



Internship Report
on
Evaluation of Marketing Strategy of Creative IT Institute

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Letter of Transmittal

July 16, 2024
Professor Dr. Md. Abul Hossain
Department of Management
Daffodil International University Bangladesh

Subject: Internship Report on An Evaluation of the Marketing Strategy Creative IT.

Dear Sir,

I am submitting my internship report on “ **Evaluation of the Marketing Strategy of Creative IT Institute**”. This internship program has helped me comprehend the practices of Marketing strategies and activities. I have made every effort to complete this report thoroughly and effectively. I am confident that my persistent dedication will enhance the reader's understanding of the content presented in this document.

Moreover, I would be very grateful if you could kindly accept this report and offer your esteemed opinion. I would be greatly pleased if you consider this report helpful and insightful for gaining an apartment viewpoint on the matter.

Sincerely,

RAFI UL

(Md. Rafi – Ul Islam)

ID: 203-52-019

BBA in Management

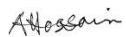
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Certificate of Supervisor

This verifies that Rafi-Ul, a student in the BBA in Management Program at Daffodil International University, was under my guidance during his internship at Creative IT Institute. I am happy to say that Rafi-Ul put in significant effort to create this report. The report's data and findings appear to be genuine.

Rafi-Ul has a commendable moral character and an agreeable personality. I hope he achieves great success.



(Professor Dr. Md. Abul Hossain)

Professor and Head

Department of Management

Daffodil International University Bangladesh

Acknowledgment

First and foremost, I want to sincerely thank Allah Ta'ala for providing me with the courage to complete the "INTERNSHIP" report on time.

I wish to convey my heartfelt thanks and appreciation to my internship supervisor, Professor Dr. Md. Abul Hossain. I could not have finished this report without his assistance, guidance, and overall oversight. His ongoing support and oversight during this research have been the most significant motivation for me.

My sincere appreciation goes out to Md. Monir Hosen, the founder and CEO of Creative IT Institute. His guidance, along with that of Zia Uddin Mahmud, the Chief Operating Officer, has been valuable to me throughout my internship journey. Their mentorship has played a key role in my professional growth and in the successful completion of this internship report. Additionally, I am sincerely thankful to Zahedi Shuvo, the Head of Digital Marketing, for introducing me to new concepts and supporting my integration into the organization.

I consider this opportunity a pivotal milestone in my professional development. I am dedicated to applying the skills and knowledge I have gained to the fullest extent and am eager to continue collaborating with each of you in the years ahead.

RAFI UL

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Abstract

This report assesses the marketing strategy of Creative IT Institute, a leading freelancing training center in South Asia. The study explores growth opportunities for this prominent IT educational institution.

Creative IT Institute, based in Bangladesh, specializes in teaching freelancing skills to students. The organization also examines the relationship between advertising and product sales. This report provides a comprehensive overview of the institute's operational methods, procedures, and policies. Recognized for its commitment to high-quality professional training, Creative IT Institute has established itself as one of Bangladesh's premier IT training facilities. The report delves into the evaluation of advertising's impact on product sales.

The internship report examines Creative IT Institute's marketing strategy, focusing on its target demographics and market positioning within Bangladesh. It analyzes the institute's marketing mix strategies and identifies areas that require attention from management. Based on these findings, the report offers various recommendations and conclusions.

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Acronyms

CEO: Chief Executive Officer

CFO: Chief Financial Officer

COO: Chief Operating Officer

CIT: Creative IT Institute

ED: Executive Director

FB: Facebook

SMM: Social Media Marketing

SEO: Search Engine Optimization

CHAPTER 01

Introduction

1.1 Introduction:

This report, a requirement for the Daffodil International University program, focuses on my internship experience at Creative IT Institute. My research centered on evaluating Creative IT's marketing strategies.

Bangladesh's IT sector has been experiencing significant growth, evolving rapidly over the past two decades. The government has been actively developing the nation's IT infrastructure, including the establishment of high-tech parks, digital platforms, and efforts to cultivate a skilled IT workforce. Various IT training institutes have played a crucial role in this growth by contributing to the country's IT skill development. Freelancing has become a vital source of income for young people and contributes substantially to national prosperity. Creative IT stands out as an institution committed to empowering the community through high-quality education and nurturing future leaders. The institute's dedication to providing top-tier training programs is evidenced by its ISO 9001: 2015 certification, which distinguishes it in the IT industry.

This internship opportunity has provided me with valuable insights into the IT sector's practices and enhanced my understanding of Creative IT's overall marketing activities. Throughout this period, I have diligently worked to analyze and document my practical experiences related to Creative IT's operations.

1.2 Scope of the Study:

Scope of the Study The most important aspect of the research is to acquire knowledge about the Marketing Activity of Creative IT Institute. Bangladesh's social network, internal websites, and in-depth interviews with students provided the data for the investigation.

1.3 Objective of the study:

1.3.1 Broad Objective:

The main goal of this report is to investigate how Creative IT Institute has maintained its success in the IT sector for 15 years and explore why their students are satisfied with their IT skill training.

1.3.2 Specific Objectives of the study:

- I. To explore the marketing strategy of Creative IT.
- II. To analyze the marketing strategy of Creative IT Institute.
- III. To identify the problem of marketing strategy of Creative IT Institute.
- IV. To give some suggestions to improve the marketing strategy of Creative IT Institute.

1.4 Motivation for the Report:

Business students require more than just theoretical knowledge. A significant disparity exists between academic learning and practical expertise. Upon completing theoretical studies, it's crucial to gain insight into the job market and local companies. Many IT industries in our nation prioritize training and profit generation. However, institutions like Creative IT Institute stand out by emphasizing both training and preparing students for international employment opportunities. They ensure comprehensive training completion for each student and facilitate their successful entry into the global job market. Creative IT Institute offers complete guidance, from establishing online marketplace accounts to effectively working in these environments. This report aims to examine student satisfaction levels within this IT industry and its services, the duration of international client relationships, and the types of services obtained from Creative IT Institute.

1.5 Limitations of the Report:

The Limitations felt while doing this report:

- I. Hard to cover all the trainees within this limited period.
- II. Hard to cover all the IT training institutes in Bangladesh.
- III. The time frame was limited.
- IV. To clarify marketing mix (Product, Price, Place, Promotion of Creative IT)
- V. As an intern in a professional area, so the intern feels lack of in-depth knowledge in preparing this report.
- VI. Due to a lack of interest from both students and corporate individuals at Creative IT Institute in taking part in the survey, the intern was forced to work with a restricted sample size.

1.6 Methodology of the Study:

This report's research follows a methodical approach, beginning with topic selection and concluding with the final report preparation. The core process involves gathering and organizing data, followed by a crucial stage of classification, analysis, interpretation, and step-by-step presentation. .

Data collection for this report was from *two* sources. These are-

1.6.1 Primary Sources:

- I. **Observation:** The daily operations and processes in different sections of the company.
- II. **Questionnaire:** Distributed among employees and students to gather insights and feedback.
- III. **Internal audit:** Conducted to review and assess company procedures and documents.
- IV. **Survey:** Designed to collect data and opinions from students and existing employees.

1.6.2 Secondary Sources:

- I. **Annual Report:** A yearly summary of a company's financial performance, operations, and future outlook, offering key insights into its business health.
- II. **Company Record:** Internal documents, including financial statements and meeting minutes, provide detailed historical data about the company.
- III. **Internet:** A broad resource for up-to-date information, including company websites, articles, and industry reports.
- IV. **Website:** The company's official site, offers direct information on its products, values, and news updates.
- V. **Different Papers of the Company:** Internal reports or case studies that give detailed insights into specific projects or strategies.
- VI. **Magazines:** Industry and business publications that provide external perspectives, market trends, and company analyses.

CHAPTER 02

Company Profile

2.1 Introduction

Creative IT Institute one of the leading IT training Institutes in Bangladesh offers an excellent standard of learning. It has been playing a vital role in eradicating the unemployment problem since 2008 with quality service. Continuous improvement of the institution proves its excellence. The institute also reached a tremendous milestone by achieving ISO 9001: 2015 certification on. Simultaneously the Creative IT Institute is successfully contributing to making a Smart Bangladesh. With the varied range of different courses, Creative IT aims to provide resources for any giant international company like Google, Facebook, etc.

It has also started to facilitate international students who come from different countries. Students from any corner of the world can take part in this institution through online classes where 24/7 online support is available. Creative -E-School has added another dimension to provide training for remote people. Nurturing emerging talent via knowledge exchange, providing support in educational techniques, partnering on globally recognized projects, promoting thriving freelancers, and mentoring young individuals into entrepreneurship are vital strengths of this organization.

2.2 History of the company

Established in 2008, Creative IT Institute has been offering training programs to enhance IT skills. The organization was initiated by CEO Mr. Monir Hosen, a young visionary who aimed to simplify the IT world's language by fostering leadership and contributing to individual success. With a mission focused on growth and addressing emerging needs, the institute has evolved into one of Bangladesh's leading IT educational centers.

The institute collaborates with various government bodies. They are actively engaged in the outsourcing market, working towards graduation under the Bangladesh Hi-Tech Park Authority. Committed to staying current, they consistently provide training that aligns with the latest industry trends. Their ongoing efforts to develop individual careers and promote success on the global stage continue to this day.



Figure – 2.1 (Concern of Creative IT Institute)

2.3 Mission

1. To enable the community by providing cutting-edge techniques that enhance confidence in quality education.
2. To enhance opportunities and development by expanding the realms and chances for our upcoming leaders.
3. To link the top chosen talent to provide quality values that help leaders to thrive. To harness the potential of youth by addressing and fulfilling new requirements in both local and international communities.
4. To diminish disparities for the benefit of society by establishing a global network of excellence.

2.4 Vision

To make educational access through the internet available to everyone worldwide. In recent times, individuals have sought greater formal education online, leading the company to believe that expanding education and internet access in underdeveloped countries will help reduce unemployment.

2.5 Products and Services

Creative IT Institute is a training center that offers the highest number of courses in Bangladesh for developing IT skills. They offer over 30 courses such as Graphic Design, Responsive Web Design, Professional Web Development, Ethical Hacking, CCNA/CCNP in Networking, Robotics, Android App Development, Digital Marketing, SEO, UI/UX Design, Interior and Exterior Design, and more.

2.6 Organogram

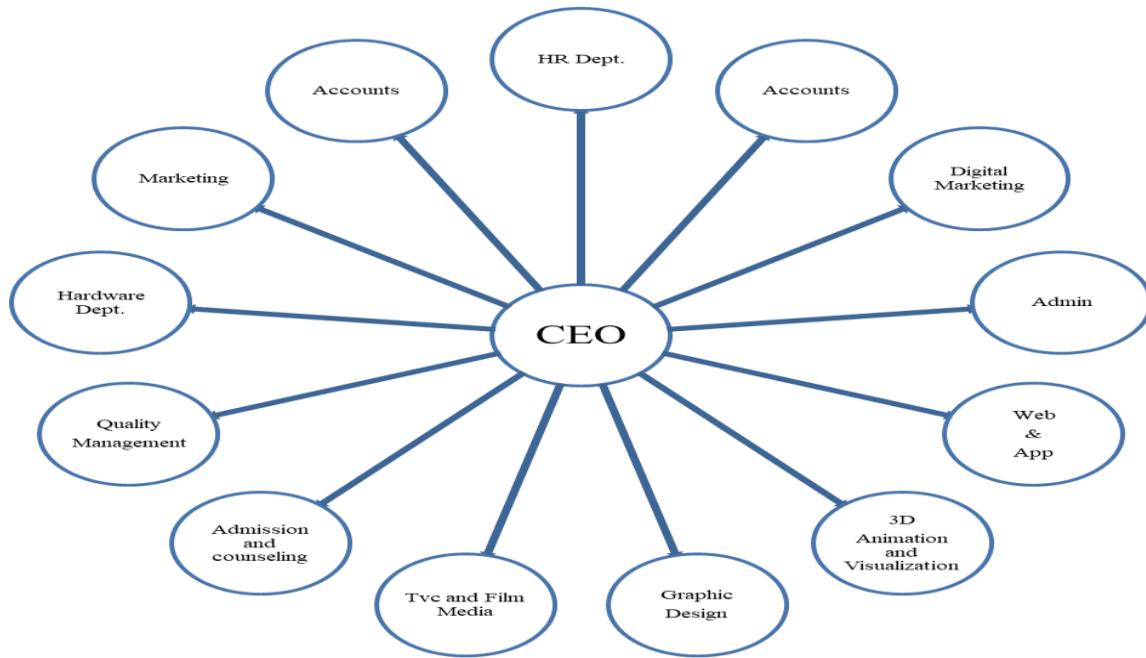


Figure – 2.6 (Organogram)

2.7 Corporate Social Responsibility

CSR ACTIVITIES OF CREATIVE IT INSTITUTE

Creative IT Institute, being a socially responsible organization, always seek to make some positive impacts on society. We practice Corporate Social Responsibility in a way that leverages our skills and capacity and contribute to the wellbeing of humanity at the same time. Therefore, we have come up with three CSR programs: Women Empowerment, Empowering Senior Citizens and Enhancing the Skills of Physically Handicapped People.



IT TRAINING FOR WOMEN EMPOWERMENT

No nation can become entirely developed without ensuring greater participation of women in socio-economic activities. Bangladesh, having acknowledged the fact, undertook various endeavors in the last decade to integrate women in the mainstream development goal.

Financial inclusion by bringing changes in the women's labor pattern is one such measure taken by the govt. But it is not completely govt.'s duty to bring the women into the workforce, corporate institutions also have a role to play.

Creative IT Institute, recognizing their part in this, has started a comprehensive IT training program for the economic empowerment of women.

Although women's participation in the national

workforce has increased significantly, we understand still a large number of women don't get into job opportunities they deserve even after receiving higher education. A number of social barriers are still holding them back in regards to their career development.

This is why we are trying to make a difference for them by providing IT training. We believe the IT sector can make a huge impact to take Bangladesh towards a middle-income country. Various IT training can enable women to become financially independent and contribute to the national economy without even entering the traditional job market.

Already 3000+ women have received training under our Women Empowerment Program. Many of them have already been keeping their footprints of success in freelancing and regular careers.

Figure- 2.7.5 (CSR Activities)

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2.8 SWOT Analysis

2.8.1 Strengths:

- I. The organization boasts a highly skilled and proficient team of information technology experts.
- II. They offer instruction in cutting-edge IT skills through courses that are highly relevant and in-demand in today's market.
- III. The range of courses they offer surpasses that of any other IT training institution nationwide.
- IV. Their client service is characterized by exceptional professionalism and expertise.
- V. The company's work environment is so satisfying that employees rarely leave, resulting in a very low turnover rate.
- VI. Their comprehensive support system and student resources distinguish them from competitors, positioning them as a leader among IT training institutes in Bangladesh.
- VII. The organization prioritizes research and development initiatives, constantly striving to innovate new services and technologies.

2.8.2 Weaknesses:

- I. Heavy reliance on online classes means any technological issues, such as poor internet connectivity or platform downtimes, can disrupt learning experiences.
- II. The IT training market is competitive, with many local and international institutes offering similar courses, making it challenging to stand out.

2.8.3 Opportunities:

- I. Their potential for expanding their customer service-oriented operations is substantial.
- II. By fostering strong connections with international clients, they can ensure loyalty and prevent them from seeking services elsewhere.
- III. The introduction of new IT skill enhancement programs in the near future could propel the nation forward in the technology sector.

2.8.4 Threat:

- I. Economic downturns or fluctuations, may reduce individuals' ability to afford the course.
- II. They need to be more concerned about the information so that no one leaks them to other organizations.

CHAPTER 03
Theoretical Aspects
of Marketing
Strategy

3.1 Theoretical Aspects of Marketing strategy:

This section primarily addresses the unique aspects of marketing activities and services. While the previous chapter thoroughly explored marketing principles, this one focuses on applying the 7P marketing mix to various product and service characteristics. The marketing mix comprises a set of controllable, tactical marketing tools that organizations use to create products tailored to their target market. Product demand is influenced by how a company utilizes the marketing mix to introduce its offerings. This concept also serves as a valuable tool for market research, planning, identifying opportunities, and implementation.

Companies strive to develop an effective marketing mix by offering the appropriate product at a suitable price, in the right location, with proper promotion. The 7Ps of the marketing mix include product, price, place, promotion, process, physical evidence, and people. Creative IT has developed a strong marketing mix for its products and services, with all elements being interconnected. Creative IT Institute primarily offers services rather than tangible products, employing both physical goods and service-based educational systems. This approach, known as "service products," requires a specialized understanding of products and enhanced marketing efforts.

The academic education provided by Creative IT Institute incorporates both tangible and intangible elements. It supplies physical goods such as lecture materials, CDs, and research resources, along with services like seminars, workshops, counseling, student engagement, and freelancing courses. Physical goods and services offer distinct advantages, and a product's market value is determined more by its presentation, delivery system, and offerings than its cost.

Every organization aims to offering the right product at an appropriate price, in a suitable location, with effective promotion. Creative IT has developed a strong marketing mix for its products and services, with all elements being interconnected.

Let's examine the 7Ps of Creative IT Institute.

The 7Ps marketing mix expands upon the traditional 4Ps by incorporating additional elements. These seven components are crucial for marketers to achieve business success. The human factor is particularly significant in advertising and marketing goods or services. From a marketing management standpoint, it's essential to ensure that company employees align with the broader messaging strategy. Creative IT's sales department, comprising the "Business Team" and "Digital Marketing Team," employs over 400 individuals who operate across various regions in Bangladesh to represent the company. New hires undergo training by supervisors to provide exceptional client service. Marketing personnel consistently strive to deliver optimal customer service. The Sales Department aims to maintain positive client relationships by offering high-quality products at reasonable prices. It also oversees the sales conditions of marketing territory staff who contribute to the company's growth and improvement. They evaluate the performance capabilities, skills, and potential of all sales representatives and coordinators. Adherence to established procedures is also monitored. The business team endeavors to accommodate interested parties by contacting them and extending invitations to visit the office for further steps. The product is taken into consideration by both professionals and non-professionals alike.

3.1.2 Physical Evidence:

Creative IT Institute is a functioning technology company in Bangladesh. Product packaging receives significant attention from marketers due to its role in enhancing product appeal. The online marketplace offers a variety of courses, ranging from conventional to innovative options. Additionally, the company provides branded merchandise for their brand advocates. The service must be comfortable and of high quality, ensuring excellent communication services, proper employee conduct, appropriate teaching tools and resources, and a pleasant atmosphere.

3.1.3 Process:

Creative IT Institute encompasses processes, technological terminology, and activities involved in service provision. The approach to service delivery is directly influenced by process decisions. Various procedures are employed for different services, such as initial communication with potential students or clients. The following recommendations may benefit the Creative IT Institute management team:

- I. Ensure optimal service from the marketing department and promote marketing at all levels.
- II. Offer flexible service delivery to enhance customer comfort.
- III. Conduct staff training sessions on effective service provision and consider recruiting high-caliber employees.
- IV. Provide supplementary services and additional offerings to existing customers, prioritizing them to facilitate market expansion.
- V. Solicit customer feedback regarding product issues, concerns, or inquiries.
- VI. Deliver superior quality products incorporating innovative technology at competitive prices.
- VII. Implement product differentiation strategies to maintain a distinct identity in the target market and set the brand apart from competitors.



Figure- 3.1.3 (Marketing Mix)

3.2 The Important elements of marketing mix 4p are given below:

3.2.1 Product:

Products and goods are the important and necessary key elements for the Creative IT Institute. The Creative IT Institute product is a high-quality and beneficial product for students. The product offered by the Creative IT Institute is excellent and helpful to pupils. Customers find CPD's products appealing, and the selection process is determined by their priorities.

Creative IT has different types of products both online and offline.

3.2.2 Price:

In the marketing mix, product development pricing plays a crucial role. It is an essential component as it directly impacts revenue generation and interacts with other marketing mix elements. The pricing process involves various factors, including product availability, production expenses, organizational accessories, and marketing goals within the market. In Bangladesh, Creative IT stands out by offering superior quality courses compared to competitors. Their focus on providing quality products at competitive prices has enabled them to capture the largest market share in the country. However, the selling price fluctuates based on product demand in different regions. The company plans to launch a new course for the mass market, which may result in varying price competitiveness compared to other brands. Creative IT intends to develop its pricing strategy based on product size, potentially creating a competitive edge for both the brand and the organization.

3.2.3 Place:

In the context of customer communication, place primarily refers to product accessibility. It involves ensuring that desired items are available at expected locations. Creative IT has established a presence in most major areas of Dhaka, Bangladesh. Additionally, the company operates 4 branches throughout the country. Within Dhaka, Creative IT's distribution points are located in Mirpur, Dhanmondi, and Uttara.

3.2.4 Promotion:

Promotion is closely linked to customer communication, providing information that influences purchasing decisions. The expenses associated with promotion are factored into the overall production costs of an item, including advertising. An effective promotional strategy contributes to building enduring customer relationships. While promotions can boost sales, they also increase expenses. Creative IT employs various promotional methods, including television commercials, BP activation, events, conferences, corporate publications, social media, and corporate advertising to market their brands.

I. **Television Commercials:** TV ads are a crucial promotional medium. Organizations pay for television programs that contain their message. Creative IT strives to showcase their products through this advertising method.

II. **Activation:** Creative IT utilizes product promotion through BP activation, which brings brand messages to life strategically. Creative IT engages in various types of activation, such as market and corporate activation.

III. **Billboard:** Creative IT promotes their products using billboard advertising, which is particularly effective in specific geographic areas.

IV. **Conference Program:** Creative IT organizes conference programs to provide proper guidance and assist in career goal selection through seminars.

V. **Events:** Creative IT also hosts various types of events based on different occasions.

3.4 Process as a Part of the Selling Combine:

The process is an additional component of the expanded marketing mix, also known as the 7P's. Within business and marketing literature, there are diverse interpretations of the process concept. Some view processes as a means to achieve specific outcomes; for instance, a company might implement a marketing process to attain a 30% market share.

Various points in time are considered. To help illustrate the marketing process from the customer's perspective, several examples are provided.

Numerous instances of physical evidence include:

- I. Packaging
- II. Internet/web pages.
- III. Work (such as invoices, tickets, and dispatch notes).
- IV. Brochures
- V. Furnishings
- VI. Accumulation (such as those on craft and vehicles).
- VII. Uniforms
- VIII. Business cards
- IX. The building itself (such as prestigious offices or scenic headquarters).

Chapter 4

Internship Experience

4.1 Job Responsibilities

The internship was the perfect mix of training on marketing strategy plus career counseling and freelancing pro tips. We organized various seminars, a Freelancing Boot-Camp, and popped up ads via advertisement to digital tools such as Facebook or Trello/slack, etc. Focus on Employability Skills in Curriculum Development for English Communication This end-to-end model brought the career planning and marketing activities together, which in turn improved student footfalls as well as outreach for the institute.

4.1.1 Counseling and Career Guidance:

- I. Provided individual counseling to students on career-related needs, offering guidance on CV writing, cover letters, and interview techniques.
- II. Conducted mock interview sessions to help students prepare for job applications.
- III. Acted as a consultant on leading freelancing market portals, offering insights and guidelines for career development, goal setting, and academic activities.
- IV. Offered research materials and documentation on career objectives and freelancing opportunities.

4.1.2 Technological Tools and Platforms:

- I. Utilized various technological tools and online portals such as Facebook, video conferencing platforms, Trello, and Slack for organizing sessions and maintaining communication with students.
- II. Employed pop-up advertisement media to reach out to and engage students in their career planning journey.

4.1.3 Seminars and Events:

- I. Planned and led workshops on freelancing subjects like content creation, Facebook promotion, pop-up ads, and interview strategies and advice.
- II. Hosted a “Freelancing Boot-Camp” event, featuring external speakers including corporate professionals, employers, successful women in freelancing, and experienced students, to share insights and experiences with attendees.

4.1.4 Curriculum Development and Academic Activities:

- I. Improved the English communication program by implementing job-oriented units, crafting instructional content and exercises, and facilitating team discussions.
- II. Developed online career learning resources for English communication classes.
- III. Advised students on enhancing employability through leadership skills, extracurricular activities, and volunteer experience.

4.1.5 Career Awareness and Freelancing Opportunities:

- I. Created awareness about freelancing opportunities and guided students on developing skills required for high-income freelancing.
- II. Produced publicity materials and wrote articles for online portals, targeting a diverse audience including students, academics, employers, housewives, and job seekers.
- III. Attended meetings with top management to discuss future planning and suggested program improvements to the head of education.

4.2 Functions of the Department

4.2.1 Sales Department:

The main responsibility of this department is to carry out different actions that persuade clients to purchase goods or use services. In the case of the creative IT sales department, a communication team manages operations. Their only aim is to draw in a large number of students to buy their service. Their advertisements feature successful freelancers who were once their students to motivate potential customers. Current students are encouraged by course mentors to spread word-of-mouth recommendations. The team also targets specific individuals who register on their website and possess basic computer and communication skills. If a prospective student doesn't enroll within the expected timeframe, follow-up calls are made. Occasionally, they offer course discounts and boost Facebook posts to accelerate monthly enrollment targets and promote freelancing opportunities. The department monitors student admissions and payment statuses, as they must report revenue, costs, and other sales-related metrics to the accounting division.

4.2.2 Education Department:

A Career advisor team manages this department, assigning highly skilled mentors to each course offered by Creative IT Institute. The mentors recruited have computer science backgrounds, advanced computing abilities, and experience in freelancing. The team develops course content and conducts both in-person and virtual classes weekly according to a set schedule. Each mentor allocates specific hours weekly for student counseling as part of their freelancing support, in addition to their ongoing course responsibilities.

4.2.3 Accounts Department:

The department oversees all financial transactions, including:

- I. Money out: Paying bills and maintaining track of them Money in: Handling payments that come in.
- II. Money in: Handling incoming funds.
- III. Payroll: Ensuring that workers receive their salaries.
- IV. Reporting: Making financial reports, such as budgets, balance sheets, and P&L Financial controls are in place to prevent mistakes, fraud, and theft.

4.2.4 Business Development:

The team plays a crucial role in identifying promising markets for their offerings and expanding opportunities to attract investors. They analyze and monitor external factors such as clients, industry trends, market conditions, company reputation, and macroeconomic indicators to uncover potential opportunities and assess their viability, appropriateness, and future prospects. This analysis helps in evaluating various scenarios and supports the creation of business growth strategies. The primary responsibilities of this team include:

- I. Enhancing the company's brand reputation
- II. Establishing and improving business channels and online platforms
- III. Exploring new markets and potential investors for partnership opportunities
- IV. Working in tandem with other departments

4.2.5 Human Resource Department:

Recruitment: The organization posts job openings, finds applicants, evaluates them, does initial interviews, and works with hiring managers who are in charge of choosing the best prospects.

Benefits and Compensation: The business establishes pay plans and assesses competitive pay practices, including performance issues, promotions, salary determination, and leave transfer policies.

Training and Development: To assist new hires in adjusting to a new corporate culture, Creative IT provides them with comprehensive orientation training. Additionally, mentors receive an outline of the course layout.

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CHAPTER 05
Analysis of
Marketing Strategy
of Creative IT

5.1 Types of Marketing Strategies They Use:

Creative IT Institute has followed a comprehensive marketing strategy to reach out and engage prospective students, promote its training programs as well as build the brand. The institute endeavors to grow, gain new students and dominate the market of IT education by mixing both digital marketing paradigms with traditional methods.

The marketing channels are as follows-

- I. Active in Social: Facebook, Instagram, and LinkedIn marketing.
- II. TV/Radio ads: Personalized online advertisement for consumers.
- III. SEO: Search Engine Optimization (For Improved Then Standard SERP Rankings)
- IV. Word of mouth: Influencer and Alumni Marketing.

5.2 Evaluation of Marketing Strategy:

Creative IT Institute uses marketing in effective ways that it can to ensure they connect and convert with as many potential students.

- I. Social Media Marketing: The institute makes use of social media sites like Facebook, Instagram and LinkedIn to put up various content-related articles over there as well it markets about the courses that are going on in its series so that it can engage with individuals by creating connection between them and attracts loyalty for their brand.
- II. (SEO): Creative IT Institute optimizes its website and content for search engines to enhance visibility, which attracts organic traffic from users who are actively searching for courses or training in its field.

- III. Word of mouth: This encourages loyal students and alumni to share the good things about their experiences, which can be a crucial part of other people's decision-making.
- IV. TV/Radio Ads: Traditional advertising on TV & radio will reach an enormous audience, particularly those that don't seem to be as active online. They thereby attract a variety of backgrounds and increase the visibility of the institute in different demographics.

5.3 Survey of Marketing Strategy of Creative IT Institute:

The strategy for marketing at Creative IT Institute takes a comprehensive approach to enhance its standing in the competitive digital education industry. Valuable insights into the effectiveness of the institute's marketing efforts were obtained from a survey of 55 individuals, which showed that the institute concentrates on utilizing both digital and offline channels to draw in and involve students.

Digital marketing is a crucial element of the marketing strategy, with Creative IT Institute extensively leveraging platforms such as Facebook, Instagram, and YouTube to promote its courses and success stories. These platforms enable the institute to reach a broader audience, particularly targeting tech-savvy young individuals.

5.3.1 Age Distribution:

What is your age?
54 responses

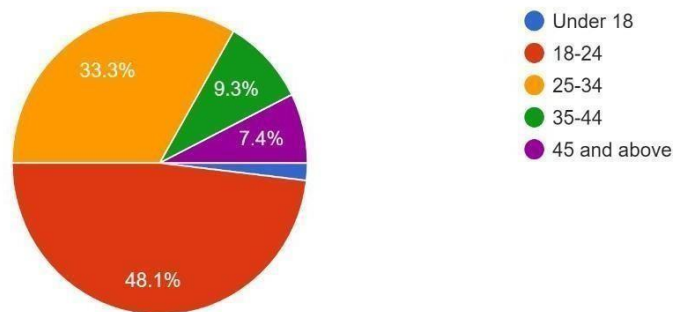


Figure 5.3.1– Age Distribution

The pie chart shows that 48.1% of respondents are in the 18-24 age category, making it the largest group. Following closely behind is the 25-34 age group, accounting for 33.3% of respondents, while smaller percentages are in the under-18 (2.8%) and above-35 (9.3%) categories. These findings suggest that the marketing strategy may be targeted toward relatively young adults, given that the majority of respondents fall within this demographic.

5.3.2 Gender Distribution:

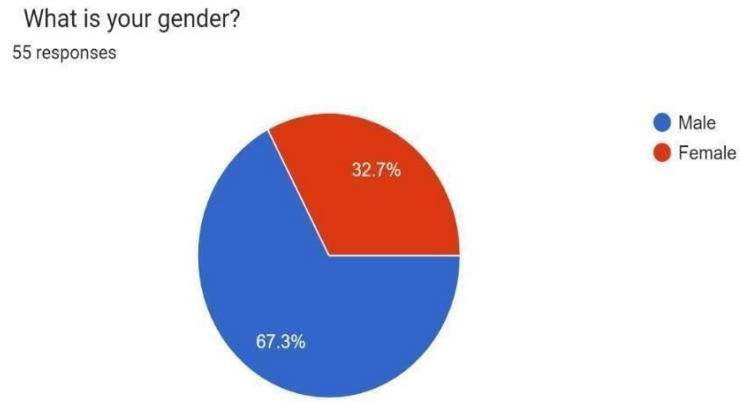


Figure 5.3.2 – Gender

The majority of respondents (67.3%) indicated that they are male. The remaining 32.7% identified as female. This gender breakdown suggests that male students or professionals may more favor the courses or services of Creative IT Institute.

5.3.3 Profession:

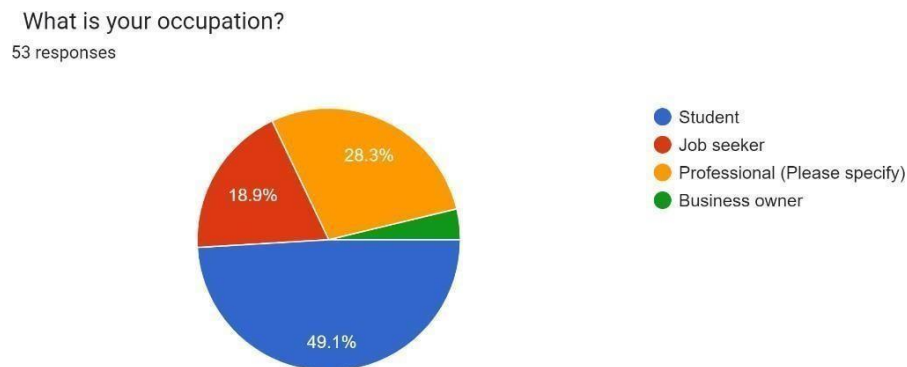


Figure 5.3.3 – Profession

The majority of participants are enrolled as students (49.1%). Professionals for 28.3% of the respondents, with 18.9% identifying as job seekers. This suggests that a significant segment of the target audience for Creative IT Institute's marketing approach consists of students, potentially indicating their interest in developing or refining their skills.

5.3.4 Marketing Channels:

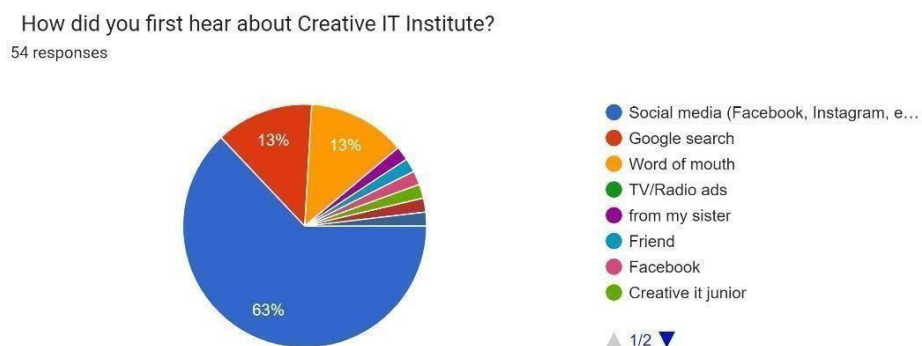


Figure 5.3.4 – Marketing channels

The distribution displayed in the chart illustrates how respondents were initially introduced to Creative IT Institute through various channels: The majority, 63% (depicted in blue), first learned about Creative IT Institute through Social Media platforms like Facebook and Instagram. Thirteen percent (depicted in orange) discovered the institute via Google search. Another thirteen percent (depicted in red) became acquainted with the institute through Word of mouth. The remaining categories, such as TV/Radio ads, referral from a sister, Friend, Facebook (as a distinct source from general social media), and Creative IT Junior, each represent smaller portions of the pie chart.

5.1.5 Taken Course:

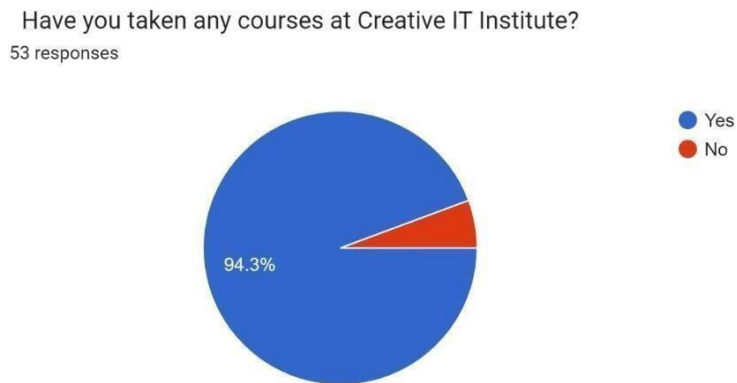


Figure 5.3.5 - Taken course

The chart indicates that the majority who are respondents to the survey are current students of Creative IT Institute more than 94.3%.

5.1.6 Content Engagement:

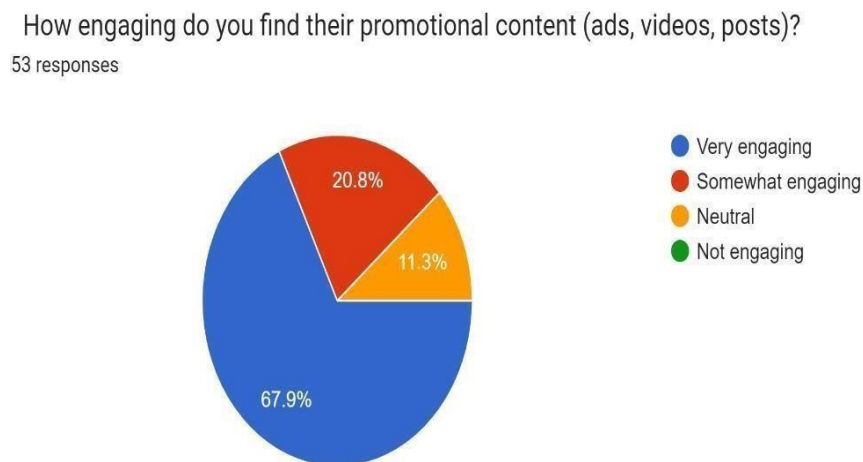


Figure 5.3.6 – Content Engagement

The chart shows that 67.9% found that the content of Creative IT Institute posted on social media are very Engaging while 20.8% were somewhat engaging and neutral 11.3%.

5.1.7 Likelihood recommending of CIT:

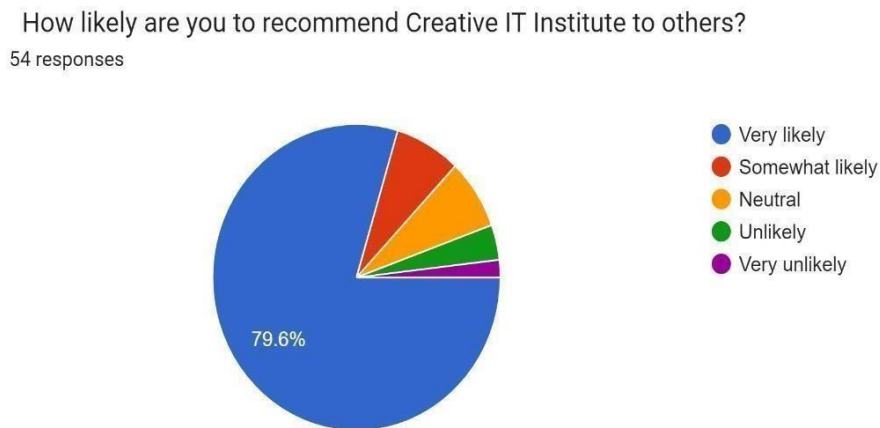


Figure 5.3.7 – Recommend

The pie chart depicts the results of a survey on 54 respondents' likelihood to recommend Creative IT Institute. 79.6% of respondents indicated a very likely recommendation, while 11.1% indicated a somewhat likely recommendation, 5.6% were neutral, 3.7% were unlikely, and 0% were very unlikely. In conclusion, the findings indicate that Creative IT Institute is held in high esteem by its students.

5.1.8 Survey findings:

The examination by Creative IT Institute presents various important findings. A large majority of participants (48.1%) belong to the 18-24 age range, showing a youthful demographic, while the majority of respondents are male (67.3%), indicating a requirement for tactics to appeal to more female students. Almost half (49.1%) of participants are students, showing a significant interest in enhancing skills, while 28.3% are working professionals looking to progress in their careers. Social media is becoming the main marketing tool, as 63% of participants found the institute through these platforms, highlighting the success of this strategy. 67.9% of people find social media content highly engaging, while 79.6% are likely to recommend the institute.

5.1.9 Survey Recommendation:

To expand on these strengths, Creative IT Institute should broaden its marketing strategies to target gender disparities, thus appealing to a larger number of female students. Improving student involvement via mentorship programs can also aid in skill advancement and career enhancement. The institution ought to keep utilizing social media while also investigating up-and-coming platforms that appeal to younger demographics. Moreover, incorporating consistent feedback systems will assist in customizing courses to meet the needs of students, guaranteeing that they stay pertinent and interesting. Increasing the variety of courses to match current industry trends will also draw in both students and professionals. Creative IT Institute can improve student satisfaction and stimulate growth by implementing these strategies.

Chapter 6

Findings, Recommendations and Conclusion

6.1 Findings:

- I. **Growing Demand for IT Skills:** As a result of the growing digital transformation across industries, there is a surge in demand for IT skills in both local and worldwide markets. There are a lot of growth prospects in this trend.
- II. **Competitive Landscape:** There are several local competitors in the market, such as BASIS Institute of Technology & Management (BITM), and global platforms, such as Udemy and Coursera, that provide comparable courses at different pricing points.
- III. **Emergence of E-learning:** The IT education industry has changed due to the emergence of online learning platforms, and Creative IT Institute must improve its online courses to be competitive in both domestic and international markets.
- IV. **Threats from Free Learning Platforms:** With the proliferation of inexpensive and free online courses, platforms such as YouTube, Coursera, and Khan Academy that provide extensive IT training materials at little or no cost are becoming a bigger danger.
- V. **Pricing structures:** The industry's pricing trends are diverse, with online platforms providing variable pricing alternatives and subscription-based structures. Although Creative IT Institute offers competitive pricing, it might need to adjust to the trend toward more flexible, cost-effective approaches.
- VI. **Survey findings:** Nearly half of the participants (48.1%) are aged 18-24, indicating a youthful demographic, while 67.3% are male, suggesting a need to attract more female students. Among them, 49.1% are students and 28.3% are working professionals. Social media proves effective, with 63% discovering the institute through these platforms and 67.9% finding the content engaging.

6.2 Recommendation:

- I. **Boost Online Offerings:** To serve international students and provide local students with flexibility, Creative IT Institute should concentrate on building a strong online platform. Developing live webinars, video-based learning modules, and extensive online courses that are accessible from a distance can accomplish this.
- II. **Curriculum Expansion:** The school ought to think about offering classes in fields with high demand, such as cloud computing, blockchain, artificial intelligence, and data science.
- III. **worldwide Partnerships:** Creative IT Institute should look into forming alliances with foreign tech firms or colleges in order to broaden its worldwide reach. These partnerships would boost the institute's reputation and give students internationally recognized credentials.
- IV. **Subscription-based price:** To reach a wider audience, especially working professionals and overseas students, think about providing flexible price options, such as subscription-based access to a course library.
- V. **Certifications:** By providing certification programs that are internationally recognized, the institute can enhance the value of its courses and appeal to a wider range of students from various locations. This can be achieved through collaborations or by creating accredited courses.
- VI. **Survey recommendation:** Creative IT Institute could increase the number of female students by broadening its marketing efforts and getting young women more involved in mentorship programs. Using social media going forward and also experimenting with new platforms is key. With a steady stream of feedback-driven course design, an extensive catalog that supports industry trends.

6.3 Conclusion:

The Creative IT Institute has established itself as a prominent and highly regarded organization. Their products consistently outperform competing options in terms of quality and reliability. While certain challenges exist—such as maintaining quality, countering competitor strategies, and enhancing promotional efforts—the institute is actively working to address these issues by refining product standards at a more competitive cost. This ongoing commitment to quality improvement and strategic cost management has been a key factor in their marketing success. This report examines their strategic approach across five key areas: product, pricing, placement, production, and promotion.

In Bangladesh, Creative IT Institute has earned a leading position within the freelancer community, largely due to its strong presence and reputation. The institute's strategy includes establishing an extensive network of dealers nationwide, enhancing access to their offerings and providing convenience to the public. Through these efforts, Creative IT continues to make significant contributions to the professional landscape in Bangladesh.

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Facebook Page: <https://www.facebook.com/CreativeITInstitute>

Website: <https://www.creativeit institute.com>

Appendix

Survey questioner

Survey

B *I* U  

Marketing Strategy of Creative IT Institute

Name ^{*}

Short answer text

Email



Short answer

Short answer text

  Required ☒ 

What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45 and above

What is your gender?

- ☐ Male
- ☐ Female

What is your occupation?

- ☐ Student
- ☐ Job seeker
- ☐ Professional (Please specify)
- ☐ Business owner

How did you first hear about Creative IT Institute?

- ☐ Social media (Facebook, Instagram, etc.)
- ☐ Google search
- ☐ Word of mouth
- ☐ TV/Radio ads
- ☐ Other...

Have you taken any courses at Creative IT Institute?

- ☐ Yes
- ☐ No

How would you rate Creative IT Institute's marketing efforts on social media?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

What platform do you think is the most effective for Creative IT Institute's marketing?

- ☐ Facebook
- ☐ Instagram
- ☐ YouTube
- ☐ LinkedIn

How engaging do you find their promotional content (ads, videos, posts)?

- ☐ Very engaging
- ☐ Somewhat engaging
- ☐ Neutral
- ☐ Not engaging

How likely are you to recommend Creative IT Institute to others?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

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