

Report On
**Effective Brand Promotional Strategies on the Brand Value of
ITEC - International Training & Education Counsel**

By

Sadman Sakib Khan
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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
June 2021

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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 which 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:

Sadman Sakib Khan

16304153

Supervisor's Full Name & Signature:

Tania Akter

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

June 10, 2021

Ms. Tania Akter

Lecturer,

BRAC Business School,

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report on “Effective Brand Promotional Strategies on the Brand Value of ITEC - International Training & Education Counsel.”

Dear Madam,

I am satisfied to present the Internship Report as completion of BBA program. I make an honest effort to introduce this report on “Effective Brand Promotional Strategies on the Brand Value of ITEC - International Training & Education Counsel” as indicated by your rule. I made an honest effort to work truly to cover all perspectives with respect to the issue. Reasonable introduction is basic for direction with this present reality working field. I have taken in sound information and comprehend on the essential activity. Though I confronted a few restrictions to set up the report because of lack of coordinated information, time impediment and little information about financial area, I have completely delighted in setting up this entry level position report which has contributed fundamentally to my comprehension on the basics and significance useful information.

Having said that, if any need any explanation, proposals, headings or suggestions for further improvement of the report, I will be commit to give further clarification. I genuinely trust that you will value my work.

Sincerely yours,

Sadman Sakib Khan

16304153

BRAC Business School

BRAC University

Date: June 10, 2021.

Non-Disclosure Agreement

This agreement is made and entered into by and between ITEC- International Training & Education Counsel and the undersigned student at BRAC University.

Sadman Sakib Khan

Acknowledgement

First of all, I would like to thank almighty Allah for his grace in accomplishing my internship report on time.

I would like to express my gratitude to my academic supervisor Tania Akter from the core of my heart for his kind support, guidance, constructive, supervision, instructions and advice and for motivating me to do this report.

I am also thankful to my Internship Supervisor Ali Ayeman Chowdhury Global Manager, Dhaka office (BD), ITEC - International Training & Education Counsel for supervising me and providing various key information and giving me the path to write a fruitful report.

Finally, an honorable mention goes to my families and friends and the fellow interns for their understandings and supporting me in completing this report.

Without helps of the particular that I've mentioned above, I would have face many difficulties while doing this report.

.

Executive Summary

Living in a globalized world with rapid technological advancements, there is a greater movement of individuals around the world who want to study in other countries, and ITEC - International Training & Education Counsel for Students provides professional consultancy and admission consultancy services for those individuals to reach their destination in a legal and systematic manner.

ITEC - International Training & Education Counsel is a Premium & Transparent Visa Facilitating Center for Bangladeshi Citizens that provides Document Screening, Consultancy, and Application Finalization, relieving customers of the stress of visa applications. ITEC - International Training & Education Counsel provides accurate information to students who wish to pursue higher education abroad in a professional manner. ITEC - International Training & Education Counsel for Students uses a variety of promotional strategies to raise brand awareness and build brand association.

Their Digital Marketing techniques are the most popular promotional actions that they are concentrating at the time. As part of my internship, I worked on query management, which allowed me to communicate with consumers, website improvements, and content production for business clients, and I was in charge of event marketing. During my internship, I gained a lot of expertise about digital marketing. I was able to create customer service relationships, as well as strategy and financial management, using query management. Based on my observations and field visit, they appear to be in a strong brand position. But Bangladeshi competitors with a well-growing market, ITEC should focus more on building a stronger brand. For this, they will need to enhance their promotional efforts, which will assist them improve their brand image.

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Glossary

Thesis

An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.

Chapter 1

Overview of Internship

1.1 Student Information

Name: Sadman Sakib Khan

ID: 16304153

Program and Major: Bachelors of Business Administration; Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: Internship program of Three (March to June)

Company Name: ITEC - International Training & Education Counsel

Department/Division: Counselor, Marketing

Address: 8/C, F.R Tower, Sukrabad, Panthopath 1207 Dhaka, Dhaka Division, Bangladesh.

1.2.2 Internship Company Supervisor's Information

Name: Ali Ayeman Chowdhury

Position: Global Manager

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Basically, following our academic lessons with 126 credits, we students at BBA complete a three months internship program. We have a large number of enterprises in our nation offering internships to students, such as: banks, marketing agencies, food chains, IT businesses, advisory firms, business elite etc. I choose a consulting business to begin my career. My past job experience with various groups of students and my comfort zone were the basis for my choice for this part.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

Work-Related Activities

Following activities are actually my core responsibilities in the organization:

Query Management: After posting in the social media, people remark, ask information, and send a message to our page to search for their desired information. Thus, any incoming Facebook queries such as comments or messages that I handle signify that I answer all the questions and propose to contact and visit our site.

Counselling Students: Many people who have liked or seen the posts are interested in studying further overseas in our page following postings or post boosting. My role is to counsel and provide them with the proper route without having to worry about their foreign studies.

Expanding the Field: As I joined, they only worked for Australia. However, we now have 6 countries and have provided information on more than 200 institutions in four countries on our website.

Collecting Pictures and Data: Along with institution information, I'm gathering photographs of each university and nation, as well as images that meet the requirements of our web page. I collect fundamental data for my supervisor, such as which institution is acceptable or which institution provides the client's desired courses, living expenses, and IELTS requirements, because there are various clients with varied profiles.

1.3.2 Benefits to the student

Ability to communicate

This is the most crucial thing I learn from "ITEC - International Training & Education Counsel" in any career. As it is a service provider, it is critical to interact with its customers or clients. As a result, it serves as a learning center for me to improve my communication skills via the events that take place here. It provides a chance to learn how to communicate with coworkers and senior in addition to clients. Not just communication, but also in what scenarios I should act, is the most significant takeaway from this experience.

Being familiar with a variety of countries

It is an excellent chance to know the various regions in the world. Since my core responsibility is to learn all the information regarding countries and countries in which universities are located, I could learn about different cultures, different rules and regulations, about different embassies, their processing systems, live systems and educational systems in countries abroad by researching them.

Concerns about education

I could know from students what kind of challenges and challenges Bangladeshi students face in higher education overseas. Together with the questions on how to fix it, I learn from here, too.

Professional pursuits

It is an excellent learning experiment for me that in every business what the future environment may be or how should I perform. How the workload may be, what can be the circumstance, how can I deal with different types of people, how can the meetings take place, how can the work schedule, the dates of my future career be all exemplary.

Developing ability to search

Searching skills is another excellent thing I gain from here. Yes, it can be claimed how an organization helps develop this talent, but in my case it's like a big training for myself how to gather legitimate material via the internet, how to look for photographs, how to operate official pages, how to work on the webpage according to specific specifications.

1.3.3 Problems/Difficulties

There are some hurdles or obstacles for any organization. There isn't a single institution that isn't plagued with issues. "ITEC - International Training & Education Counsel" is in a new phase, and it has some difficulty too. They are-

Less human resource: During working I observed there is less human resource rather than they need. In my sector which is related to students, has 2 employees including me.

Time management: After 8 hour's office there are always some works of office which I need to do at home like query management or if there is any kind of deadline. So, it is very difficult to write the report among this strict timing of office.

1.3.4 Recommendations

There is no doubt that ITEC – International Training & Education Counsel has performed well in recent years, having just been in Bangladesh for a year and achieving our goals. They provide internship opportunities for students who have unused internship credits. Here are my suggestions to ITEC - International Training & Education Counsel as an intern: First and foremost, they must provide a seven-day training period for newly hired interns in a certain department. Second, when they hire new interns, they should examine their general qualifications, speaking fluency, and adaptability with ITEC - International Training & Education Counsel, since I've encountered several interns who did not adapt to our atmosphere and departed. They may give extra possibilities for interns, such as assigning various department work to other department interns for a limited amount of time because it is our learning phase.

Chapter 2

Overview and Operations of ITEC

2.1 Introduction

International Training & Education Counsel (ITEC) is one of Australia's largest and most well-known international education consulting organizations. This industry has assigned me as an intern since it is new to the market and the organization is currently creating and expanding its brand. This company is in its early stages of development; they are currently operating, but they need to strengthen their brand in the market. Working in this industry is interesting since every day I am learning and applying new things that I previously did not, such as coming up with new ideas to enhance the brand, how to build the brand, and managing official pages. It is just what I learnt throughout the course of product and brand management, and now I do these things. Another intriguing aspect is that this is an excellent location for honing communication skills by interacting with clients and other agencies.

2.1.1 Methodology

International Training & Education Counsel (ITEC) is a student advisory business based in Australia. We have only one aim: to direct students who are confused about their future and/or willing to study higher education in a sophisticated nation to build a brighter future for themselves.

2.1.2 Scope

In Bangladesh, this industry has lot of scope. As we have a huge population and students with high scores, their favorite universities in Bangladesh are usually not big enough to be admitted because of insufficient seats. It will require a great cost, but if you want to be admitted to well-known private universities. We may thus embrace this as an opportunity for these youngsters to study overseas.

2.1.3 Limitations

We have planned many for our target sectors, but we must limit our operations in a number of situations. There are numerous institutions in which no consulting business has direct access to. This is why a wall is created between ourselves and our specific segment.

2.1.4 Significance

In recent times, the method we provide our students with advice is very important. Most agencies use students to open their files for a particular amount of money even after the student has been refused from an institution. We give our students a whole no cost service, since if they are allowed in that selected college, we will collect our commission.

2.2 Overview

International Training & Education Counsel (ITEC) is a vibrant and enthusiastic Education Consultancy Firm situated in Australia. Since 2017, ITEC has pledged to give exceptional counseling and assistance to students at every step of their journey to study abroad. They also aid their students with visa and travel aid, as well as housing aid. This degree of personalized supervision and counsel guarantees that students' adjustment to a new environment is as easy as possible, and that students' prospects of acceptance into some of the greatest schools in the UK, USA, Canada, and Australia are maximized. They already have 100 affiliations with prestigious institutions and organizations, and every member of their team is available to assist students at any of their offices in Australia or Bangladesh. Their goal is to give students with a variety of services that are suited to their specific need.

Mission

To aid and support students in accomplishing their objectives through global study opportunities. Using cost-effective marketing strategies to promote educational institutions.

Vision

The recruitment of various students underlines the benefits for both the institution and the students that this cooperation brings. Assisting students in making the transition to higher education so that they can become successful self-directed learners.

2.3 Management Practices

In our office we have good policy on management. The departmental head regularly evaluates each employee's performance. Since we have to deal with a huge number of students every day we have to follow the timetable. Our leading consultant provides first guidance and afterwards offers visa matters to the key decisions regarding students, which our top management can handle.

2.4 Counseling on Education

Education counseling is a very important instrument that gives education value. In other words, education counseling is an experienced and principle-based use of relationships to promote self-awareness, emotional acceptance and progress. It also guarantees that the resources are optimally utilized. It also helps strengthen the psyche of the student to become confident. Students are free of charge via educational guidance. Students reach their intended success by developing suitable advice. An education consultant helps students with academic, psychological, and professional support. Students typically confront a challenge for them to choose their career. This creates a lot of uncertainty and doubts and causes kids to succumb to stress, fear and sadness. That's the picture of educational consultants. Students are not only instructed on methods to develop their career as persons and professionals but are also supplied with the aid they can progress.

2.4.1 Purpose

The knowledge gap in terms of studying abroad led to many misunderstandings and confusions. Thus, admission and processing of a visa in a foreign institution look more onerous for that country than the actual case. Sometimes missing paperwork, weak supporting papers and an unsuitable approach lead to a refusal of visas, loss of money and effort, and especially to stress the applicant's need. The academic and occupational development of youngsters in Bangladesh is sometimes hampered by bad situations. In order to alter students in the overseas, ITEC - International Training & Education Counsel begins its adventure, bringing transparency to young minds in this sector. They are striving to

develop a comprehensive information hub for those who desire to study abroad. You hope that the information gap will be removed. In addition, a specialized staff is established to better advise students. One of their specific services is to help students process their visas in countries that don't have embassy in Bangladesh. ITEC - International Training and Education Counsel will continue to work for students, researchers and educational enthusiasts to enable a brighter future.

2.5 Operations Management and Information System Practices

Our operation begins with our website and Facebook page providing guidance. We acquire recommendations, and then call them to know the goals of the students. We empower our students with free advice after the section has been filtered. Only then can we evaluate their material and submit it to our linked members if the requirements fit their profile. Our top management does the following portion concerning your visa question, your embassy face and interview responsibilities. We will not get any costs from the students throughout this whole process since if the visa is successful, the institution will give us the commission.

2.6 Industry and Competitive Analysis

2.6.1 End to End services

End to end assistance is available to those students who intend to pursue higher education abroad but who do not wish to be stressed when applying for a visa at foreign colleges. It is a full package for students who are assisted with visa applications at the embassy from university selection. You will find the proper college and course depending on the academic background of students. Students must furnish us with the necessary paperwork on time. We will then process the request. At a glance what we are doing:

- University and course selection
- Admission Assistance
- Visa Assistance
- IELTS Coaching

- IELTS exam registration

2.6.2 Consultancy

“ITEC - International Training & Education Counsel” offers specialized consulting services for practically every country in the globe, according to the applicant's specific requirements. Although applying to overseas universities and for visas is common for certain students, they may have challenges in specific areas while applying to foreign institutions or to the embassy for visas, as laws and regulations differ from country to country and institution to institution. This service is for students who are having trouble with their admission to university or with their visa application and want some assistance. Services under consultancy-

- Information
- Visa consultancy
- Admission assistance

2.6.3 SWOT analysis for ITEC - International Training & Education Counsel

Strengths: Free counseling, IELTS preparation, and credibility test preparation are all available at no cost. It has the reputation of being an Australian business. Because the majority of the employees are under the age of 35, the workplace climate is constantly energizing and motivating.

Weakness: Lack of leadership, as well as a communication gap between associated partners and institutions. There are no effective HR departments in place, and there is no suitable office interior design for a better working atmosphere.

Opportunities: Existing marketing void that ITEC - International Training & Education Counsel - might fill. If the targeting zone is correctly determined, the filtered segment size has a lot of potential.

Threats: There are too many rivals and agencies in the market, as well as a wide range of offerings from other organizations, which pose a danger to the firm. In certain circumstances,

students are subjected to fraud services from other agencies, making it difficult to persuade them and complete their files.

2.7 Summary and Conclusions

ITEC - International Training & Education Counsel is one of Bangladesh's fastest-growing consulting organizations, and we've had a lot of positive feedback from students who have used our services so far. We work with students who show promise in their academic performance and who have a life purpose. We provide our students a completely free service in order to build confidence and goodwill for our consulting company among our student body. For our pupils, we have various divisions that function in a chain. There are a lot of agencies on the market now, but the actual market gap isn't being filled, therefore here is our chance to close that gap and work for our students. We are having some challenges as a new firm in Bangladesh, but I believe that if we follow our planned business structure, we will be successful.

2.8 Recommendations

Because I am a full-time employee of ITEC - International Training & Education Counsel, I am in a unique position to provide personal recommendations. However, based on my three months of experience, I have the following advice for ITEC - International Training & Education Counsel: there are key areas where they must excel in order to remain competitive in this industry. First and foremost, they need to perform more offline marketing because they have done so much online marketing so far, which is why I believe that without personally engaging our targeted population, they would not be attracted. Second, our linked partners should act fast since they cause us to be late. Last but not least, I believe the office interior decorating, particularly in the student lobby, need some improvements.

Chapter 3

Project Part: Effective Brand Promotional Strategies on the Brand Value of ITEC - International Training & Education Counsel

3.1 Introduction

I have taken this report since "ITEC - International Training & Education Counsel" seemed to be related to my study history. The company is at a particularly difficult and inventive point in the creation of a brand and resonance since it has to build market position and to contact the public. This topic is extremely important since it is the report that recounts how a consulting organization develops them into the market every day. Furthermore, every marketing student may take the example of how academic learning is being implemented in the practical sector and the obstacles, dangers and success. It may also be beneficial to other businesses who are new to the market or planning to enter, as well as their brand management strategy.

3.1.1 Objectives of the report

Main Objective

Main objective of this report is to find out the branding strategy and promotional activities of "ITEC - International Training & Education Counsel".

Specific Objectives

- To learn more about "ITEC - International Training & Education Counsel" as a whole.
- To learn more about their digital marketing strategy.
- To determine the institution's one-of-a-kind endeavor.
- To figure out how to get the brand into the minds of the target demographic.
- To provide appropriate recommendations that will be beneficial to them.
- Determine the service's establishment approach.

3.1.2 Significance

Bangladesh's present student population is one of Asia's fastest increasing demographics. Because of seat limitations and the high expense of education, the majority of students here do not acquire the courses or universities of their choice. These students' desire to pursue higher education overseas has surged in recent years. However, the majority of students are unaware of this situation. They have no idea how to deal with different cultures, how to balance life in a different country, how to prepare, and so on. This internship report will also assist those students in learning more about their issues and provide advice on how to overcome them.

3.2 Methodology

Our major business is based in Australia, whereas the first work is carried out in Bangladesh. We receive student files, process them in accordance with university rules, and then send them to our linked partners.

Essential information are gathered through-

- Direct Interview and discussion with Human Resource Division
- Direct Observations

Optional information are gathered through

- Websites of the associations.

3.3 Findings and Analysis

3.3.1 Academic Preparation

In the marketing major, we took five courses. Consumer Behavior, International Marketing, Marketing Research, Brand Management, and Services Marketing were

among the topics covered. According to my internship program, I was able to use the learnings from nearly four of the five primary courses in my job. There was no mismatch between operational functions of the company and my academic preparation since "ITEC - International Training & Education Counsel" is a consultancy business or may say that it is under in-service marketing, additionally it is in product and brand management phase. It's like my study or testing phase, and now it's time to put everything I've learned into practice. Preparation based on the main courses-

Brand management: The brand management course covered the whole branding strategy, from the fundamental branding strategy to how to engage into marketing to build and retain brand value in the market. If I had to summarize the brand course, there were topics such as brand building strategy, brand value, brand aspects, brand planning, brand resonance, market performance, and so on. As "ITEC - International Training & Education Counsel" is in the process of establishing its brand, all of the theory I learned in the branding course is being applied here, such as developing a brand strategy for the student section and developing a strong marketing plan to interact with the public. As far as branding is concerned, it refers to the name of the service, its originality, and the manner in which it is provided to customers or pupils. Furthermore, "ITEC - International Training & Education Counsel" is always aware of the flexibility or the extent to which students are reaching out to them. They are mostly focused on promotional efforts in order to enter and establish brand value in the market.

Consumer Behavior: Consumer behavior is a course that teaches you how to read the mind of the consumer, understand their needs, and create opportunities for them. It also pertains to marketing operations based on customer behavior. In a nutshell, it refers to marketing actions that are focused on customer demand, need, and value. It is all about understanding and establishing services for students in this company, "ITEC - International Training & Education Counsel." In that circumstance, it is always clear to comprehend their situations and provide services in accordance with their requirements. Every marketing action must be predicated on how consumers will adapt quickly and how they will discover us more readily. Most of the material I acquired in this course, such as fundamental components of marketing, consumer adaptability of the service or product, buyer choice behavior, and marketing mix, is applied in the company to capture and attract customers to the service.

Marketing Research: This course will teach how to do market research, identify market gaps, determine what services need to be added, and how to improve market performance. Furthermore, if any new products enter the market, thorough study is required. “ITEC - International Training & Education Counsel” conducted market research in the sense that they offered their service in response to a market need that agencies in Bangladesh lacked. Furthermore, they conduct extensive study every time they add a new country or its university's entire data since they cannot include it until they thoroughly understand it. They are utilizing primary and secondary data in this situation since they are communicating with foreign embassies and institutions; on the other hand, they are conducting research for further information via the internet.

Service Marketing: Service marketing deals with the development and design of services, relationship marketing, service marketing aspects, the unique marketing point that makes service distinctive on the market, integrated service marketing communication. Service marketing is the process of establishing the value of a service in the marketplace and embedding it in people's minds. “ITEC - International Training & Education Counsel” is a market-leading service provider with three distinct services. They have been in the market for a year and are solely dependent on their unique selling point of delivering services for foreign nations with no embassy in Bangladesh. They are more focused on developing their services. For example, for students, they add additional countries, but the problem of the embassy cannot be solved. They continue a relationship with customers using a follow up list, and communicate with all the individuals after one month to discover new customers, or to remind them whether they want or do not want to accept services. "ITEC - International Training & Education Counsel" also communicates in an integrated marketing way via emails, messages and postings in various social media outlets.

Missing Knowledge and Skills

- To manage an official page—as I already stated, I am the Facebook page's editor. I'd never done anything like that before. I'm learning how to create articles, boost articles, write material, create concepts, invite people, and manage the page's

queries.

- Computer-based tasks – I've learned many things in the internship program, how to make call records, the format for data collecting, banner-making activities, posting tools, etc.

3.3.2 Brand Promotional Strategies of ITEC - International Training & Education Counsel

Digital marketing

Digital marketing is a company's voice that uses electronic media to communicate a brand's message loud and clear to its target audience. Digital marketing is the quickest way to contact consumers. There is no such thing as a brand or a corporation that does not engage in digital marketing. In fact, rather than conventional marketing, several services currently use digital marketing to reach out to individuals. One of them is "ITEC - International Training & Education Counsel," which uses digital marketing to get into the industry. Web pages and social media are the mainstays of their promotional activity. Every day, "ITEC - International Training & Education Counsel" is quite active in digital promotion. They make use of the following digital marketing platforms-

Web Site: The organization "ITEC - International Training & Education Counsel" has its own website. Their website's link is <https://itecounsel.com/>, which they are putting more emphasis on since they feel that if their website isn't powerful enough, they won't be able to compete effectively in the market. Every day, we work on the website. They organized the homepage with high-quality, eye-catching images and information organized by nation in distinct tabs. They also take appointments through the website. Furthermore, every piece of information, such as services, service rates, which nation they work for, which institution is best for various nations, and so on, is available on the website. They maintain a very clear method of disseminating information. There is a digital marketing officer that is always concerned about the ESO rates, how much traffic the web page receives, and how many visitors bounce from it. "ITEC - International Training & Education Counsel" truly wants to attract people's attention with their well-organized web page since they have a lot of clients or students who come through the digital marketing to them.



Figure-1- Website

Facebook: Facebook is another significant promotional tool for "ITEC - International Training & Education Counsel." Every day, Facebook postings are scheduled for one or two



times depending on the country's unique selling point, university admissions, IELTS-related posts, and tuition fee-related posts. Furthermore, they give postings based on it on every occasion or special day, and they are linked with the audience. For example, during the most recent Bangladesh cricket match, we created a poll to engage people on our page. They also provide various posts for engaging individuals, such as study suggestions, without their service or required postings. Their Facebook page has almost 8,000 likes. On Facebook, "ITEC - International Training & Education Counsel" is always active. For instance, I am responsible for responding to questions sent by Facebook message or in the comment area. I need to take care of this after work or on weekends so that clients don't have to wait for their queries. Not only does the corporation publish on Facebook, but it also invites people or pupils. They're constantly updated on Facebook.

Figure-2- Facebook page

Instagram: "ITEC - International Training & Education Counsel" intends to employ Instagram as well, since it is now the most effective promotional tool after Facebook. They've already set up the account, and advertising activity on Instagram will begin in a few days.

YouTube: ITEC- International Training & Education Counsel has their own channel with videos on student consultation and how they may apply to institutions in other countries through us.

Blog: “ITEC - International Training & Education Counsel” launched a dedicated blog page to bring students together and allow them to share their thoughts. It's like a community where you can debate all kinds of educational subjects like traveling overseas and visa concerns. It's also the campaign to get people to remember the name.

Digital marketing summary example:




Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  ITEC - International Trai...	7.6K 	▲100%	3	320 

Figure-3- Engagement

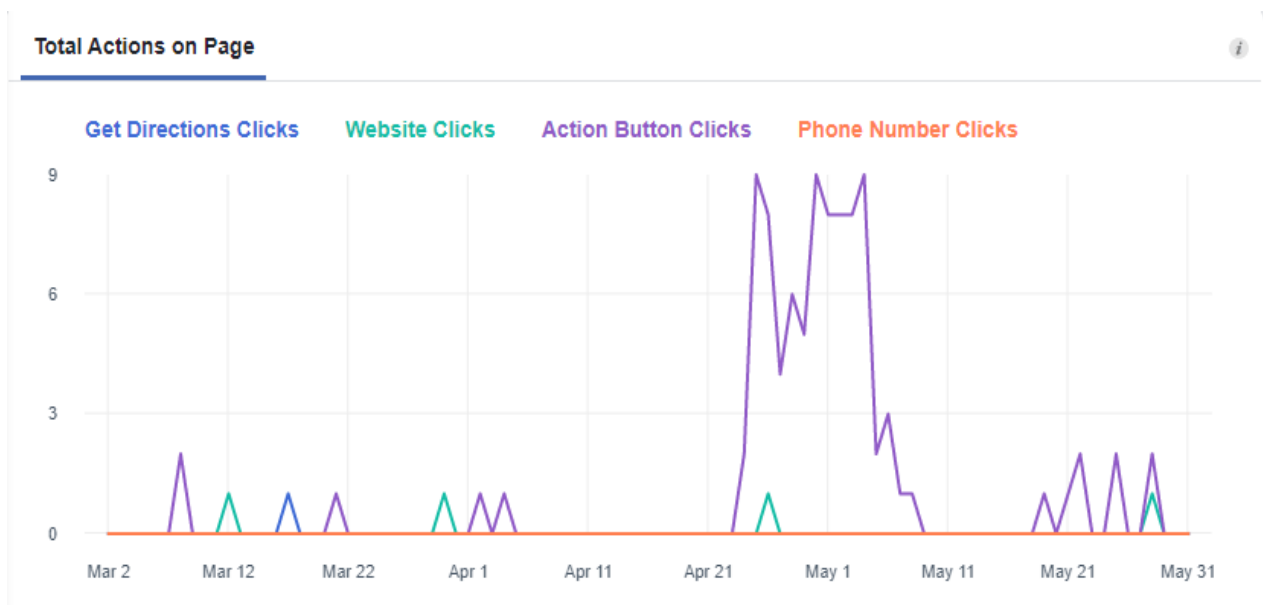


Figure-4- Actions on page

3.3.3 Throughout the table

Management and organizing of events

There is a common event for the entire organization, such as the two incidents that occurred after I joined the firm. "Free phone consultation" and "Free spot evaluation" are two examples. Along with myself, a four-person team is in charge of event planning. We planned, coordinated, and managed the events from start to finish. For instance, I invited roughly 200 individuals to our events, created an invitation list, and identified potential customers after providing the service, and then attended them.

Creating a report

There is a regulation that we must submit a month's worth of marketing plans, including when days we will promote what. In addition, there is a weekly meeting to assess the team's progress. I support my supervisor in the first stages, such as preparing meeting reports and weekly progress reports. Providing suggestions for consumer participation. As an example, I proposed a strategy to target HSC students who want to continue their education after the test in another country. As a result, we want to provide them with some useful items, such as printed routines or desk routines, in order to introduce our brands to them.

3.3.4 Other relevant activities

Inviting guests

We must always send out texts and emails to invite people to events. It is a one-time activity, but it will continue to raise awareness of our services.

Creating content

Every weekday, more or less, a post is made on the Facebook page. It's often necessary to create material to share a post based on a country's USP and other factors such as a priority list of nations and whose intakes are scheduled when.

Receiving calls

Incoming questions can be directed to a hotline number. Many students call in to inquire about various types of information. It's similarly similar to a one-time or irregular project. If my supervisor is at a meeting or on leave, I am responsible for taking calls.

3.4 Summary and Conclusion

This internship, I am confident, will assist me in reaching the peak of my profession. Every day at this job was like a recitation of all I had learned during my four years of undergrad. This place let me break free from my academic knowledge and discover some cutting-edge business strategies. I learnt to create relationships with my coworkers by meeting new people and dealing with them in a business atmosphere. This made it easier for me to adjust to new situations. I learnt something new and different every day. The report is based on my experiences at this firm and what I discovered throughout my time there that might benefit this organization. To me, the workplace and the individuals who worked there seemed like a second home. There was no monotony in the work, but there was a lot of it going on at the same time. I learnt how to deal with customers' questions, how a business develops growth goals, how to communicate with consumers through digital marketing, how a firm operates and its regulations, and most significantly, how to improve my communication skills. Although it is not a long time for three months to learn everything there is to know about this sector. The relationships I have built may be considered as lifetime assets.

3.5 Recommendation

If I speak about ITEC, it has an enormous chance on the market as you work for higher education abroad and many students are currently focused on going to further studies overseas. "ITEC - International Training and Education Counsel" should only use its resources and focus on company development as quickly as feasible. More importantly, they must conduct campaigns, seminars and commercial workshops to educate people to digital marketing properly.

- "ITEC - International Training & Education Counsel" can provide its customers with adequate after sales support. The organization may attract additional consumers via happy clients. It helps keep track of the brand name and may recommend others to the service.
- The "ITEC - International Training & Education Counsel" can contact visa-seekers quickly with Google Analytics.
- The firm can make it more inventive through online channels (web marketing, social media and events) and can reach more customers, as the majority of those who use social media nowadays. It is therefore highly vital for customers to be inventive.
- A client record server can be developed by the firm. You may examine your potential consumers from this. As they have followed up, however, certain seminars and/or events should be arranged which consumers may know more about.
- In order to establish a community by providing seminars or education programs, the corporation might engage other educational institutions.
- Needs to focus more on consumer participation. Since consumers still have to know about the services provided, it is of major significance to retain consumers via

communication channels. In a wider context also, this will help to develop buzz marketing.

- Although "ITEC - International Training & Education Counsel" marketing campaigns attract potential consumers, ATL should increase its attention on commercial operations, because they haven't yet. If they conduct business and utilize it on the YouTube, they may focus and focus on their brand.

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Appendix

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