



Daffodil
International
University

INTERNSHIP REPORT

ON

“Analysis of Marketing Strategies of Creative IT Institute”

Submitted To

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Department of Business Administration

Faculty of Business & Entrepreneurship

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Submitted By

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Daffodil International University

Date of Submission: April 1, 2024



**“INTERNSHIP REPORT ON ANALYSIS OF
MARKETING STRATEGIES OF CREATIVE IT
INSTITUTE”**

Letter of Transmittal

Date: April 1, 2024

Sharmin Jahan

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

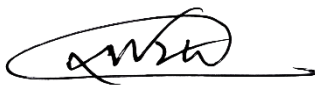
Subject: Submission of Internship Report.

Dear Ma'am,

With due respect to inform you that I would like to submit my internship report entitled: "**Analysis of Marketing Strategies of Creative IT Institute**". I am very grateful to you for allowing me to prepare this report. I strongly believe that the practical insights gained into marketing during this internship will be invaluable to me in my future endeavors. I put my best effort into preparing this report according to the rules and regulations of Daffodil International University.

I hope that you would be kind enough to consider any mistake in preparing this Internship report.

Sincerely,



Md. Zahid Hassan Sojib

ID: 201-11-1013

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Student's Declaration

I am Md Zahid Hassan Sojib, hereby declare that the internship report titled “**Analysis of Marketing Strategies of Creative IT Institute**” is entirely prepared by me. I completed this report after three months of internship at Creative IT Institute, Uttara, Dhaka, under the supervision of Sharmin Jahan, Assistant Professor in the Department of Business Administration at the Faculty of Business and Entrepreneurship, Daffodil International University.

I also state that I prepared this report solely only to meet my academic requirements and not for any other purpose.



Md. Zahid Hassan Sojib

ID: 201-11-1013

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Letter of Approval

This is to confirm that Md Zahid Hassan Sojib, ID: 201-11-1013. Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has completed his internship under my supervision.

His internship report on “**Analysis of Marketing Strategies of Creative IT Institute**” is recommended for submission.

I extend my best wishes to Md Zahid Hassan Sojib for his future endeavors.



Signature of the supervisor

Sharmin Jahan

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

Creative IT Institute is one of the leading IT Training Institutes in Bangladesh. In Bangladesh, it builds a very good market reputation and position. The report is about the “Analysis of Marketing Strategies of Creative IT Institute”. I have made this report based on my observation and experience during the internship period. I have used both primary and secondary data to prepare this report. This report is constructed under four chapters.

The first chapter of the report includes and describes Introduction, Background, Scope, Objectives, Methodology and Limitations of the Study. The second chapter includes Organizational Overview and describes About Creative IT Institute, Company mission and vision, Company Objective, concerns, Branch details and the Organizational structure. The third chapter shows the Analysis of Marketing Strategies of Creative IT Institute. Marketing Strategy is one of the most significant areas of any organization. The Institute's Marketing Strategies are quite well. Here, I have showed the Institute's Market Segmentation, Targeting, and Positioning. The Institute segments its market into Geographic, Demographic, Behavioral, and Psychographic segmentation. This Market Segmentation helps them with Targeting and Positioning. Besides, I have also showed their Marketing Mix(8Ps) product, price, place, promotion, people, process, physical evidence, and performance, based on the Institute's overall marketing strategy. The fourth chapter includes the Findings, Recommendations and Conclusions. In this part, I have shared some finding of the organization and provide some recommendations under the findings. At last, the conclusion and references are included.

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CHAPTER 01

INTRODUCTION

Introduction

Creative IT Institute, a prominent IT training center in Bangladesh, offers an extensive array of training opportunities. Since its establishment in 2008, the institute has played a vital role in addressing unemployment challenges. Renowned for its high-quality training, the institute consistently aids individuals in showcasing their skills while finding a harmonious balance between creativity and technology. Regardless of your background, we provide a selection of 30 courses, all instructed by qualified educators, to help you enhance your capabilities.

Creative IT Institute boasts two meticulously designed campuses equipped with cutting-edge technology. Our students express great satisfaction with our culture, environment, and effective training methodology. Committed to delivering outstanding service, we ensure that our students evolve into successful professionals who contribute to various industries. Our dedication extends to providing flexible training options, including online courses, 24/7 support, lifelong post-training assistance, and assistance with job placement.

Background

A course becomes highly valuable when it has real-life applications. Practical knowledge and skills enhance trust and the quality of one's work. It is essential for everyone to establish a solid foundation of practical knowledge. Since people rely minimally on theoretical information in their daily lives, possessing only theoretical knowledge does not enhance the quality of work unless complemented by practical know-how. The internship report entitled “**Analysis of Marketing Strategies of Creative IT institute**” and the report is only for educational purpose.

Scope of the Study

The study is focus on the Analysis of Marketing Strategies of Creative IT Institute. The individual who wants to conduct this type of researches this report will be helpful for those. During my study, I did my best to gather all the information I could about the Creative IT Institute marketing process. We know that it is impossible for an intern to be informed fully about the organization. So, I spoke with my cluster head and my team colleagues to gather the information, and I also conducted a survey by getting feedback from them. By this time, all of the members were helpful to me.

Objectives of the Study

The objectives of the study are:

- ✓ To present the organizational overview of Creative IT Institute.
- ✓ To analyze the marketing strategies of Creative IT Institute.
- ✓ To identify any problem related to the marketing strategies of Creative IT Institute.
- ✓ To suggest some recommendations for those identified problems.

Methodology of the Study

I have used two types of data sources to prepare this report.

- Primary data.
- Secondary Data

Sources of primary data

- ✓ Questionnaires.
- ✓ Discussions with CIT Senior Officers.
- ✓ Consulting with the office employees to gather useful information.
- ✓ Also obtaining insights from CIT group meetings.
- ✓ Directly observing the institute's overall marketing practices.

Sources of secondary data

- ✓ Brochures
- ✓ Institute's official website
- ✓ Institute's official Facebook page
- ✓ Institute's official YouTube channel
- ✓ Observe of the existing documents
- ✓ Monitoring the digital marketing policy

Limitations of the Study

During my internship, I noticed various restrictions set by the institute, which is typical in organizations. Every organization keeps certain private information confidential, making it difficult to access all the necessary details. Several limitations were faced during the study are:

- ✓ Collecting details about Creative IT Institute's Marketing strategy during a brief three-month internship proved challenging.
- ✓ Interns refrained from sharing confidential information.
- ✓ Since information isn't always accessible to everyone, gathering data was occasionally tough.
- ✓ Obtaining primary data faces challenges due to various barriers in any organization.

CHAPTER 02

ORGANIZATIONAL OVERVIEW

About Creative IT Institute

Creative IT strives to empower the community through a commitment to excellence in learning. Their focus is on the continual enhancement of leaders who will contribute to shaping a better future. The institution is dedicated to delivering top-notch training programs with ISO 9001:2015 certification, establishing its prominence in the IT sector. The ongoing goal is to share knowledge, fostering individual success and contributing positively to society.

Committed to providing a platform of excellence, Creative IT nurtures young talent by imparting knowledge, supporting learning techniques, engaging in international standard projects, cultivating successful freelancers, and guiding youth towards entrepreneurship, thereby addressing societal inequalities. The institute values its culture, which is driven by a team of experts ensuring international standards in their deliverables.

With Bangladesh ranking second in the global IT sector among 196 countries, the significance of this sector cannot be denied. The government, through the Ministry of ICT, is actively investing in the sector to enhance opportunities for unemployed youth. Private entities like Creative IT Institute collaborate with the government's efforts, aiming to build proficient IT and ITES experts and combat unemployment. The shift towards freelancing among the youth is evident, with an eagerness to create jobs rather than seek them.

Established in 2008 by Mr. Monir Hosen (CEO), Creative IT Institute focuses on enhancing IT skills. The institution's founder envisioned simplifying the language of the IT world and contributing to individual success. Over the years, Creative IT has emerged as a successful IT institute in Bangladesh, collaborating with government entities and participating in outsourcing markets. Their commitment to staying abreast of the latest trends in IT training has contributed to the success of individuals internationally. As they continue on this journey, Creative IT anticipates sustained success in shaping careers and making a mark on the global stage.

Company Mission and Vision

Mission

- To empower the community by ensuring state of the art method which strengthens the belief in quality learning.
- To raise opportunities and growth by broadening the areas and possibilities for our future leaders.
- To connect best selected human resource for delivering standard values that supports leaders to flourish.
- To utilize the power of youth by serving and meeting the emerging needs both in local and global network.
- To reduce inequalities for the best interest of the society by creating international array of excellence.

Vision

- To become a premier institute recognized for its diversity and known for its excellence in knowledge sharing.

Company Objective

In 2015 Creative IT Institute received the ISO certification for providing a quality training program which recognizes its position in the IT world. ISO ensures the quality of services based on efficacy, customer satisfaction and many other factors. This certification proves the standard of our service and courses.

- Objective of Creative IT Institute is to be one of the best IT training institutes in the world by providing quality training to learners.

Concerns

- Creative Skills.
- Bright Skills.
- Excellence Architecture.
- CCPL.
- Creative Juniors.
- Creative E-School.
- Movreel Studios.
- Piximo Studios.
- Desvert.
- Dmarkcy.
- Desvert.

Branches Details

Head Office

Momtaz Plaza (4th Floor) Opposite of Labaid Hospital

House#7, Road#4, Dhanmondi, Dhaka 1205, Bangladesh

Campus 2

Meher Plaza (3rd, 4th floor)

House#13/A, Road#5, Dhanmondi, Dhaka - 1205, Bangladesh.

Uttara Branch

Rajuk Rajiv Cosmo Shopping Complex (7th Floor)

House # 71, Road # 5, Sector # 7, Azampur Bus Stand, Uttara Dhaka-1230.

Chittagong Branch

9 No, Kapasgola Road (4th Floor)

Chawk Bazar, Telpotti More, Chattogram 4203, Bangladesh.

Organizational structure

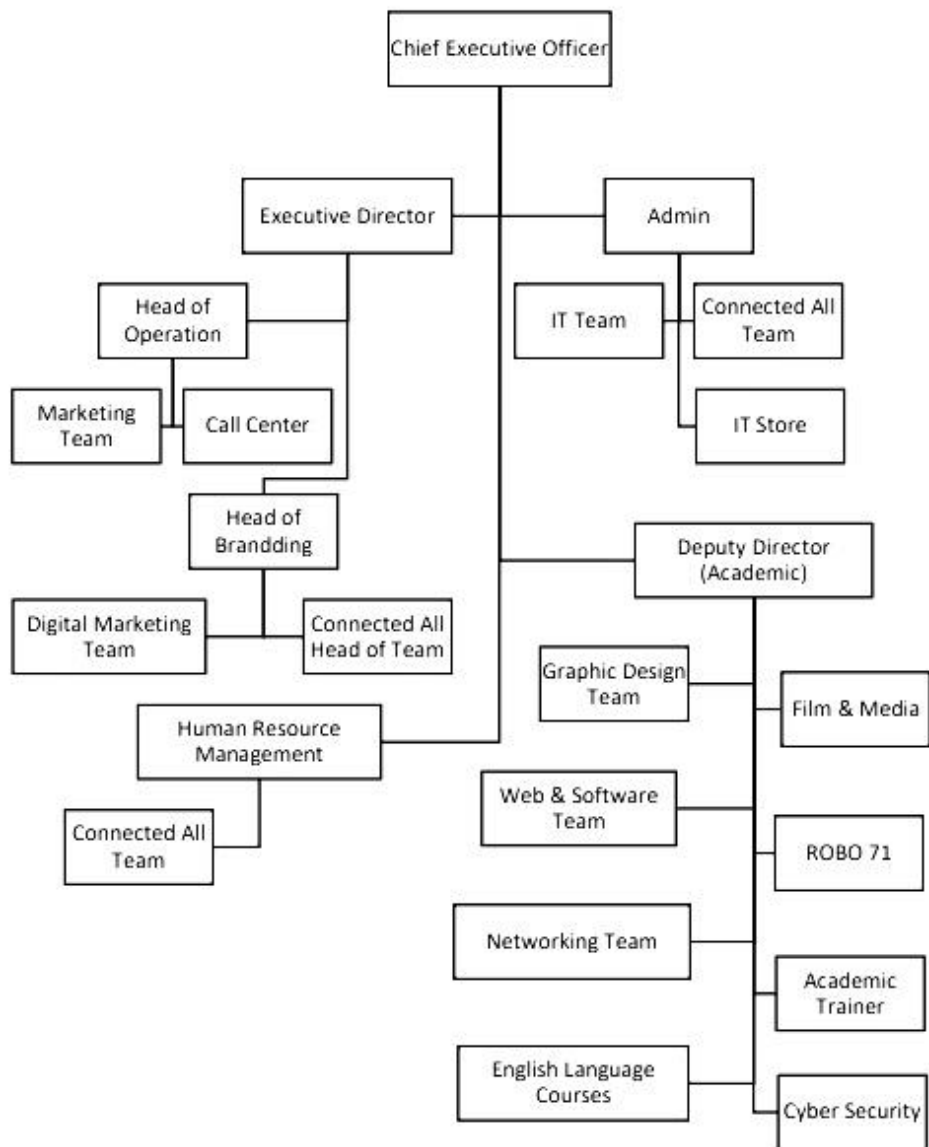


Figure: Organogram of Creative IT Institute

CHAPTER 03

**ANALYSIS OF MARKETING
STRATEGIES OF
CREATIVE IT INSTITUTE**

STP of Creative IT Institute

The STP marketing model (Segmentation, Targeting, Positioning) is a familiar strategic approach in modern marketing. It is one of the most commonly applied marketing models in practice, with marketing leaders crediting it for efficient, streamlined communications practice.

STP marketing focuses on commercial effectiveness, selecting the most valuable segments for a business and then developing a marketing mix and product positioning strategy for each segment.

Market Segmentation

Creative IT Institute divide the market into distinct group of customers following these segmentations.

Geographic segmentation:

Geographic Segmentation of Creative IT Institute is based on the City Locations. The Institute develops its brand's reputation in the city. The level of education and IT demands is higher in city areas. So, Creative IT Institute has four branches in multiple cities.

Demographic Segmentation:

Demographic Segmentation of Creative IT Institute is based on the customer's age, gender, education background and occupation. Understanding these factors of potential students helps their marketing strategies and course offerings to meet specific preferences.

Behavioral Segmentation:

Behavioral Segmentation of Creative IT institute is based on the user status and buying patterns on various occasions of customers. Here based on these factors Creative IT Institute launches several campaigns on various occasions. They also include waver campaign and seasonal events to present new things to the students.

Psychographic Segmentation:

Psychographic Segmentation of Creative IT institute is based on the customer's attitude, activities and interests. These factors help the Institute for its marketing messages and overall branding. It also helps to better resonate with the specific motivations and preferences of customers.

Targeting:

Creative IT Institute made a great choice in identifying their target market.

- Creative IT Institute targets specifically the city locations. The locations are Dhanmondi, Uttara and Chittagong. Around these locations the institute has four branches.
- Creative IT Institute targets both male and female up to 45 years old. Here they include current school and college students, fresh graduates, professionals, businessmen and others.
- Creative IT institute targets the prospect user status customers. They also target the national and universal occasional based customers. Here these customers also get admitted in several events and through wavier campaigns.
- Creative IT Institute targets in marketing specially the interested, enthusiastic and positive attitude individuals. It helps the institute in course offerings and admitting incredibly.

Positioning:

Creative IT Institute has effectively established its position in the market through its unique professional courses and the facilities.

Creative IT Institute focuses on providing high-quality education by employing experienced mentors and offering modern facilities. Besides they ensure a conducive learning environment for the students. They have also career placement department. They provide internship and job placement opportunities to the students. These service qualities build its position and trust with both students and employers.

Marketing Mix of Creative IT Institute (CIT)

Creative IT Institute is one of the leading IT Institute in Bangladesh. A marketing mix is holistic marketing. It's a framework to approach the marketing strategy for products or services. And it centers on the target market. It helps to resonate with customers. And it gives direction to various activities and marketing management in the company.

Here are the Marketing Mix (8Ps) of Creative IT Institute:

- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion
- ✓ People
- ✓ Processes
- ✓ Physical Evidence
- ✓ Performance

Product:

Creative IT Institute offers an extensive range of courses for the development of IT skills. Here are the followings:

Professional Graphic Design

Software Taught:

- ✓ PowerPoint
- ✓ Adobe Photoshop
- ✓ Adobe Illustrator
- ✓ Adobe in design
- ✓ Adobe XD

Motion Graphics and Visual FX

Software taught:

- ✓ Photoshop
- ✓ Illustrator
- ✓ After effects
- ✓ Premier pro
- ✓ Cinema XD

UI/UX design

Software taught:

- ✓ XD
- ✓ Figma

Professional 3D animation

Software taught:

- ✓ Autodesk Maya
- ✓ Marvelous designer
- ✓ Zbrush,
- ✓ V Ray
- ✓ Keyshot
- ✓ Substance painter

Android app development with kotlin

Topic:

- ✓ Kotlin basic, Kotlin OOP
- ✓ Android basic project, room database
- ✓ Android advance project, REST API
- ✓ Firebase, Android Best Practices

Interior design

Software taught:

- ✓ AutoCAD, Google SketchUp
- ✓ Photoshop
- ✓ Vray, Lumion

Professional Web Development

Topic:

- ✓ PHP, MySQL
- ✓ Database, OOP
- ✓ AJAX, PHP
- ✓ Laravel framework
- ✓ inventory management
- ✓ user management
- ✓ payment gateway
- ✓ Cart systems

Mern stack development

Topic:

- ✓ React js, React Native
- ✓ Node js, API
- ✓ GraphQL
- ✓ Socket.IO
- ✓ MongoDB

MikroTik (MTCNA)

Topic:

- ✓ Router OS, DHCP
- ✓ Bridging, Routing
- ✓ Wireless, Tunnels
- ✓ Firewall, QoS

Front-End Development with React

Topic:

- ✓ HTML, CSS
- ✓ Figma, CSS Framework Bootstrap
- ✓ CSS Framework Tailwind
- ✓ Vanilla JavaScript
- ✓ React Basic, React Basic Project
- ✓ React Context API, React Context API Project
- ✓ Redux Basic, React Redux Advance Project
- ✓ NEXT JS Basic, NEXT JS Project

Networking Technology

Topic:

- ✓ IPV4 & IPV6
- ✓ OSPF, BGP
- ✓ ACL, NAT
- ✓ WLAN, INTERVLAN
- ✓ PORT SECURITY, SSH
- ✓ PPPOE, Automation & Programmability

Professional Video Editing

Topic:

- ✓ Cinematography Basic, Sound and Music
- ✓ Video Editing, After Effects
- ✓ Post Production, YouTube Marketing.

Python with Django

Topic:

- ✓ Introduction to Web, Introduction to Programming,
- ✓ Introduction to HTML, CSS,
- ✓ Python, Django Framework, Github

Cyber Security

Topic:

- ✓ Introduction to Cyber Security
- ✓ Footprinting
- ✓ Vulnerability Analysis
- ✓ System Hacking
- ✓ Malware Threats Hacking Web Applications
- ✓ Hacking Wireless Networks

Blockchain Technology

Topic:

- ✓ Programming Language Fundamentals (Python)
- ✓ Cryptography
- ✓ Ethereum Smart Contract System
- ✓ Bitcoin Proof of Work and Consensus

Python with Machine Learning

Topic:

- ✓ Python, Error Exception, Unit Testing
- ✓ Package, OOP, SQL pandas
- ✓ Numpy, Matplotlib, Seaborn
- ✓ PCA, TSNE, Statistics, Probability
- ✓ NLP, KNN, Naive Bayes
- ✓ Logistic Regression, SVM classifier, Decision tree

Digital Marketing

Topic:

- ✓ Ecommerce SEO, Company SEO
- ✓ Affiliate Marketing, Content Writing
- ✓ Facebook Marketing, YouTube Marketing
- ✓ LinkedIn Marketing, Instagram Marketing

Price:

Creative IT Institute follows the price skimming strategy. They set the price based on the level of courses and duration of programs. Also, they offer flexible payment plans. Here the price and duration of Creative IT Institutes courses:

Professional Graphic Design

- Duration: 6 months | 48 classes
- Offline fees: 50 thousand | Online fees: 20 thousand

Motion Graphics and Visual FX

- Duration: 6 months | 48 classes
- Offline fees: 50 thousand | Online fees: 20k

UI/UX design

- Duration: 5 months | 40 classes
- Offline: 50 thousand | Online fees: 20 thousand

Professional 3D animation

- Duration: 7 months | 54 classes
- Offline fess: 50 thousand | Online fees: 20 thousand

Interior design

- Offline fess: 50 thousand | Online fees: 25 thousand
- Duration: 7 months | 54 classes

Professional Web Development

- Duration: 6 months | 48 classes
- Offline fees: 50 thousand | Online fees: 20 thousand

Android App Development with Kotlin

- Duration: 6 months | 48 classes
- Offline fees: 50 thousand | Online fees: 20 thousand

Front-End Development with React

- Duration: 8 Months | 64 Classes
- Offline fees: 60 thousand | Online fees: 30 thousand

Networking Technology

- Duration: 4 Months | 30 Classes
- Offline fees: 25 thousand | Online fees: 15 thousand

MikroTik (MTCNA)

- Duration: 1.5 Months | 12 Classes
- Offline fees: 16 thousand | Online fees: 10 thousand

Cyber Security

- Duration: 4 Months | 32 Classes
- Offline fees: 35 thousand | Online fees: 20 thousand

Blockchain Technology

- Duration: 6.5 Months | 52 Classes
- Offline fees: 40 thousand | Online fees: 20 thousand

Python with Machine Learning

- Duration: 5 Months | 40 Classes
- Offline fees: 40 thousand | Online fees: 20 thousand

Python with Django

- Duration: 6 Months | 48 Classes
- Offline fees: 30 thousand | Online fees: 20 thousand

Digital Marketing

- Duration: 6 Months | 48 Classes
- Offline fees: 50 thousand | Online fees: 20 thousand

Professional Video Editing

- Duration: 3 Months | 24 Classes
- Offline fees: 25 thousand | Online fees: 12 thousand

Mern Stack Development

- Duration: 12 Months | 96 Classes
- Offline fees: 95 thousand | Online fees: 55 thousand

Place:

Creative IT Institute, a premier IT training center in Bangladesh, offers versatile learning options with courses accessible in both offline and online place.

Creative IT Institute with four branches in Dhanmondi, Uttara, and Chittagong, students have the flexibility to attend offline classes.

Creative IT Institute also offers to those who prefer online learning, providing a comprehensive range of courses through dedicated online training platform. Here the institute also collaborates with the educational intuition partners or industry organizations to expand reach.

Promotion:

Creative IT Institute has a multi-faceted promotion strategy.

- Creative IT Institute uses various online platforms such as social media (Facebook, YouTube, Twitter, LinkedIn), Google Ads etc. Here they display advertising of their facilities to reach a wider audience.
- Creative IT Institute optimizes their website and content for the visibility on search engines like Google. Use relevant keywords related to IT education, courses, and location to rank higher in search results.
- Creative IT Institute organize workshops and seminars in various universities targeting students interested in IT education and careers.
- Creative IT Institute share success stories of past students who have benefitted from their courses. Here they highlight their achievements, career advancements, and how the training at CIT contributed to their success. They publish these stories to inspire potential students and build trust in their programs.
- Creative IT Institute highlight their Career Placement Department. So far, the department has helped more than 16000 students to find jobs in competitive global platforms. Promising a better future, they have successfully raised the job placement rate to 66% in 2023.
- Creative IT Institute received the ISO certification in 2015 for providing a quality training program. So, they highlight the value and benefits of earning certificates from them. They assure it can enhance students' career prospects and improve job opportunities in IT areas.
- Creative IT and its students share a lifetime bond. They promote their lifetime support policy. It helps the students to overcome any problem in their career path even after completing the course. Their expert support team ensures 24 hours service to all students. That helps the students to grow.

Process:

Processes involve the methods and approaches a business uses to provide products and services. Creative IT Institution provides courses both offline and online, regularly creating new ones to stay current with industry trends. They collaborate with industry experts to design and review course content. During enrollment, clear information about courses, admissions, and prerequisites is provided. Additionally, they offer mentoring programs for student support and have a career placement process through partnerships with industries.

People:

Creative IT Institute invests in qualified and experienced instructors to deliver high-quality education. Besides they have a dedicated qualified business development team who works for the branding of CIT and collaborating with other organizations. They train their staff to provide excellent customer service and support. Also, they foster a positive and supportive learning environment.

Physical evidence:

Creative IT Institute has modern classrooms, labs, and spaces designed for effective learning and creativity. The Institute ensures a conducive learning environment for the students. Students have also access to the latest technology and software, empowering them to learn practical IT skills. Here with the dedicated resources, students can excel in their learning journey.

Performance:

Creative IT Institute sets key performance indicators (KPIs) to measure the effectiveness of their marketing strategies. They closely track student satisfaction and success rates as part of their assessment. Additionally, the institute actively collects feedback and utilizes it to make ongoing improvements, ensuring a responsive and a good learning environment.

This is a framework based on the institute's target market, and competitive landscape. Regularly reviewing and adjusting the marketing mix strategy is essential to align with the current market conditions.

CHAPTER 04

FINDINGS, RECOMMENDATIONS

& CONCLUSION

Findings:

- Creative IT Institute has a lack of understanding of customer demand. It can affect their marketing and course offerings. So, they should know the customer demand.
- Creative IT Institute has a lack of traditional marketing. So, many people are not aware of this training institute.
- The product price of Creative IT Institute is comparatively higher than the competitors. There are also additional hidden fees.
- Creative IT Institute is good in Digital Marketing. They are highly active in their social media platforms (Facebook, YouTube, Twitter, LinkedIn).
- Creative IT Institute's website is quite organized but the rating and review system is missing. Customers like to read product reviews before making any purchases.

Recommendations:

- Creative IT Institute should gather more information about the customer's education and lifestyle. This will help to understand customer demand. Also, it will help in marketing and course offerings.
- Creative IT Institute should do more workshops and campaigns in different cities of the country to increase and develop their traditional marketing.
- Creative IT Institute has higher product price. They should implement a scholarship offerings system. This will prevent many students from unrolling.
- Creative IT Institute should include a rating and review system on its website. This will make customers easy and simple to decide on product purchasing.

Conclusion:

IT is expanding in Bangladesh, and Creative IT Institute is one of the top IT training centers in Bangladesh. Here Bangladesh holds a strong position globally in the IT sector, bringing in significant foreign currency. This growth is a great opportunity to transform unemployed youth into employment, reducing the country's unemployment rate. Youth can create their own jobs, and the government should pay more attention to this sector. Organizations, including Creative IT Institute, should focus on developing effective marketing strategies for overall growth. In this report, I concentrate on the marketing strategy of Creative IT Institute.

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