



INTERNSHIP REPORT

Presented By

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Presented To

MD. ABDUL KABIL KHAN PHD

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Summary

Over the course of a dynamic and enriching three-month internship at 10 Minute School, the premier EdTech company in Bangladesh, I had the privilege of immersing myself in the vibrant world of education, content marketing, and strategic planning. As an integral part of the team, I actively contributed to a variety of initiatives that spanned content marketing frameworks, competitor analysis, social media strategies, and community engagement. This report provides a comprehensive overview of my internship journey, encapsulating key responsibilities, transformative activities, and invaluable learnings that have significantly shaped my understanding of the educational technology landscape. The experience at 10 Minute School has not only deepened my appreciation for the critical role of content marketing in education but has also equipped me with practical insights and skills essential for navigating the ever-evolving realm of EdTech.

Letter of Transmittal

11th January, 2024

MD. Abdul Kabil Khan PhD

Associate Professor

Department of Journalism, Media & Communication

Daffodil International University

Subject: Internship Report Submission - My Transformative Journey at 10 Minute School

Dear Sir,

I am writing this to inform you that I have been assigned for an internship to complete my Bachelors of Social Science (B.S.S) degree. I must say it was another significant milestone of my academic career. I am grateful to my university for allowing me to have this opportunity for myself.

Internship at 10 Minute School has been the greatest opportunity for me to gather knowledge and experience of my career life. I got the opportunity to work with one of the finest teams of the leading educational company of Bangladesh which gave me a whole new perspective to it. I strongly believe that this experience will allow me to shine more in future because by doing this internship, I have succeeded in the **Social Media Intern** role to their **Content Marketing** Team. I am grateful to my department and my university for giving me this opportunity and guiding me whenever I tried to reach them for their valuable guidance.

I am very thankful for the excellent advice, guidance and helpful mind of my supervisor. He helped me to successfully complete my internship.

Regards,

Adiba Islam

Adiba Islam

193-24-709, Batch: 38th

Department of Journalism, Media & Communication, Daffodil International University

Certificate of Approval



I am pleased to clarify the internship report on **10 Minute School** prepared by **Adiba Islam**, ID: 193-24-709, Department of Journalism, Media & Communication has been approved for presentation and viva-voce as part of his course requirement. Under my academic supervision, Adiba Islam worked in 10 Minute School as an **Social Media Intern**. She completed the internship journey from **August 1st to October 31st, 2023**. I am pleased to clarify that the data, the findings presented in the report are the authentic work of Adiba Islam as per my knowledge.

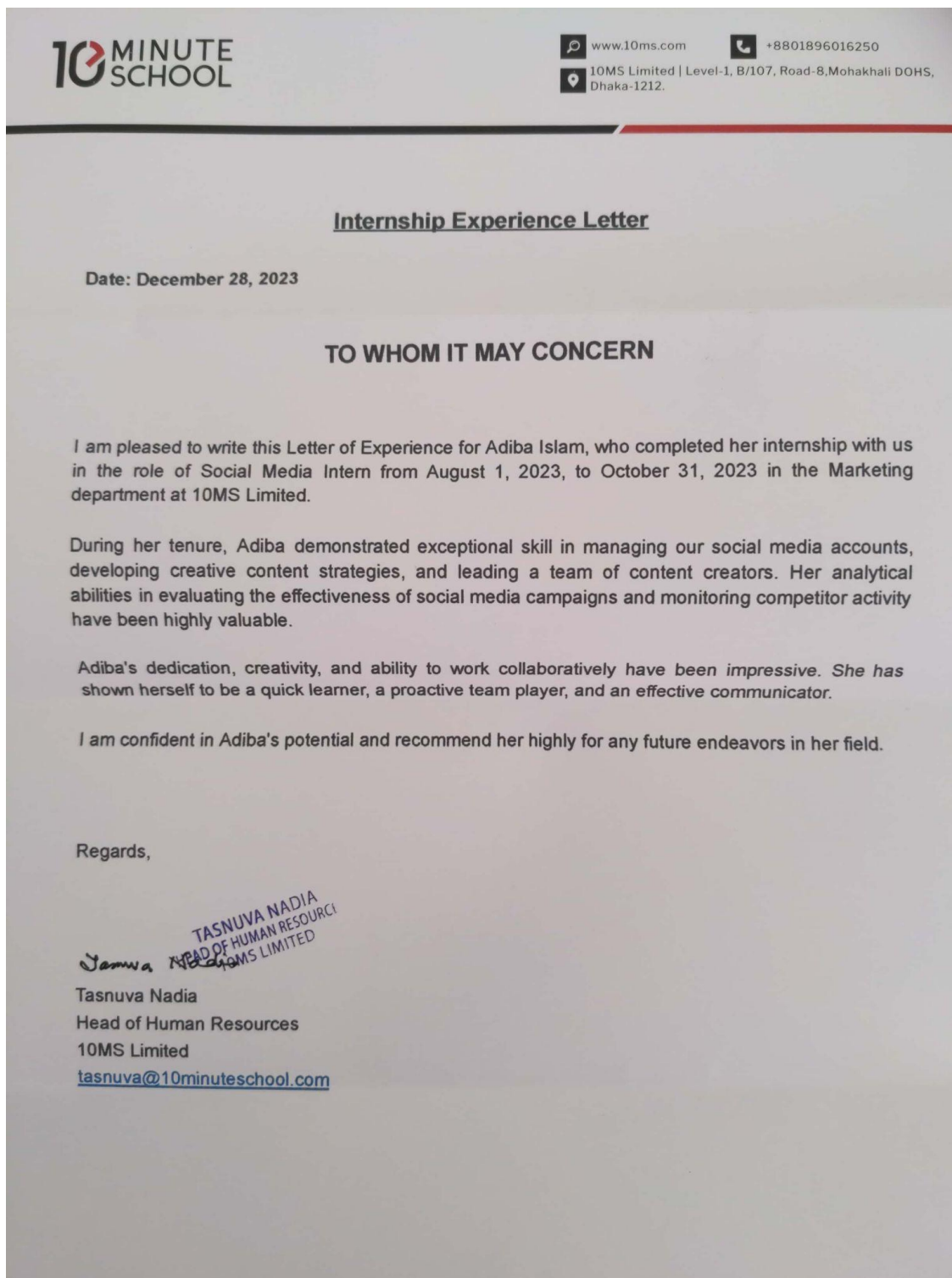
To my knowledge, Adiba Islam bears a very good moral character and a very pleasing personality. I wish her all success in life.

A handwritten signature in black ink, appearing to be 'Dr. Md. Abdul Kabil Khan', is written in a cursive style.

.....
Dr. Md. Abdul Kabil Khan

Associate Professor
Department of Journalism, Media & Communication
Faculty of Humanities & Social Science
Daffodil International University

Certificate from Organization



Acknowledgement

I am very delighted to Almighty Allah for giving me the capability for finishing this internship report. The internship report has been a really significant lesson of my academic lesson of the Bachelor of Social Science (B.S.S) degree. I am really thankful to my university because this institution has given me immense support and allowed me to explore by doing an internship at the leading edtech company of Bangladesh.

My supervisor has been Md. Abdul Kabil Khan PhD, Associate Professor of Journalism, Media & Communication, Daffodil International University. I am very glad for the excellent guidance and for the helpful thinking of my supervisor. He has guided me from day one and given me objective feedback during my internship. This internship has been a great learning experience for me to gather a unique kind of knowledge and experience of my career life. After completing this internship, I have been appointed as Executive of Marketing team at 10 Minute School. I must say, I worked with multiple teams to execute the tasks and this would not be possible without my advisor's wisdom. For this significant experience, I also want to remember my line manager, Mufassal Saif, for being absolutely supportive since day one. I would like to thank my department and university to keep me updated with all the information and help me throughout this journey.

This internship period definitely will be considered as the most fun and learning experience and I will be forever grateful for it.

Sincerely

Adiba Islam

.....

Adiba Islam

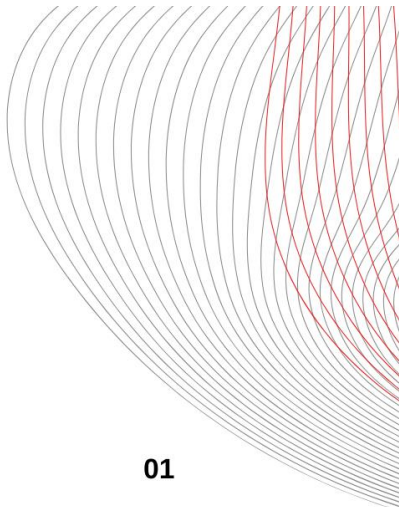
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Department of Journalism, Media & Communication

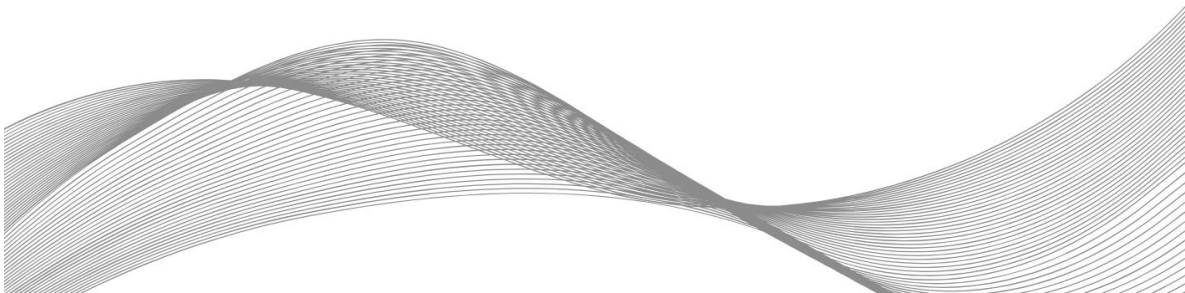
Faculty of Humanities & Social Science

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Chapter One

Introduction

1.1 About Internship

Internships provide invaluable hands-on experience and insights into the professional world. At **10 Minute School**, the pioneering EdTech platform in Bangladesh, the internship offers a dynamic opportunity to immerse oneself in the forefront of educational innovation, contributing to and learning from a cutting-edge ecosystem shaping the future of education in the country.

This internship opportunity has been remarkably benefited for my career in these perspective -

- Exposure to Innovative Edtech Company
- Professional Development
- Taking ownership of the Brand Reputation of the company.
- Collaborating with multiple teams to develop valuable content for the consumer.
- Strong communication skills like never before.

1.2 Unveiling the Professional Journey: The Motivation Behind Choosing a 10 Minute School Internship

Before getting admitted to Daffodil International University, I was always an introvert and didn't know what would be the ultimate career goal of my life. While doing the bachelor in the department of **Journalism, Media & Communication**, I figured out that I will be more suitable in any role in advertising, marketing or in broader communication.

I got the opportunity to do a part time job at **10 Minute School** while doing bachelors. I used to give very little time but this part time opportunity gave me an opportunity to have basic knowledge about educational company works.

While giving my finals of bachelors, I was applying to various renowned companies for internship/full time jobs and I applied for 10 Minute School as Marketing Executive. I have been selected to some other companies but I choose 10 Minute School for being familiar with the culture.

1.3 Duration of the Internship:

From August 1st to November 1st, I dedicated three months to an intensive internship with 10 Minute School's **Academics** vertical. Throughout this period, I actively engaged with various external teams, including Content (Academics), Media (Production and Post Production), and the Founders' Office. It was a comprehensive and enriching experience that allowed me to contribute meaningfully across different departments.

1.4 Leadership Profile: A Comprehensive Overview of My Supervisor

Under the dual guidance of **Souvik Talukder**, Deputy Manager of Content Marketing, and **Mufassal Saif**, Consultant of Content Marketing, I gained invaluable insights into 10 Minute School's Academics vertical and its audience dynamics. Their mentorship extended to understanding seasonal business priority courses and devising strategic content marketing approaches. Together, we established a **Content Marketing Engine (CME)** for planning and executing persuasive content campaigns, significantly enhancing our team and external collaborations. Their collaborative efforts empowered me to grasp audience perspectives and effectively utilize content to drive course sales.



1. My first day at 10 Minute School

Chapter Two Organizational Profile

2.1 Background of Organization

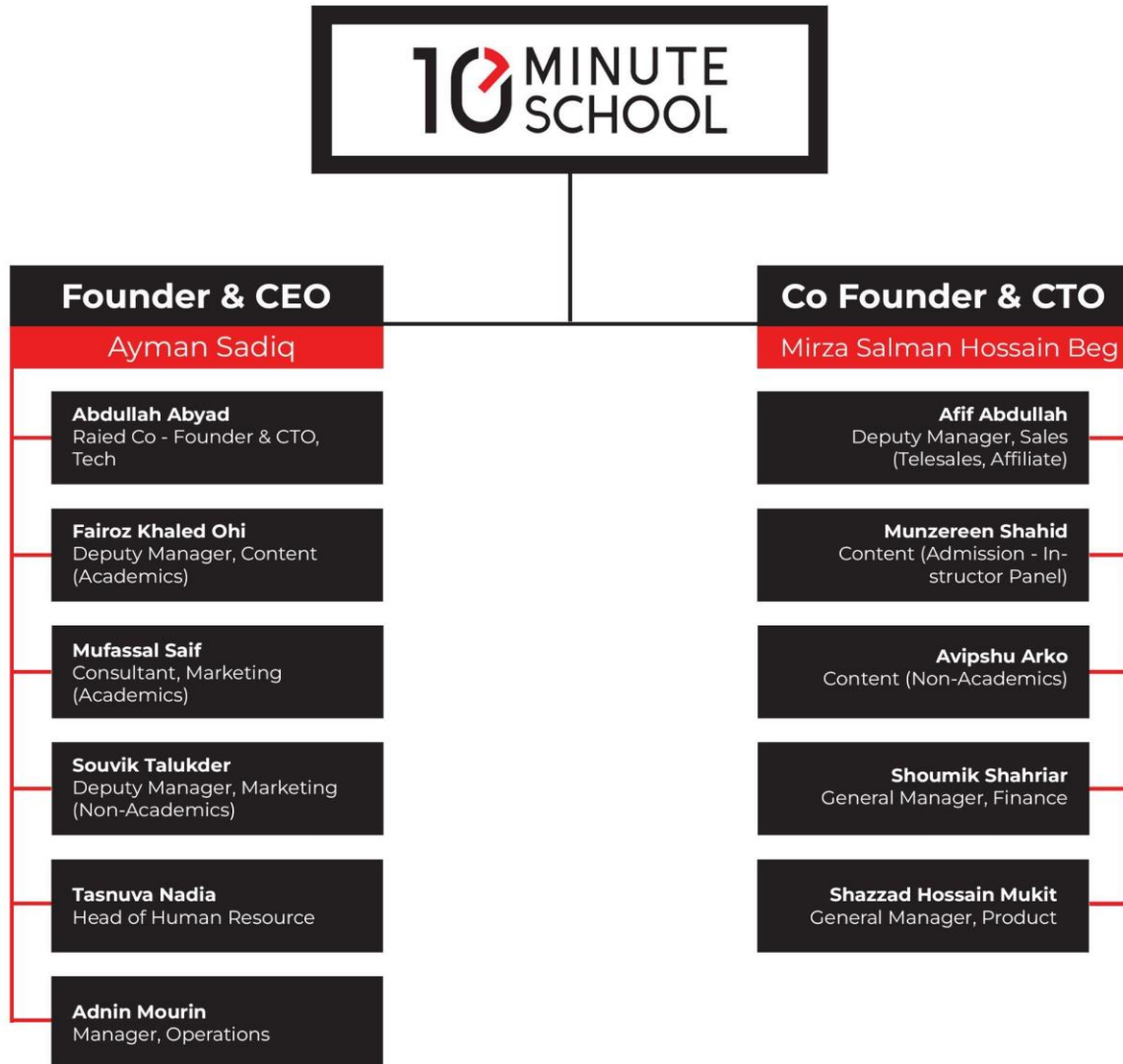


Name of the Organization: **10 Minute School**

Genre: **EdTech Company**

Proprietor: **Ayman Sadiq**

2.2 Organizational Structure



2. 10 Minute School's Organizational charts in one glance

Founder & CEO: **Ayman Sadiq**

Co-Founder & CTO: **Abdullah Abyad Raied**

Co-Founder & COO: **Mirza Salman Hossain Beg**

Ayman Sadiq (Founder & CEO)

- Abdullah Abyad Raied, Co - Founder & CTO, Tech
- Fairuz Khaled Ohi, Deputy Manager, Content (Academics)
- Mufassal Saif, Consultant, Marketing (Academics)
- Souvik Talukder, Deputy Manager, Marketing (Non-Academics)
- Tasnuva Nadia, Head of Human Resource
- Adnin Mourin, Manager, Operations

Mirza Salman Hossain Beg (Co-Founder & COO)

- Afif Abdullah, Deputy Manager, Sales (Telesales, Affiliate)
- Munzereen Shahid, Content (Admission - Instructor Panel)
- Avipshu Arko, Content (Non-Academics)
- Shoumik Shahriar, General Manager, Finance
- Shazzad Hossain Mukit, General Manager, Product

In short,

The organizational chart depicts the hierarchical structure of the company, led by **Ayman Sadiq** as the Founder & CEO and **Mirza Salman Hossain Beg** as the Co-Founder & COO. The company comprises departments such as Tech, Content (Academics and Non-Academics), Marketing, Human Resource, Operations, Sales (Telesales and Affiliate), Finance, and Product. Notably, the organization plans to hire heads for the Marketing, Finance, and Sales departments, who are expected to assume their roles starting in **2024**.

Fundamental Values of 10 Minute School

1. **We are learners at the core of our heart:** We are learners at the heart of everything we do. Every decision we make, every action we take, is driven by our needs and preferences.
2. **Act as One, Build for Millions:** We prioritize company goals and mission over individual ego, comforts, conflicts and personal benefits. We emphasize the power of teamwork and working together. We actively share ideas, knowledge, and resources with our cross-functional team members. We foster an environment of innovation, creativity, and mutual support.
3. **Freedom to Excel, Responsibility to Deliver:** We break the barriers of inefficiency through trust and freedom. We ensure results through ownership and responsibility. We create a fearless environment through radical candor and promoting ideas over ranks.
4. **Fail Fast, Innovate Faster:** We Empower our employees to take calculated risks, iterate quickly, and push the boundaries of what is possible. We are committed to embracing failure as a learning opportunity and fostering a culture of continuous innovation. We embrace a fearless approach, taking leaps of faith and thinking outside the box encourage rapid experimentation and innovation.
5. **Think Long Term:** We always consider the impact of a decision, keeping in mind the long-term benefit of the company, employees and learning community. We regularly maintain a to-do list of our projects while fostering an agile mindset, keeping the bigger picture in mind. We not only plan and execute but also reflect on our works for long term effect.

2.3 Contact Details

Address: House: B, 107 Road: 8, Mohakhali DOHS, Dhaka 1206

Official Website: <https://10minuteschool.com/>

Facebook: <https://www.facebook.com/10minuteschool/>

YouTube: <https://www.youtube.com/@10msmain>



3. 10MS Townhall 2023

Chapter Three

Learning Experience

3.1 Responsibilities

As an executive in content marketing at 10 Minute School, my core responsibility is to strategically drive the creation and distribution of compelling educational content that resonates with our target audience. This entails overseeing the development of engaging and informative materials, aligning content with the brand's educational objectives, and leveraging various channels to maximize reach. Additionally, I am tasked with analyzing content performance metrics, staying abreast of industry trends, and collaborating with cross-functional teams to ensure the continuous improvement of our content strategy. Ultimately, my role is pivotal in enhancing the educational experience for our audience and reinforcing 10 Minute School's position as a leader in online education.

So if I have to summarize my core responsibilities -

- Oversee all company social media accounts management
- Develop strategy of engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Manage social media team members, including copywriters and other content creators, by overseeing their work and offering guidance or direction
- Analyze social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- Monitor and develops reports on competitor activity within social media spaces

3.2 Activities During Internship Period

During my internship, I maintained a consistent office schedule of five days a week from **9:00 am to 6:00 pm**, prioritizing a healthy work-life balance. Occasionally, extended hours were required due to the learning curve associated with my role in content marketing. Notably, Thursdays were dedicated to wrapping up weekly tasks and preparing biweekly content marketing reports.

My primary responsibility involved planning and executing a 15-day **Content Marketing Engine**, requiring collaboration with the Media and Content (Academics) teams to document concepts, design ideas, and information. Additionally, I led the **Social Media Internal Team** (Contributor Team), overseeing the development of their working system, including job descriptions, salary structures, working hours, and evaluation processes, following guidelines provided by my manager.

Over the **12-week internship**, I actively engaged in diverse projects, honing skills in project management, collaboration, and problem-solving. Key learnings include strategic thinking, effective communication, and a deep understanding of industry dynamics are described in the below -

Week: 1 (Timeline: August 1 - August 7, 2023)

Activities

1. First, I have been assigned to study the **Content Marketing Framework** of 10MS and all existing courses to understand its offering, benefits and pricing for both consumers & customers.
2. Attending all alignment meetings just to understand the gist of every meeting and getting to know the external team members and their collaboration with the marketing team.

Learnings

Through studying 10MS's Content Marketing Framework and courses, I gained insights into effective offering structures, benefits, and pricing strategies for both consumers and customers, enhancing my understanding of content marketing dynamics. Attending alignment meetings provided valuable exposure to cross-functional collaboration, fostering connections with external team members and deepening my appreciation for the integral role of alignment in project success.

Week: 2 (Timeline: August 8 - August 14, 2023)**Activities**

1. I had to present a competitor analysis for both Academics and Non-Academics verticals and bring their best content ideas and practices for social media for brand awareness and create a funnel for pursuing them to buy their products.
2. I have attended the **Biweekly Report Meeting** with our current head of marketing, **Ayman Sadiq** for the insights and getting to know more about what we want to do next in our upcoming days of 10MS.
3. One of my seniors taught me how to do platform audits to maintain hygiene factors for brand awareness.

Learnings

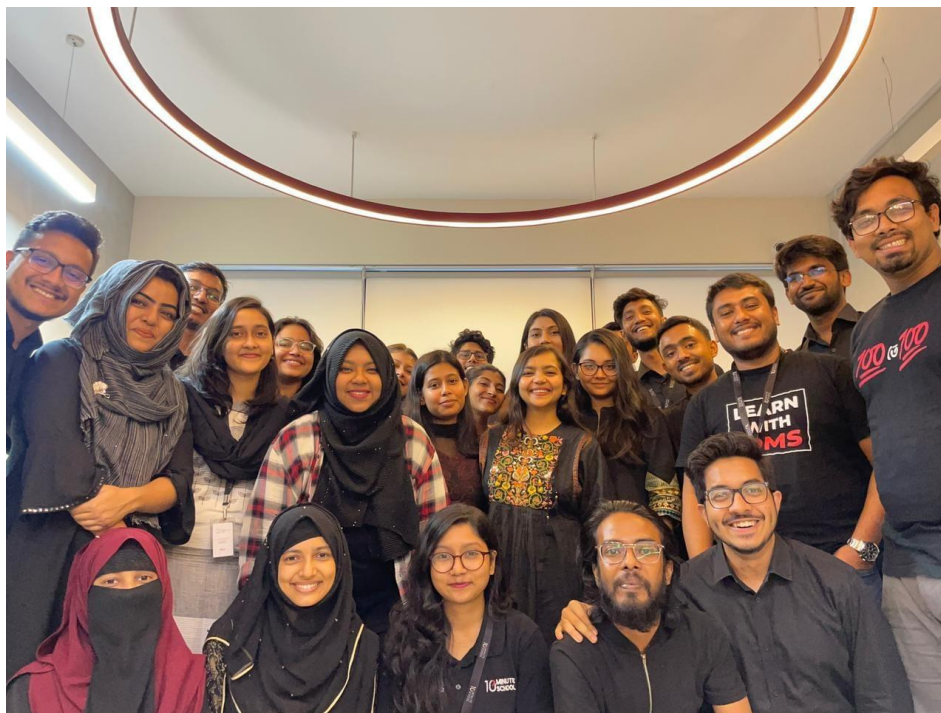
Through competitor analysis, I gained a comprehensive understanding of industry best practices, enabling me to craft effective social media strategies for brand awareness and sales funnel creation. Engaging in biweekly meetings and learning platform audits provided valuable insights into marketing strategy alignment and maintaining brand hygiene for optimal visibility and impact.

Week: 3 (Timeline: August 15 - August 21, 2023)**Activities**

1. Content Marketing Hackathon (I was the member of team 5)
2. Content Marketing Hackathon's evaluation and distribution.

Learnings

Participating in the Content Marketing Hackathon as a member of team 5 not only sharpened my collaborative and creative skills but also exposed me to rapid problem-solving in a dynamic environment since this hackathon was for only one day. Evaluating and distributing outcomes enhanced my project management and attention-to-detail, highlighting the importance of structured processes in delivering successful marketing initiatives. As we all know, hackathon is a time-bound, intensive event where teams collaborate to solve challenges, fostering innovation and creativity in a short span.



4. A Picture of Content Marketing Hackathon

Week: 4 (Timeline: August 22 - August 28, 2023)

Activities

1. First Content Marketing Engine of the timeline of **August 15 - September 1, 2023**.
2. Briefing to the Media and Content (Academics) team and answer all the queries for smoother execution.

Learnings

Creating the inaugural **Content Marketing Engine** within the **August 15 - September 1, 2023** timeline enhanced my ability to drive strategic content initiatives efficiently for business priority courses. Briefing and addressing queries from the Media and Content (Academics) teams sharpened my communication and leadership skills, fostering a smoother execution process.

Week: 5 (Timeline: August 29 - September 4, 2023)**Activities**

1. HSC 2025 Online Batch course's GTM (Go to Market) plan for rapid awareness.

A short overview of the HSC'25 Online Batch course's content which converted a lot of revenue that hit the target.

Content Type	Detail
Testimonial	Static, Video & Carousel (Following the storytelling formula)
Instructor Profile/Introducing	Building Instructor credibility/trust among students in the communities (Department wise)
Cycle Explainer Video	Explaining what is cycle and what are the benefits
Study Hacks (All in one basic Builder)	- Tricks/Tips on important(famous) science's chapter/topic - Phy, Che, Math, Bang, Eng, ICT - Giving the feel of academic changes from SSC to HSC
Actual class micro-content (Subject Wise)	Micro-Content from LIVE classes to create FOMO
Traction Content	We will make traction content by utilising cashvertising book formula. Reference:
Early Bird Countdown	Sept 7-12-17 (Full September), 20-23-27-29 (Day wise), 30 (Hourly)
Class Teaser (All Classes)	What happens inside the class
Department Wise Teacher Branding	Department wise teacher in one static for PCMB & BEI
Grand Orientation LIVE (PCMB + BEI)	Website/Group/Public
Grand Orientation LIVE Promotional content	Announcement Poster/Video
Early Bird Offer Traction	Ref Poster: https://www.facebook.com/photo.php?fbid=175721445536557&set=a.10522585919450&type=3
Subject wise Foundation/Guideline Class	Approach, Hacks (Wow Factor) , Challenges, Important topics & chapters, Instructor's Journey
Subject Wise Foundation Class	Basics before the journey starts
Micro-Contents from Orientation Live	Micro-Contents designed in the Runsheet
Announcement Poster-Subject-wise Guideline Class	Announcement Poster
Benefits Promotional Video	1. With Instructors & MS 2. AS Q/A Script: https://docs.google.com/spreadsheets/d/1ZDr8a8XUvUjWx9lwdsiGpU7_VWxg7kyYWmiP5G7eXbM/edit#gid=0 OVC Reference:

Learnings

Crafting the HSC 2025 Online Batch course's GTM plan highlighted the significance of rapid awareness strategies. In July, we created a landing page for **SSC 2023** results which not only generated leads but also emphasized the pivotal role of engaging recent SSC graduates in our educational initiatives. We pursued these students by calling them with our help of calling agents. Our calling agents have told them to go to social media for more details and these contents have surely helped them to purchase this course.

Week: 6 (Timeline: September 12 - September 18, 2023)

Activities

1. A day long Community Workshop with **Mirza Salman Hossain Beg** to understand in a broader way to understand the **students** and **parents** perspective and interact more with them in communities which will create a funnel of setting a students career throughout her life.

Learnings

The day-long **Community Workshop** with Mirza Salman Hossain Beg provided invaluable insights into the perspectives of students and parents. Recognizing our previous oversight, we learned that successful competitors like ACS thrive by actively engaging communities. This revelation in the **second week** prompted a strategic shift, emphasizing community interaction as a vital element for shaping students' lifelong careers.

By this workshop, we have created some questions on how to nurture them throughout their journey and arranged a student session with Mirza Salman Hossain Beg with our paid students. The session was very fruitful and answered most of our questions where we got to know that all a student wants from an educational platform is a teachers' special care. Hence by this workshop, we came to a conclusion that we should run two communities for SSC - HSC students and Admission students which will generate retention throughout his career life and fulfill our goal for one customer.

Week: 7 (Timeline: September 12 - September 18, 2023)**Activities**

1. **Start Teachers' League** - A quarter basis competition for instructors of 10 Minute School where the primary goal is to have a solid relationship with teachers and students which will eventually have trust and faith in our courses and create brand value as an educational platform.
2. Created the Star Teachers' League Policy Book with proper rules and regulation and their reward which will encourage teachers to engage more with their students.

10 Minute School, Bangladesh's leading Edtech platform committed to delivering quality and innovative education, introduces the Star Teacher League as its latest initiative. This program aims to propel education into the future by showcasing 10 Minute School's teachers on social media through personal branding. The Star Teacher League seeks to foster a vibrant social community, connecting our teachers with students nationwide through impactful content creation and active teacher engagement.

Learnings

Through launching the Star Teachers' League at 10 Minute School, I learned the strategic importance of fostering teacher-student relationships, creating brand value, and utilizing social media for impactful educational initiatives, contributing to the platform's commitment to innovative education in Bangladesh.

Week: 8 (Timeline: September 19 - September 25, 2023)**Activities**

1. Our contributor pool for Social Media Operations has expressed some of their difficulties which they are facing on a daily basis as they are students and I and my other colleagues have been assigned to restructure their working structure fully in order to evaluate them more efficiently and efficiently.

Learnings

Optimizing student contributors' social media operations through strategic restructuring for enhanced efficiency and effectiveness in their daily tasks. Our contributor panel plays a vital role for our daily social media operations execution. So things needed to be smoother for them hence we created a system with **Human Resource**.

Week: 9 (Timeline: September 26 - October 2, 2023)

Activities

1. **Admission Camp:** An offline session to activate admission students before HSC to be aware about their preparation so that they can make a decision now already that where they need to be admitted for their admission test.

In this event, we took an aptitude test for Dhaka Residential Model College's students for Dhaka University's A, B and C Unit to test themselves how prepared they are. Then we took some sessions about the university admission journey and how 10 Minute School helped them to chase their dream.

Event Page: https://www.facebook.com/events/280548668161419/?active_tab=discussion

2. **Teacher's Day:** We have run a teacher's day campaign as a UGC Campaign and made a special content to give respect to 10MS all teachers (our formal and present). This whole campaign has been done by me and for the video, I have written the initial script of what we want in the tribute video.



5. Campaign Submission Photo

Teacher's Day Video: <https://www.facebook.com/watch/?v=700582481494313>

Learnings

Empowering future scholars through strategic offline engagement, our Admission Camp fosters proactive decision-making by conducting aptitude tests and insightful sessions, bridging the gap between aspirations and university admission success.

On the other hand, crafting a heartfelt tribute video for our teachers not only celebrates their invaluable contributions but also exemplifies the power of content marketing to honor and engage our audience in meaningful ways which were the initial goal of our UGC campaign.

Week: 10 (Timeline: October 3 - October 9, 2023)

Activities

1. **10.10 Sales Campaign:** 10.10 Sales Campaign has been really important for our company since it was the first sales campaign of this year and it would determine if we would like to have 11.11 and 12.12 Sales Campaign. In this campaign, we have narrowed down our top most selling courses both Academics and Non-Academics vertical and gave a valid discount. The duration of this campaign was for 7 days and the target of this campaign was 10.5 million BDT and we earned 7 million BDT.

10.10 Social Media Distribution 2023 ☆ 📁 Saved to Drive
File Edit View Insert Format Data Tools Extensions Help

100% 123 Centu... 10 B I U A

	A	B	C	D	E	F	G	H
1	Details	Link			Verticals	Course Name	Drive Link	UTM Link
2	Central Drive (Static):	https://drive.google.com/drive/folders/1WFK2Uz1Sln2idWk2jNA5iozvd2wVag?usp=drive_link			Academics	A Unit		https://10ms.io/A-unit
3	Central Drive (Dynamics):	https://drive.google.com/drive/folders/1SVD0TQsIdat13ePjagxMA45ra7OpH-?usp=drive_link				B Unit		https://10ms.io/b-unit
4						C Unit		https://10ms.io/c-unit
5						Medical		https://10ms.io/adm-medi
6						HSC 24 CC 1st Paper		https://10ms.io/hsc-3ci
7						HSC 24 CC 2nd Paper		https://10ms.io/hsc-24-sci
8						HSC 24 CC Science (Full)		https://10ms.io/hsc24-bun
9						ঘরে বসে Spoken English		https://10ms.io/spoken-en
10	UTM Link				Non Academics	ঘরে বসে English Grammar		https://10ms.io/english-gra
11	Main Page	https://10ms.io/offer001				Data Entry দিবে Freelancing		https://10ms.io/def-04
12	Skills Page	https://10ms.io/offer002				Email Marketing ফরে Freelancing		https://10ms.io/email-mkt-f
13	Instagram	https://10ms.io/offer003				Facebook Marketing		https://10ms.io/mkt-fb02
14	YouTube	https://10ms.io/1010offer				Communication Masterclass by Tahsan Khan		https://10ms.io/Tahsan-2
15						Video Editing with Premiere Pro		https://10ms.io/premiere-p
16					English Master Bundle		https://10ms.io/English-Bun	
17					Microsoft Office 3 in 1 Bundle		https://10ms.io/ms-bun01	
18								
19								

A glimpse of 10.10 Sales Campaign's Content Marketing Distribution Plan

Note: Initial Planning of 10.10 Sales Campaign for Content Marketing which has been done by me.

Main Page						Main Page							
Time	Day 1	Day 2	Day 3	Day 4	Day 5	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	
1:00 PM	A Unit, GBSE	Medical Adm. GBEG	B Unit, English Bundle	C Unit, GBSE	B Unit, GBEG	A Unit, GBSE	B Unit	C Unit, Eng Bundle	Medical	HSC 24 1st Paper, GBSE	HSC 24 1st Paper, HSC 24 2nd Paper	HSC 24 Full Course	
3:00 PM	B Unit	HSC 24 CC 1st Paper	Medical Adm	HSC 24 CC 2nd Paper	Medical								
6:00 PM	C Unit, GBEG	HSC 24 CC 2nd Paper	A Unit	HSC 24 Full Course	HSC 24 Full Course, English bundle								
Skills Page						Skills Page							
Time	Day 1	Day 2	Day 3	Day 4	Day 5	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	9:00 PM
11:00 AM	GBSE, FBM	GBSE, VEPP	GBSE, DEF	GBSE, DEF, FBM	GBSE, DEF, FBM	GBSE	EMKF	Eng Bundle	VEPP	GBSE	DEF	CMTK	KV, FBM
6:00 PM	GBEG, DEF	GBEG, EMKF	GBEG, MS Bundle	GBEG, MS Bundle, EMKF	GBEG, MS Bundle, EMKF								
9:00 PM	Eng Bundle, CMTK	Eng Bundle, FBM	Eng Bundle, VEPP	Eng Bundle, CMTK, VEPP	Eng Bundle, CMTK, VEPP								
Instagram						Instagram							
Time	Day 1	Day 2	Day 3	Day 4	Day 5	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	9:00 PM
1:00 PM	A Unit, GBSE	Medical, GBSE, VEPP	B Unit, GBSE, DEF	C Unit, GBSE, DEF, FBM	B Unit, GBSE, DEF, FBM	A Unit, GBSE	B Unit, EMKF	C Unit, Eng Bundle	Medical, VEPP	HSC 24 1st Paper, GBSE	HSC 24 1st Paper, HSC 24 2nd Paper, DEF	HSC 24 Full Course, CMTK	KV, FBM
6:00 PM	B Unit, FBM	HSC 24 CC 1st Paper, GBEG, EMKF	Medical, GBEG, MS Bundle	HSC 24 CC 2nd Paper, GBEG, MS Bundle, EMKF	Medical, GBEG, MS Bundle, EMKF								
9:00 PM	C Unit, GBEG, DEF	HSC 24 CC 2nd Paper, Eng Bundle, FBM	A Unit, Eng Bundle, VEPP	HSC 24 Full Course, Eng Bundle, CMTK, VEPP	HSC 24 Full Course, Eng Bundle, CMTK, VEPP								

Every day's distribution structure

Learnings

Despite falling short of the targeted revenue, the 10.10 Sales Campaign provided valuable insights as a content marketing organizer, offering a constructive perspective for refining strategies and enhancing future initiatives. It has given me a fresh perspective of how one should think of these sales campaigns as content marketing and what should be the ideal distribution of it. I must say that we didn't make fun content to promote this sales campaign which were the major failings of this campaign.

Week: 11 (Timeline: October 10 - October 16, 2023)**Activities**

1. Content Marketing Revamp for better execution for the whole company to generate more revenue.
2. Content Marketing Strategies of 2024 for moving forward speed and scale.

Learnings

In the content marketing revamp we tried to dig deep to understand that the target audience played a crucial role. Many of our high effort content had very low impact on social media hence affected our business for the marketing of the company. So we tried to know the specific needs, pain points, and preferences of the audience which allowed for more targeted and personalized content.

This has not only increased engagement but also contributed significantly to lead generation.

The revamp emphasized diversifying content formats with more value. Incorporating a mix of blog posts, videos, zoom webinars with students, infographics with most asked questions about products, and interactive content proved effective in reaching different segments of the audience. This approach kept the content strategy dynamic and engaging.

After Content Marketing Revamp:



10 MINUTE SCHOOL

ভর্তি ডিজ্ঞাসা

ঢাকা বিশ্ববিদ্যালয় 'এ' ইউনিট ভর্তি পরীক্ষার সকল তথ্য (বিজ্ঞান বিভাগ)

<p>আবেদন যোগ্যতা</p> <p>বিজ্ঞানের শিক্ষার্থীদের জন্য SSC + HSC ৪র্থ বিষয়সহ ন্যূনতম GPA 3.5 এবং সর্বমোট GPA ৪.০ থাকতে হবে।</p>	<p>বিষয় ও প্রশ্নসংখ্যা</p> <p>MCQ = প্রতিটি বিষয়ে ১৫ টি করে প্রশ্ন (১৫ নম্বর)। Written = প্রতিটি বিষয়ে ১০ নম্বর (প্রতিটি প্রশ্নের মান ২ থেকে ৫ এর মধ্যে)।</p> <ul style="list-style-type: none"> * পদার্থবিজ্ঞান ও রসায়ন আবশ্যিকসহ মোট ৪ টি বিষয় উত্তর করতে হবে। * গণিত অথবা জীববিজ্ঞান ৪র্থ বিষয় সাপেক্ষে বাংলা/ইংরেজিতে পরীক্ষা দেয়া যাবে।
<p>আসন সংখ্যা: ১৮৫১ টি</p>	<p>ফলাফল নির্ণয় পদ্ধতি</p> <p>মোট ১২০ নম্বরের ভিত্তিতে প্রার্থীদের অর্জিত স্কোরের ক্রমানুসারে মেধা তালিকা তৈরি করা হবে। ভর্তি পরীক্ষায় প্রাপ্ত নম্বর + (SSC GPA × 2) + (HSC GPA × 2)</p>
<p>পরীক্ষার ধরন</p> <p>১০০ নম্বর (MCQ 4x15 = 60 এবং Written 40), সময় ১ ঘণ্টা ৩০ মিনিট।</p>	
<p>ক্যালকুলেটর ব্যবহার করা যাবে না</p>	

ডার্সিটি A Unit + গুচ্ছ এডমিশন কোর্স - ২০২৩ - এ

ভর্তি হতে [👉 ভিজিট করে](#) [কমেন্টে দেয়া লিংকে](#)

7. High effort visual with solid content

High effort content with specific universities specific information which one student can save for their upcoming days. This post initially had more engagement then the other post and people appreciated it in the comment section.

The revamped strategy has ensured alignment with the sales funnel. Our content was tailored to address the needs of prospects at different stages, providing valuable information and guiding them seamlessly through the buyer's journey. This alignment contributed to a more streamlined and efficient conversion process. This was the first step to think that we need to strategy content marketing for 2024 to be more effective from day one of 2024. Building a community around the brand, having a depth of content for social media encouraging user-generated content can be a potent strategy. In an educational setting, fostering a sense of community enhances the learning experience plays a vital role in business. Encouraging students and educators to share their experiences and insights can create a powerful network effect for our company. Hence, the content marketing strategy of 2024 was prepared with the help of the Media and Content (Academics) team to secure a good future with great numbers.

Week: 11 (Timeline: October 10 - October 16, 2023)

Activities

1. Overall Content Marketing Engine Report to have a summary of CME 1-5.
2. New Course Launch: SSC 2024 শেষ মুহূর্তের প্রস্তুতি কোর্স

Learnings

The overall Content Marketing Engine (CME) Report provides a comprehensive summary of CME 1-5. We, the content marketing team, indicate a structured approach to content marketing, likely involving multiple phases or iterations. The report has covered various aspects such as content strategy, audience engagement, performance metrics, and areas for improvement to all the other teams. Learning from this activity involves understanding the effectiveness of the content marketing strategy, identifying successful elements, and recognizing opportunities for enhancement in future iterations.

On the other hand, I have been assigned for the very first time to plan the whole content marketing strategy for this month's new course, "SSC 2024 শেষ মুহূর্তের প্রস্তুতি কোর্স," which has implied a focus on educational offerings. The learning from this activity involved understanding the preparation and planning involved in launching a course, especially one targeted at a specific examination year (in this case, SSC 2024). It also suggests a proactive approach to meet the needs of students preparing for the mentioned examination. Analyzing the success and challenges of this course launch has provided me insights into effective strategies for introducing educational content and catering to a targeted audience.

Week: 12 (Timeline: October 16 - October 22, 2023)

Activities

1. This week has been my last week for internship and hence we planned the HSC 2023 Result Day's Content Marketing Plan ahead of its time due to its heavy media dependency.

Learnings

As a core stakeholder, I had to communicate with both academics and admission teams to know their expectations and what will be our business goal from this day on. This experience underscores the importance of understanding the distinct needs and interests of these two groups. As my internship concluded this week, it was crucial to conduct a thorough campaign plan and execute it. This involved assessing the effectiveness of the content marketing plan, identifying key metrics, and understanding what worked well and what can be improved.

Segment	Content Title	Description	Quantity	Ratio	Content Type	CTA (MOFI)	Publishing Date
Before Result	Best wishes static/ Khola Chithi	Description: Re-edit previous years template - Just change text Content Development: Fahon Sakib - 3PM, 22 Nov Design: TBD Reference Content: https://drive.google.com/drive/folders/1vEP8h1KavFG7JzQ04eFnoaTmNoB Caption Reference: এই দিন দিন নাঃ, আরো দিন আছে। এই দিনেই শিবে মেঘের সেই নিমেরে কাছে - ছাত্রদের আবেগে আর স্নেহে কী কান, স্বপ্নপূর্ণ হৃদয়ে। জেয়ানের জন্য হেঁটে একটি খেলায় যিঁতে। সময় করে পড়ে নিও। টেম হিসেবিত ভুল, বেয়ামের সাথে আছে, সময়সহ। Description: Khola chithi Video Version targeting audiences (parents)	1	1:1	Static	Share with HSC Examinee Friends	25 November
Before Result	Best wishes Reel	Cost: Fahon Sakib Content Development: Fahon Sakib Shoot: 25 Nov Edit: 25 Nov Reference Content: https://drive.google.com/drive/folders/1vEP8h1KavFG7JzQ04eFnoaTmNoB	1	9:16	Reel		25 November
Result Day	Breaking News Nationwide HSC result	Description: Use previous Year Template Stakeholder: Marketing Team Reference Content: https://drive.google.com/file/d/1K7JC34MvSumm8h08aG5aG87pd_5V/view https://drive.google.com/file/d/1e72h0M10E9o8b951M59p0a734X/view?usp=sharing Caption Reference: 1. আজ জ্ঞেয়ার, বেলায় ১০টা মিত্র নিজ শিক্ষার্থিতম ও অন্দাইমে একেখানে এসেসি ও সময়মের পরীকার কলকল প্রকাশিত হবে। 2. আজ জ্ঞেয়ার, বেলায় ১০টা শিক্ষার্থিতম ও অন্দাইমে একেখানে এসেসি ও সময়মের পরীকার কলকল প্রকাশিত হচ্ছে। পক্ষের ব্যাং ১০:১৫ Description: Use Previous Year Template - Update Background & Text	1	1:1	Static	Share with HSC Examinee Friends	26 November
Result Day	Board specific HSC Result static	Design: Zahid Haseeb Stakeholder: Marketing Team Reference Content: https://drive.google.com/drive/folders/1C3Ch8Ch8mTfKxKh7ZG8F9EEnm7f0a1g5wAP3vL_Tp8C-CFA1WQc8k239hnavuA7h7JXwAPFVQZ-7h641Y8vAM Caption: ১০:১৫ এর এসেসি ও সময়মের পরীকার কলকল প্রকাশিত। সন্ধ্যাবেলায় মোট পাশের ব্যাং ১০:৩৫। এ ছাড়া মোট ১টি শিক্ষার্থিতম জিপিএ-২ পেয়েছে। ১ মাস ৮-৬ আজার ২৫৮ শিক্ষার্থী। (কমন্স করলে ১টি শিক্ষার্থিতমের পরীকারিতম এক কলকল পেয়ে যায়) 🍀 আউটস্পেস এসেসি ১০:১৫ ব্যাং 🍀	1	1:1	Static		26 November
Result Day	Instructors will visit schools and get raw reaction of the students	Description: Reactions with SME Location 1: VNC (Bolley Road), NDC Location 2: Adomyee, Shoheen, Shoheed Anwar Cost Unit 1: Fahon Sakib + Aman Islam Siam Cost Unit 2: SMR Rolygon + Humain Nur Sazan Media Unit: Shoot Unit 1 (Haziab + Arjun + Zahid) + Shoot Unit 2 (Badi (Freelancer) + Ifan + Zahid) Reference Content: https://www.facebook.com/10minuteschool/videos/82743782203325/ https://www.facebook.com/news/2083114188760174	1	16:9, 1:1	Short Video	Join our admission program for the best Admission preparation from the beginning with the best teachers in BD.	26 November

8. A glimpse of HSC 2023 Result Day Campaign Plan

Segment	Content Title	Description	Quantity	Ratio	Content Type	CIA (MOFI)	Publishing Date
Result Day	Mashup/Isola of calling our students and capturing their reaction along with their parents	Description: Call Reactions (Our Students) Location: H2 & Bananda Cast: MS, Farhana Islam, Tanmay Dhar, Toufiqui Sharif Shoot: Fayad Rahman Sorthok Edit: Han Uddin Ahmed Reference Content: https://www.facebook.com/see/7201207326352815	1	9:16	Reel	Join our admission program for the best Admission preparation from the beginning with the best teachers in BD	26 November
Result Day	Result Day Special, Guideline Live	Description: Realtime Live Cast: Farhan Sakib, SMR Ralyon, Tanmay Dhar, Toufiqui Sharif Content Development & Shooting: MKT Team & Admission Team Reference Content: Duration: 1hr/Maximum	1	16:9	Live		26 November
Result Day	Result Day Special, Guideline Live	Description: Realtime Live Announce Poster & Thumbnail Design: Zahid Hossain Reference Content:	1	1:1, 9:16, 16:9	Static		26 November
Result Day	Motivation for Admission Journey	Description: SBR will make a video to motivate students for their admission journey Content Development: Admission Team (Farhan Sakib) Edit: No edit required Reference Content: https://drive.google.com/files/1V_gH02_Q02j0f0NW5a-EHs7M4M9/View?usp=drive_link	1	9:16	Short Video	Join our admission program for the best Admission preparation from the beginning with the best teachers in BD	26 November
After Result	Static Testimonial Template	Description: Testimonial of our students about how our courses help them to achieve GPAS Changes Required : Update Background Reference Content: https://drive.google.com/drive/folders/17er7aV_8ZqVtMmpvR8kHJub0afm	1	1:1	Static	HSC এর শুরু হওয়ার Admission জের প্রকৃতি নিচে জেনে নিন।	27 November
After Result	After Result Guidelines Zoom session	Description: ফিক্সরে কী সাইডনাইম ফরনা করনে এখনও আজিকার নকশা লৌহায়ে সফর Announcement Poster and Thumbnail Cast: Farhan Sakib, Tanmay Dhar, Toufiqui Sharif, SMR Ralyon Content Development & Shooting: MKT Team & Admission Team Reference Content:	1	1:1, 9:16, 16:9	Static		27 November
After Result	After Result Guidelines Zoom session	Description: ফিক্সরে কী সাইডনাইম ফরনা করনে এখনও আজিকার নকশা লৌহায়ে সফর Cast: Farhan Sakib, Tanmay Dhar, Toufiqui Sharif, SMR Ralyon Content Development & Shooting: MKT Team & Admission Team Reference Content:	1	16:9	Live	মিক্সকে খাচর করে নিয়ে/ ছাড়া পাসক্রু জমা সহজক IGCSE ক্রিপে-ডিজিট করা নিয়ে নিয়ে।	27 November
After Result	After Result Guidelines Zoom session (Micro Content)	Description: After Result Guidelines Live (Micro Content) Edit: Han Uddin Ahmed	1	16:9, 1:1, 9:16	Short Video	মিক্সকে খাচর করে নিয়ে/ ছাড়া পাসক্রু জমা সহজক IGCSE ক্রিপে-ডিজিট করা নিয়ে নিয়ে।	28 November

9. The whole Content Marketing Plan for HSC'23 Result Day

Over the course of the **12-week internship** at 10 Minute School, I embarked on a multifaceted journey that enriched my understanding of content marketing and its pivotal role in the educational technology sector. Studying the Content Marketing Framework, attending alignment meetings, and engaging in cross-functional collaboration provided me with a holistic view of 10MS's offerings, benefits, and pricing strategies.

Competitor analysis, platform audits, and participation in the Content Marketing Hackathon further sharpened my strategic and creative skills. Crafting the inaugural Content Marketing Engine, developing Go-to-Market plans, and launching initiatives like the HSC 2025 Online Batch course and the Star Teachers' League showcased my evolving leadership and execution capabilities.

The immersion in community workshops with **Mirza Salman Hossain Beg** underscored the significance of understanding the student and parent perspective, leading to a strategic shift towards community engagement. Launching the Teacher's Day campaign and the Admission Camp highlighted the power of offline engagement in bridging the gap between aspirations and educational success.

The 10.10 Sales Campaign, despite falling short of revenue targets, provided valuable insights into content marketing distribution and the need for engaging and fun content. The subsequent content marketing revamp, guided by a deeper understanding of the target audience's needs, preferences, and pain points, paved the way for a more personalized and impactful content strategy.

The internship's final weeks involved planning and executing the HSC 2023 Result Day's Content Marketing Plan, showcasing my ability to align business goals with academic and admission team expectations. As I conclude this internship, the experience has been a blend of strategic thinking, hands-on execution, and continuous learning.

Applying **agenda-setting theory**, the internship allowed me to shape and influence the narrative around 10 Minute School's offerings and initiatives. By effectively communicating key messages and aligning them with the organization's goals, I contributed to setting the agenda within the educational technology space.

The social marketing theory of communication was evident in the emphasis on community engagement, understanding the audience's needs, and fostering a sense of belonging. The initiatives, such as community workshops, teacher engagement programs, and content revamps, aimed at creating a positive impact on the audience, aligning with the social marketing theory's focus on behavior change for the social good.

In essence, this **12-week journey** has been a comprehensive exploration of content marketing strategies, from theoretical frameworks to practical execution, and has equipped me with valuable skills and insights for future endeavors in the dynamic realm of digital marketing and education.

3.3 Work Experience of Internship

During my internship at 10 Minute School, I undertook a diverse range of responsibilities and activities, spanning from studying the Content Marketing Framework and competitor analysis to organizing events and crafting strategic content marketing plans. Here is a brief summary of my work experience and key learnings:

Key Responsibilities and Activities:

1. Content Marketing Framework Study:

- Studied 10MS's Content Marketing Framework and existing courses to understand offerings, benefits, and pricing for consumers and customers.

2. Competitor Analysis and Social Media Strategies:

- Presented competitor analyses for both Academics and Non-Academics verticals, deriving best content ideas for social media and creating sales funnels.
- Engaged in biweekly meetings with the head of marketing, Ayman Sadiq, for insights into upcoming strategies.
- Learned platform audits to maintain brand hygiene.

3. Content Marketing Hackathon:

- Participated in a Content Marketing Hackathon, enhancing collaborative and problem-solving skills.
- Evaluated and distributed outcomes, improving project management and attention to detail.

4. Inaugural Content Marketing Engine:

- Created the first Content Marketing Engine for strategic content initiatives within a specified timeline.
- Briefed and addressed queries from the Media and Content (Academics) teams for smoother execution.

5. GTM Plan for HSC 2025 Online Batch Course:

- Crafted a Go-To-Market plan for rapid awareness of the HSC 2025 Online Batch course, emphasizing the pivotal role of engaging recent graduates.

6. Community Workshop and Community Creation:

- Conducted a day-long Community Workshop to understand student and parent perspectives, leading to the creation of communities for SSC-HSC students and admission students.
- Realized the importance of teachers' special care and initiated the Star Teachers' League for building relationships with teachers and students.

7. Optimizing Social Media Operations:

- Restructured the working structure for student contributors to optimize social media operations.
- Implemented changes to enhance efficiency and effectiveness in daily tasks.

8. Offline Events – Admission Camp and Teacher's Day Campaign:

- Organized an Admission Camp with aptitude tests and sessions to activate admission students.
- Conducted a Teacher's Day campaign, creating a tribute video and recognizing the contributions of teachers.

9. 10.10 Sales Campaign:

- Led the planning of the 10.10 Sales Campaign, analyzing its performance and identifying areas for improvement.
- Gained insights into the importance of fun content for successful sales campaigns.

10. Content Marketing Revamp and 2024 Strategy:

- Participated in a revamp of content marketing strategies, emphasizing audience needs and preferences.
- Developed the content marketing strategy for 2024, focusing on community building and user-generated content.

11. Overall Content Marketing Engine Report and New Course Launch:

- Contributed to the overall Content Marketing Engine Report, summarizing CME 1-5.
- Planned the content marketing strategy for a new course, SSC 2024, emphasizing preparation and planning for targeted audiences.
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12. HSC 2023 Result Day's Content Marketing Plan:

- As a core stakeholder, communicated with academics and admission teams, planning and executing the HSC 2023 Result Day's Content Marketing Plan.

Key Learnings:

- Strategic understanding of content marketing frameworks, pricing, and offerings.
- Competitor analysis for effective social media strategies and sales funnel creation.
- Insights into collaboration and alignment through biweekly meetings.
- Rapid problem-solving and project management skills from the Content Marketing Hackathon.
- Importance of community engagement and teacher-student relationships.
- Optimization of social media operations for student contributors.
- Offline event planning and effective content marketing for sales campaigns.
- Revamping content marketing strategies for audience-centric and diverse content.
- Strategic planning and execution for new course launches.
- Core stakeholder experience in planning and executing significant content marketing initiatives.
- Overall, the internship provided a holistic view of content marketing, emphasizing strategic thinking, collaboration, and adaptability in a dynamic environment. The experience contributed to my growth in various aspects of marketing and content strategy, preparing me for future challenges in the field.

Chapter Four Evaluation of Learning

4.1 Difference between Academic Learning and Corporate World (Academic & Practical Work)

As a marketing enthusiast, my journey has been a dynamic blend of academic exploration and hands-on experience in the corporate realm. Armed with a foundation in some basic marketing concepts from a university *Advertising* course at some level, my internship at 10 Minute School served as a transformative bridge between theory and practice. In this immersive experience, I delved into a diverse array of responsibilities, from dissecting content marketing frameworks to orchestrating strategic campaigns. Let's navigate through the key dimensions that distinguish my academic learning from the invaluable insights gained in the corporate world.

Here are some key differences:

1. Practical Application vs. Theoretical Knowledge:

- **University Learning:** In a university setting, I often acquire theoretical knowledge about marketing concepts, frameworks, and strategies. The focus is on understanding principles and gaining a broad knowledge base.
- **Corporate World:** My internship involved the practical application of content marketing frameworks and strategies. I applied theoretical concepts to real-world scenarios, gaining hands-on experience in crafting and executing plans.

2. Collaboration and Teamwork:

- **University Learning:** While group projects are common in universities, the depth of collaboration might be limited compared to a corporate environment.
- **Corporate World:** My experience highlights frequent collaboration with the head of marketing, participation in a hackathon, and engagement in biweekly meetings. This reflects the importance of effective teamwork and communication in achieving organizational goals.

3. Adaptability and Rapid Problem-Solving:

- **University Learning:** Academic settings often provide a structured environment, and problem-solving is usually done over an extended period.
- **Corporate World:** My involvement in the *Content Marketing Hackathon* demonstrates the need for rapid problem-solving skills and adaptability in a dynamic work environment. This is a crucial skill in the corporate world where situations can change quickly.

4. Community Engagement and Relationship Building:

- **University Learning:** The emphasis may be more on individual academic achievements rather than community engagement.
- **Corporate World:** My experience in participating in a *Community Workshop*, initiating the *Star Teachers' League*, and recognizing the importance of teacher-student relationships highlights the significance of community engagement and relationship building in a corporate setting.

5. Project Management and Execution:

- **University Learning:** Project management skills are often learned in theory, and execution might be more hypothetical.
- **Corporate World:** My involvement in various initiatives, such as organizing events, creating marketing plans, and launching campaigns, provided practical experience in project management and execution.

6. Strategic Thinking and Planning:

- **University Learning:** Strategic thinking is taught in the context of theoretical frameworks and case studies.
- **Corporate World:** My participation in crafting *Go-To-Market* plans, revamping content marketing strategies, and planning for new course launches illustrates the practical application of strategic thinking in a corporate setting.

In summary, while academic learning provides a foundational understanding of concepts, the corporate world has added a practical dimension, requiring skills like rapid problem-solving, collaboration, and strategic thinking for effective application in real-world scenarios. My internship experience has likely complemented my academic learning, providing a more holistic preparation for a career in marketing and content strategy.

4.2 Navigating Success: My Internship Outcome

Embarking on my internship journey at **10 Minute School** has been a gratifying and enlightening experience, leaving me not only satisfied but also profoundly confident as I stand at the threshold of launching my career. The rich tapestry of responsibilities, from immersing myself in content marketing frameworks to orchestrating impactful campaigns, has not only solidified my theoretical knowledge but has also equipped me with a robust set of practical skills.

Navigating the intricate landscape of content marketing, I have developed a strategic understanding that extends beyond the confines of textbooks. From the meticulous study of existing frameworks to the exhilarating challenge of crafting Go-To-Market plans, each task has been a stepping stone towards a deeper comprehension of the nuances that drive successful marketing initiatives.

The collaborative environment at 10 Minute School has been instrumental in refining my teamwork and communication skills. Engaging in biweekly meetings, participating in hackathons, and spearheading community workshops underscored the paramount importance of collective efforts in achieving organizational goals. This collaborative spirit, coupled with the emphasis on rapid problem-solving, has instilled in me a confidence to navigate the dynamic and ever-evolving landscape of the corporate world.

Moreover, the hands-on experiences of organizing events, optimizing social media operations, and contributing to the revamp of content marketing strategies have honed my project management and execution abilities. These practical skills, gained in the crucible of real-world scenarios, have bolstered my readiness to take on challenges and make a tangible impact in the professional sphere.

As I reflect on the transformative journey of this internship, I am not only satisfied with the wealth of knowledge gained but also infused with a profound confidence in my ability to contribute meaningfully to the field of marketing. This experience has not merely been a stepping stone; it has been a catalyst propelling me forward with the conviction that my career, nurtured within the corridors of 10 Minute School, is poised for substantial growth and impactful contributions in the years to come.

4.3 Internship Expectations: Pursuing Innovation in Marketing and Content Strategy

My internship journey has been a dynamic fusion of academic knowledge and hands-on corporate experience, where I seamlessly transitioned theoretical marketing concepts into practical applications. Emphasizing collaboration, adaptability, and rapid problem-solving, the experience surpassed expectations. Engaging in community initiatives, honing project management skills, and implementing strategic thinking, the internship not only met but exceeded my aspirations for a non-traditional career path in marketing and content strategy. It has been a transformative bridge, providing invaluable insights that complement and elevate my foundational academic learning.

1. Hands-on Application of Marketing Concepts:

Expectation: Gain practical experience in applying marketing concepts learned in university to real-world scenarios.

Achievement: Successfully applied content marketing frameworks and strategies in various campaigns, bridging the gap between theoretical knowledge and practical application.

2. Collaborative Teamwork:

Expectation: Engage in a collaborative work environment, emphasizing effective teamwork and communication.

Achievement: Actively participated in team projects, biweekly meetings, and a hackathon, highlighting the importance of collaboration in achieving organizational goals.

3. Adaptability and Rapid Problem-Solving:

Expectation: Develop skills in adapting to dynamic work environments and rapidly solving problems.

Achievement: Successfully demonstrated adaptability and rapid problem-solving in the Content Marketing Hackathon, showcasing the ability to navigate challenges in a fast-paced corporate setting.

4. Community Engagement and Relationship Building:

Expectation: Explore opportunities for community engagement and understand the importance of relationship building in a corporate context.

Achievement: Participated in a Community Workshop, initiated the Star Teachers' League, and recognized the significance of teacher-student relationships, contributing to community engagement within the corporate framework.

5. Project Management and Execution:

Expectation: Gain practical experience in project management and execution beyond theoretical understanding.

Achievement: Actively involved in organizing events, creating marketing plans, and launching campaigns, providing hands-on experience in project management and execution.

6. Strategic Thinking and Planning:

Expectation: Apply strategic thinking skills in practical scenarios, moving beyond theoretical frameworks.

Achievement: Participated in crafting Go-To-Market plans, revamping content marketing strategies, and planning new course launches, demonstrating the practical application of strategic thinking in a corporate setting.

7. Holistic Preparation for a Non-Traditional Career Path:

Expectation: Pursue something out of the box, diverging from traditional career paths like journalism or NGO work.

Achievement: The internship experience has provided a unique blend of marketing and content strategy, offering a holistic preparation for a non-traditional career in a dynamic and innovative field.

In conclusion, the internship has not only met but exceeded expectations by providing a transformative experience that aligns with the desire for a career beyond the conventional, setting the stage for continued growth and exploration in the marketing and content strategy domain.

4.4 Evolution of Skills through Internship

Embarking on my journey from a marketing enthusiast in the academic realm to a seasoned professional, my internship experience at 10 Minute School has been instrumental in honing a diverse set of skills. The immersive transition from theoretical knowledge to hands-on practice has significantly enriched my capabilities, making me a more well-rounded marketer. Here's a glimpse of the skills developed during this transformative period:

1. Practical Application Mastery:

University Learning: Acquired theoretical knowledge of marketing concepts and frameworks.

Corporate World: Applied content marketing frameworks and strategies in real-world scenarios, gaining proficiency in crafting and executing plans.

2. Effective Collaboration and Teamwork:

University Learning: Participated in group projects with limited depth of collaboration.

Corporate World: Engaged in frequent collaboration with the head of marketing, participated in a hackathon, and attended biweekly meetings, showcasing the importance of effective teamwork and communication.

3. Adaptability and Rapid Problem-Solving:

University Learning: Developed problem-solving skills in a structured academic environment.

Corporate World: Participated in a Content Marketing Hackathon, highlighting the need for rapid problem-solving skills and adaptability in a dynamic work environment.

4. Community Engagement and Relationship Building:

University Learning: Emphasis on individual academic achievements.

Corporate World: Engaged in community workshops, initiated the Star Teachers' League, and recognized the importance of building relationships, underscoring the significance of community engagement.

5. Project Management and Execution Proficiency:

University Learning: Learned project management skills in theory.

Corporate World: Managed various initiatives, including organizing events, creating marketing plans, and launching campaigns, gaining practical experience in project management and execution.

6. Strategic Thinking and Planning Acumen:

University Learning: Strategic thinking taught through theoretical frameworks and case studies.

Corporate World: Participated in crafting Go-To-Market plans, revamping content marketing strategies, and planning for new course launches, illustrating practical application of strategic thinking.

This journey has transformed me from a student with foundational knowledge to a professional equipped with the practical skills necessary for success in the dynamic field of marketing and content strategy. The internship experience has not only complimented my academic learning but has also provided a holistic preparation for a thriving career in the marketing landscape.

4.5 Future Opportunities for a Stronger Portfolio and Career: A Roadmap from Internship Learnings

Armed with a rich blend of academic insights and hands-on experience gained during my internship, my future holds promising opportunities for building a robust portfolio and advancing a flourishing career in the dynamic field of marketing. The skills acquired serve as a foundation for seizing the following opportunities:

1. Strategic Project Leadership:

- Leverage my project management and execution proficiency to lead strategic initiatives within marketing teams.
- Showcase successful projects in the portfolio, highlighting the practical application of theoretical concepts.

2. Innovative Campaign Design:

- Apply practical knowledge gained in content marketing to design innovative and effective campaigns.
- Showcase campaign results, emphasizing the impact of strategic thinking and adaptability in achieving campaign objectives.

3. Cross-Functional Collaboration:

- Position myself as a collaborative leader by emphasizing the importance of effective teamwork and communication.
- Seek opportunities for cross-functional collaboration, showcasing the ability to work seamlessly with diverse teams to achieve common goals.

4. Community Engagement Initiatives:

- Extend community engagement initiatives beyond the internship experience.
- Document and present community workshops, the initiation of the Star Teachers' League, and other efforts aimed at relationship building in the portfolio.

5. Rapid Problem-Solving Showcases:

- Demonstrate rapid problem-solving skills through case studies and examples from the Content Marketing Hackathon.
- Position oneself as a professional adept at navigating and solving challenges in fast-paced, dynamic work environments.

6. Continuous Learning and Professional Development:

- Showcase a commitment to continuous learning by staying abreast of the latest marketing trends and tools.
- Document any additional certifications, workshops, or courses undertaken to enhance skills and knowledge.

7. Thought Leadership and Content Creation:

- Establish thought leadership by creating and sharing industry-relevant content.
- Use platforms such as blogs, articles, or social media to showcase expertise in content strategy, aligning with the practical experiences gained during the internship.

8. Networking and Mentorship:

- Leverage professional networks to seek mentorship opportunities and expand industry connections.
- Document networking efforts, highlighting valuable connections and the insights gained from experienced professionals.

9. Leadership in Educational Initiatives:

- Explore leadership roles in educational initiatives, drawing on experiences in the Star Teachers' League and community workshops.
- Showcase the ability to contribute not only to corporate success but also to educational and community enrichment.

By strategically capitalizing on these opportunities, my portfolio will evolve into a dynamic representation of skills, achievements, and a commitment to ongoing growth. This approach positions me for a rewarding and impactful career in marketing, where the fusion of theoretical knowledge and practical application becomes a catalyst for success and innovation.

Chapter Five

Conclusion

5.1 SWOT Analysis

Strengths

1. Diverse Skill Set:
 - **Description:** A strong foundation in both theoretical marketing concepts from academic studies and practical application through hands-on internship experience.
 - **Impact:** Positioned me as a versatile marketer capable of seamlessly transitioning between strategic planning and on-the-ground execution.
2. Effective Collaboration and Teamwork:
 - **Description:** Demonstrated ability to collaborate with cross-functional teams, engage in hackathons, and contribute to biweekly meetings during the internship.
 - **Impact:** Strengthens my interpersonal skills, showcasing my capacity to work harmoniously within teams and contribute effectively to collective goals.
3. Adaptability and Rapid Problem-Solving:
 - **Description:** Proven ability to adapt to dynamic work environments, particularly highlighted in the Content Marketing Hackathon experience.
 - **Impact:** Positioned me as a resourceful professional capable of navigating unforeseen challenges and finding swift, effective solutions.
4. Community Engagement and Relationship Building:
 - **Description:** Actively involved in community workshops, initiation of the Star Teachers' League, emphasizing the importance of community engagement and relationship building.
 - **Impact:** Strengthens my profile as a socially conscious marketer with a keen understanding of the significance of building and sustaining meaningful connections.

Weaknesses

1. Limited Professional Experience:
 - **Description:** Although the internship provided valuable hands-on experience, the overall duration might be perceived as relatively short.
 - **Mitigation Strategy:** Seek additional internships or projects to accumulate more diverse experiences and showcase a continuous commitment to professional development.
2. Niche Industry Exposure:
 - **Description:** The internship experience may be concentrated in a specific industry or niche, potentially limiting exposure to a broader range of marketing challenges.
 - **Mitigation Strategy:** Actively seek opportunities to engage with different industries through networking, workshops, or supplementary courses to broaden my industry knowledge.

Opportunities:

1. Leadership Roles in Educational Initiatives:
 - **Description:** The experience in initiating the Star Teachers' League opens avenues for leadership roles in educational and community-based initiatives.
 - **Action Steps:** Explore opportunities to lead or contribute to educational programs, showcasing a commitment to both professional and community enrichment.
2. Thought Leadership in Content Strategy:
 - **Description:** Strong foundation in content marketing strategies provides an opportunity to establish thought leadership through content creation.
 - **Action Steps:** Consistently contribute to blogs, articles, or social media platforms, showcasing insights and expertise in the evolving landscape of content strategy.

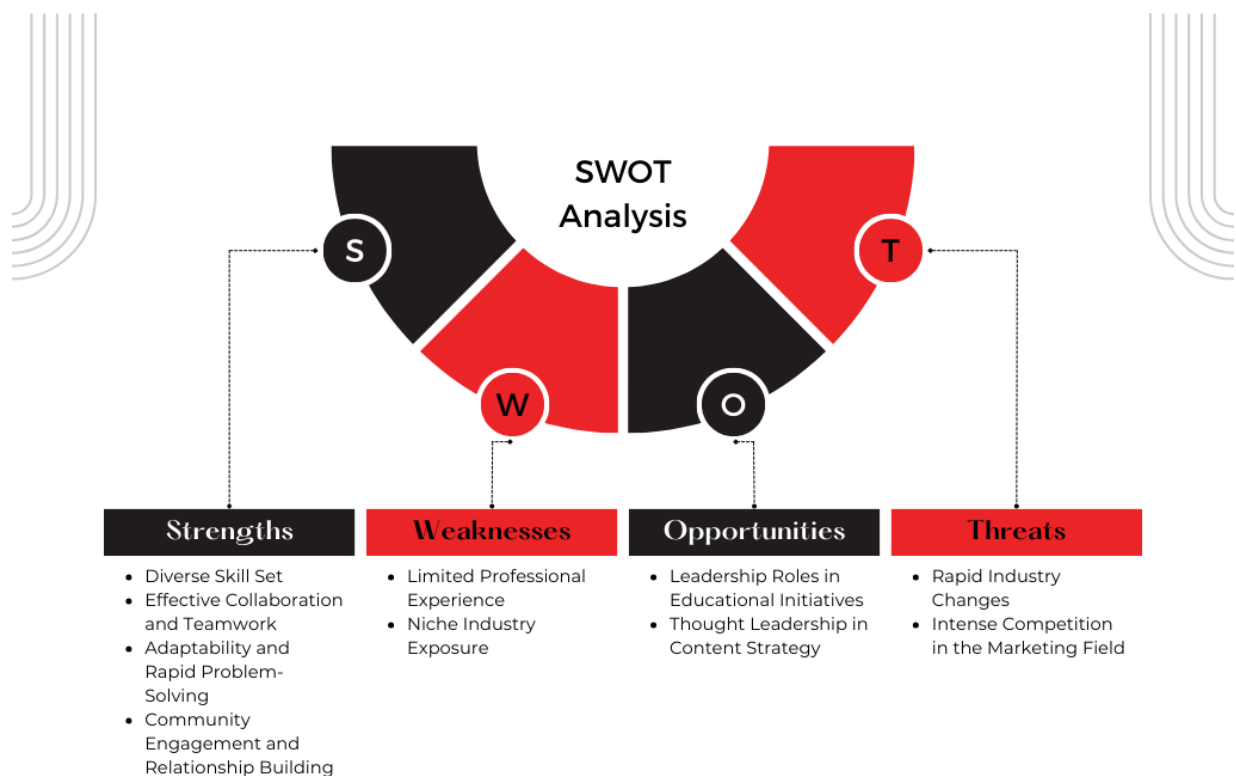
Threats

1. Rapid Industry Changes:

- **Description:** The marketing landscape is dynamic, with trends evolving rapidly.
- **Mitigation Strategy:** Commit to ongoing learning, stay updated with industry trends, and actively seek professional development opportunities to stay ahead of changes.

2. Intense Competition in the Marketing Field:

- **Description:** The field of marketing is highly competitive, with professionals vying for similar opportunities.
- **Mitigation Strategy:** Differentiate myself by emphasizing a unique combination of skills, experiences, and a commitment to continuous improvement. Network strategically to build meaningful connections within the industry.



10. SWOT Analysis

This SWOT analysis provides a comprehensive overview of my current standing, leveraging strengths, addressing weaknesses, capitalizing on opportunities, and preparing for potential threats. By strategically navigating these factors, I can further enhance my portfolio and advance my career in the marketing landscape.

5.2 Conclusion

In charting a course from academia to the professional realm, the fusion of theoretical understanding and practical prowess has carved a unique path. Armed with a diverse skill set, ranging from strategic thinking to hands-on execution, I stand as a versatile marketer ready to meet the demands of the dynamic marketing landscape.

The journey showcases not just proficiency but a commitment to collaboration and adaptability. From hackathons to community engagements, each experience underscores a capacity to thrive in varied environments, fostering effective teamwork and swift problem-solving.

However, recognizing the short professional stint and niche industry exposure as potential limitations opens doors for proactive measures. Opportunities in educational leadership and thought leadership beckon, providing avenues to overcome constraints and further enrich my professional narrative.

As the marketing landscape evolves, the commitment to ongoing learning becomes paramount. Embracing change and positioning against intense competition requires not just skill but a unique identity. The path forward involves not just addressing weaknesses but transforming them into opportunities for growth.

In conclusion, the strategic fusion of skills, experiences, and continuous learning defines the trajectory ahead. Each strength fortified, each weakness acknowledged, the journey from theory to practice lays the groundwork for a vibrant and impactful marketing career. The horizon awaits, and with a thoughtful approach, the future promises to be both challenging and rewarding.

Appendix

5.3 Appendix - A

Website: <https://10minuteschool.com/en/>

Facebook: <https://www.facebook.com/10minuteschool/>

YouTube: <https://www.youtube.com/channel/UCL89KKkLs0tZKld-iIS3NGw>

Instagram: https://www.instagram.com/10ms_insta/



11. Onboarding Gift from 10 Minute School



12. My desk at office



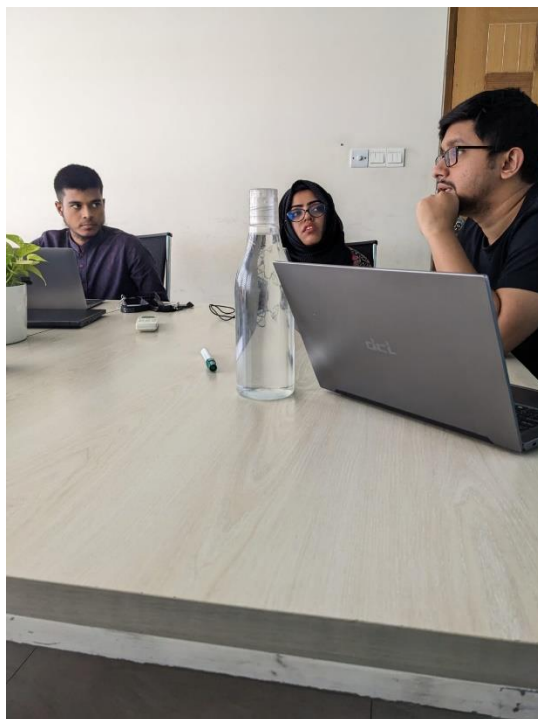
13. A group selfie one of courses launching live



14. A shooting day with Ayman Sadiq



15. A selfie after daily standup meeting



16. Content Ideation and Studio setup for Launching Live of Academic Course



