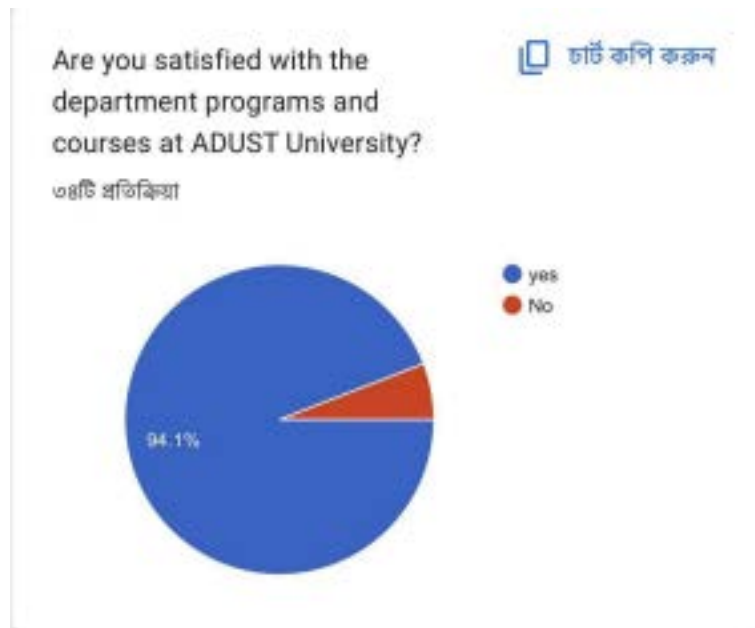
The results of the research are categorical that academic quality is the most critical factor to be considered when selecting ADUST. Over 50 percent of the interviewees give more importance to academic programs and courses, which implies that students view ADUST as a competent and career-oriented academic institution.

The reputation of the university is also an important factor that demonstrates trust and credibility gained with time. Tuition fees are less significant but it seems to be a secondary issue which means that students will consider quality education even though the prices are relatively high. Altogether, the academic power and reputation of ADUST have a potent influence on the decisions of student enrolments.

### 3. Satisfaction with Department Programs and Courses

Findings:

- Yes (Satisfied): 94.1%
- No (Not satisfied): 5.9%



Analysis:

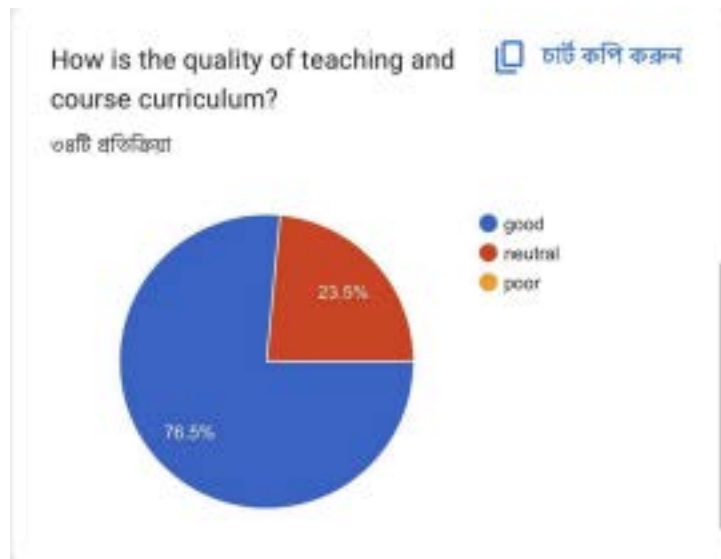
A huge percentage of the respondents said that they were satisfied with their department programs and courses. This means that curriculum design, course material and how it is administered is satisfactory to the students.

This level of satisfaction indicates good design of a curriculum, relevance to existing academic and professional needs and qualified faculty participation. The low percentage of dissatisfaction can indicate the necessity of the constant review of the curriculum, new course materials, and more practical exposure.

#### 4. Quality of Teaching and Course Curriculum

Findings:

- Good: 76.5%
- Neutral: 23.5%
- Poor: 0%



Analysis:

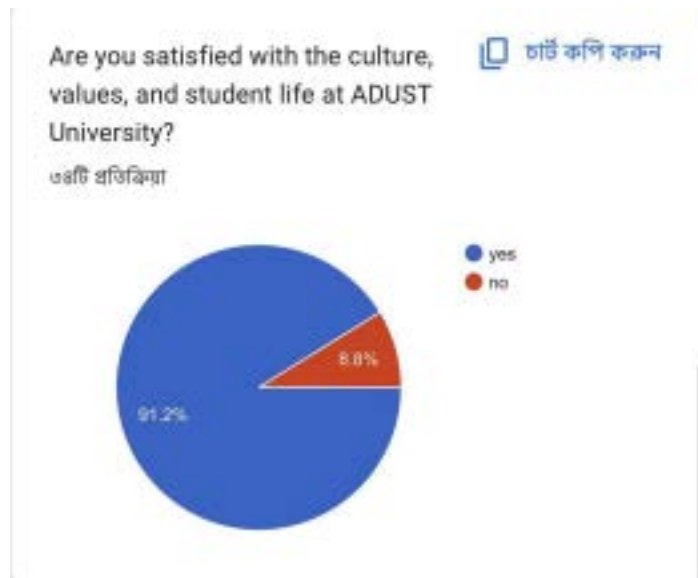
The findings indicate that the majority of the students judge the teaching and curriculum quality to be good, and none of them commented it to be poor. This points to a fairly high view of faculty performance and course structure.

The neutral reactions can provide information on the areas where the teaching practices might be improved by means of interactive learning, contemporary instructional technologies, or more industry-related practices. However, there is no negative feedback pointing to the fact that ADUST has a good level of academic teaching.

## 5. Satisfaction with Culture, Values, and Student Life

Findings:

- Satisfied: 91.2%
- Not satisfied: 8.8%



Analysis:

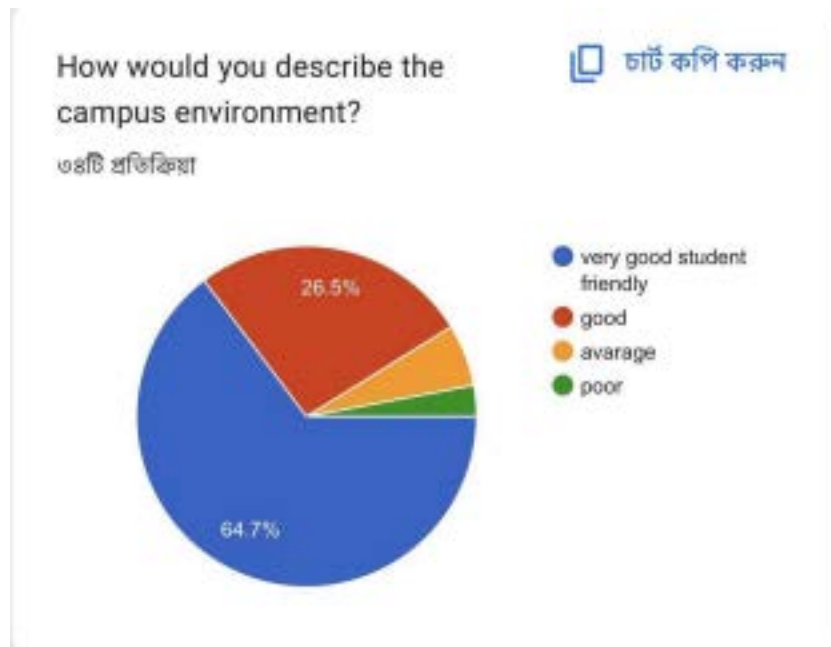
There is a good majority of students who are content with the university culture, values, and student life. This is an indication that ADUST is supportive, inclusive, and student friendly.

Good campus culture improves the involvement of students, personal growth and the general experience of the university. The fact that the number of dissatisfied can be the small number can be referred to the lack of extracurricular activities or social facilities which can be remedied by the student clubs and events.

## 6. Campus Environment

Findings:

- Very good & student-friendly: 64.7%
- Good: 26.5%
- Average: Small percentage
- Poor: Very minimal



Analysis:

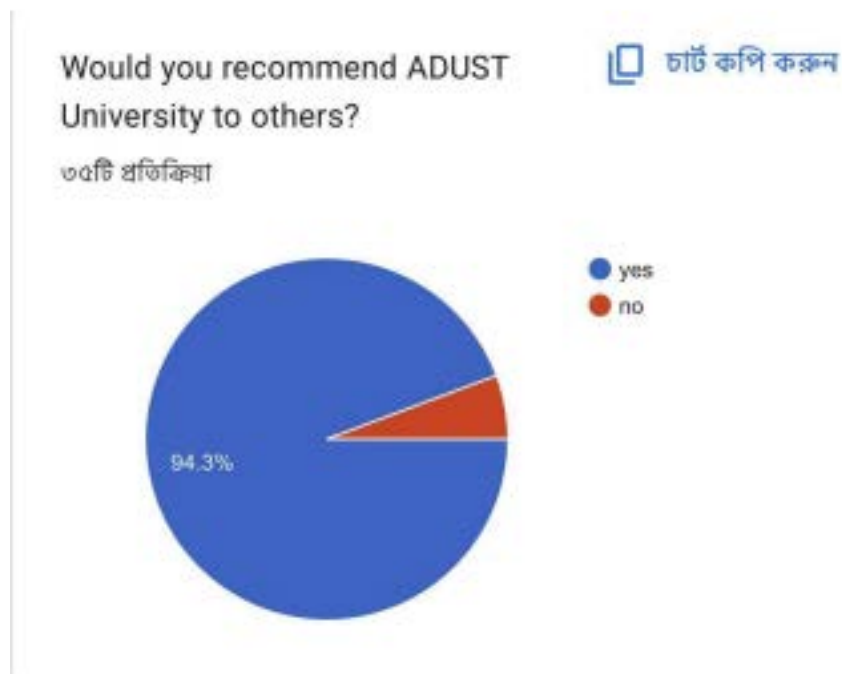
Most of the respondents perceived the campuses environment to be very good and student friendly meaning they were satisfied with the infrastructure, safety, cleanliness as well as academic environment.

Good campus atmosphere is critical in academic achievement and psychological wellness. The little negative feedback suggests that there is a possibility of improving on the physical facilities or student services, but in general the campus environment is viewed positively.

## 7. Recommendation of ADUST to Others

Findings:

- Yes: 94.3%
- No: 5.7%



Analysis:

The recommendation rate is high which is a strong indicator of general student satisfaction. The readiness of the students to refer their university also implies their trust in the quality of academic work, student life, and the reputation of the university.

This observation implies that ADUST has developed a good brand image to its students and this will play a big role in future admissions due to referral and positive word-of-mouth.

## Overall Summary

As the survey results show, ADUST University is characterized by the high level of positive perception among the students. The level of satisfaction in the academics, quality of teaching, the campus environment and student life is high which testifies to the effectiveness of the university in providing quality education.

These findings indicate that the key strengths of ADUST are the academic programs, qualified professors, favorable working conditions, and the reputation of the institution. Although some areas can be slightly improved, the overall response is quite positive and ADUST can be a competitive and recommended institution to pursue higher education.

## 3.4 Summary and Conclusions

This chapter was about the analysis of the role of digital marketing and social media content strategies implemented in Atish Dipankar University of Science & Technology (ADUST) and Skill Development Institute (SDI). The objective of the study was of knowing how Facebook and Instagram marketing, posts, reels and short video content is being used to advertise academic programs, admission offers, scholarships and skill based courses. With the qualitative research method, the research investigated the perceptions and experiences of the students and institutional staff about digital marketing practices.

The conclusions show that social media has emerged as one of the best communication tools in advertisement of learning institutions. ADUST is very active on digital media in marketing its academic departments, admission waivers, merit-based scholarships, fixed waivers and special programs like the 10% women scholarship. On the same note, SDI uses social media to advertise skill based training like IELTS, Spoken English, Writing, Customer Care and Telesales. There was a finding that the application of modern content formats, especially reels and short videos, generated more engagement than the traditional static posts.

The interviews with the marketing and HR representatives have shown that the digital tools, including Canva and AI-based applications, are important at enhancing the quality of content, its creativity, and efficiency. They help in content design, caption writing, and visual consistency to meet the evolving trends in social media by the marketing department. Nevertheless, the results also indicate the areas of the improvement such as the necessity to conduct a more regular schedule of posts, optimize more efficient utilization of the analytics resources, and provide staff with more comprehensive training on digital marketing technologies.

All in all, the research findings suggest that a good digital marketing approach can be very effective in increasing student involvement, brand recognition, and effectiveness in marketing communication of educational institutions. The results help back up the hypotheses that modern content, digital tools, and institutionalized digital practices and marketing activities have positive impacts on institutional branding and interests among students. The paper highlights the fact that ongoing enhancement of content planning, the use of tools and coordination between departments is fundamental in ensuring that digital marketing can have optimal impacts in the education sector.

### **3.5 Recommendations**

In the light of the study findings and analysis, there are a number of recommendations made in this study to enhance efficiency of digital marketing and social media communication trends of Atish Dipankar University of Science and Technology (ADUST) and Skill Development Institute (SDI). These emerging trends in the education and skill development industry are only getting competitive, and it is only through more organized and strategic digital marketing strategies that the industry could ensure success in the long run.

To start with, ADUST and SDI need to reallocate more focus on video-based content, specifically reels and short videos, because such types of content were identified to create a better effect of engagement than still posts. Short and visually appealing videos should be used to present content that highlights the academic departments, course benefits, campus environment, student activities, and success stories to be more appealing to the prospective students.

Second, the institutions ought to maintain regularities in posting the schedules of the social sites. Frequent and schedule publishing of content assists in keeping the audience engaged, enhances exposure and builds brand awareness. To plan and coordinate the marketing activities, it can be helpful to develop a monthly or weekly schedule of content to be distributed.

Thirdly, it is suggested to use more digital tools and AI-based applications, like Canva and other content creation tools, to further increase the quality and efficiency of the content. The marketing personnel can be trained on the features of these tools that are more advanced, or slight analytics tools may be offered to evaluate the content performance, determine the successful type of content and optimize future

campaigns.

Besides, more interdepartmental coordination of marketing, academic departments, and HRM is advisable. Informing promptly and correctly would allow making promotional materials concerning departments, scholarships, events, and admissions more informative, reliable, and interesting. Such coordination will also assist in aligning institutional messages and academic and administrative objectives.

Lastly, ADUST and SDI ought to take time to review and assess its digital marketing strategies periodically by soliciting feedback among students and staffs. The ongoing evaluation and the adjustment to the emerging digital trends will enable the institutions to be competitive, enhance communication efficiency and increase the overall appeal and interest of students. These recommendations will go a long way in making ADUST and SDI more digital and branded.

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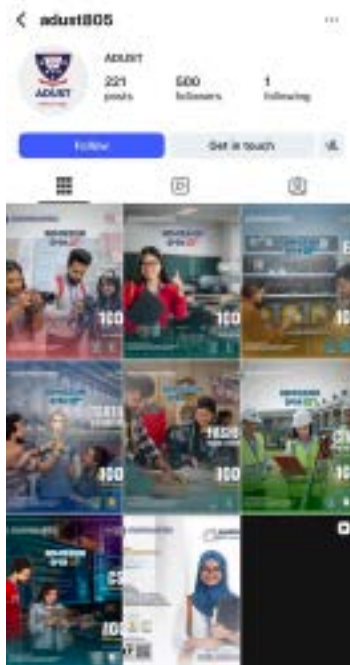
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## ATISH DIPANKAR UNIVERSITY OF SCIENCE & TECHNOLOGY (ADUST)

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