



Daffodil International University
Internship Report On
An Analysis of the Service Marketing in Bangladesh: A Study on
Daffodil International University

Prepared for:

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Date of Submission: 30/04/2025

Letter of Transmittal

30/04/2025

To,

Professor Dr. Mohammed Masum Iqbal,
Faculty of, Business and Entrepreneurship,
Daffodil International University

Subject: Submission of internship report on “An Analysis of the Service Marketing in Bangladesh: A Study on Daffodil International University”

Dear Sir,

With due respect, I would, like to present my internship report on “**Analysis of the Service Marketing in Bangladesh: A Study on Daffodil International University**”. I'd like to mention that I prepared this report with the cooperation of my internship supervisor. I believe that this, internship program has provided me with the best opportunity to enhance both my knowledge and my experience. I have made every effort to meet the report's objectives, and I believe it will meet your expectations. I made every attempt to gather all of the relevant information while preparing this report in order to make the report both accurate and workable. So, I hope you'll enjoy the review of this report.

Thanking You



.....
Tasnuva Mursalat Simran

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Program: BBA (Marketing)

Department of, Business

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University

Supervisor's Declaration

I certify that the internship report was prepared by **Tasnuva Mursalat Simran**, ID: **162-11- 5166**, a student of the BBA, Program, Daffodil International University. She served as an intern for the admission office of Daffodil International University and completed the report entitled “**An Analysis of the Service Marketing in Bangladesh: A Study on Daffodil, International University**” as a requirement of the BBA Program.

In all his future endeavors, I wish her success.



.....
Professor Dr. Mohammed, Masum Iqbal
Dean, Department of Business Administration
Faculty, of Business and Entrepreneurship
Daffodil International University

Student's Declaration

I, Tasnuva Mursalat Simran, ID: 162-11-5166, a BBA student of Daffodil International University, have prepared the Internship Report on "An Analysis of the Service Marketing in Bangladesh: A Study on Daffodil International University" only for academic purpose by myself.

I further declare that the work described in this temporary post is original and that, for any degree or grant or other cause, no part or whole of this document has been presented to any other college or foundation.

This work has not been submitted in violation of copyright. I hope that the University will compensate any misfortune or harm which might arise from failure to do so, but I make no promises.



.....
Tasnuva Mursalat Simran

ID#162-11-5166

Program: BBA (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

The Student Registration and Admissions departments of Daffodil International University play the key role in publicly promoting the university's various programs. These departments work directly with the university's faculties and other departments to arrange various promotional programs designed to attract students to both the undergraduate and postgraduate levels. This included devising advertising strategies, managing student conversion operations and open and candidate days, advertising online and offline, and managing partnerships towards other universities.

The goal for the admissions office is to guide potential students through the entire admission process from the initial contact to the offer to the completion of their enrollment. The admissions office uses both primary, and secondary data sources to gather info that is used to make decisions.

Despite continued outreach by the Student Registration and Admission departments to highlight all university programs, many master's program applicants continue to be deterred by the lack of an online application system. They particularly deter the people when they must get admission information in person at the campus office during regular weekday business hours, which inconveniences many working full-time people who cannot take time off to meet this requirement on weekends.

The university should make applying for its programs more flexible for working adults, with providing online application forms for all programs, and with extending its admission office hours to evening times to help make the process easier for potential students.

Table of Contents

Section	Page
Letter- of -Transmittal	i
Supervisor's -Declaration	ii
Student's Declaration	iii
Executive Sum	iv
Table of Contents	v-vi
Chapter 1: Introduction	1
1.1 Introduction	2
1.2 Origin of the Study	2
1.3 Objectives of the Study	2
1.4 Methodology of the Study	2
1.5 Limitation of the Study	4
Chapter 2: Overview of Daffodil International University	5
2.1 About Daffodil International University	6
2.2 Campus of Daffodil International University	6
2.3 Goals of Daffodil International University	6
2.4 Teaching Method and Medium	6
2.5 Virtual University	6
2.6 Faculties and Departments	7
2.7 Membership of Other International Organizations	7
2.8 International Linkage and Board of Trustees (BoT) of DIU	8
Chapter- 3: Marketing of Daffodil International University	10
3.1 Segmentation at DIU	11
3.2 Positioning at DIU	12
Chapter 4: M. Mix of Daffodil International University	13
4.1 Marketing Mix	14
Chapter 5: Promotion and Targeting Strategies at DIU	21
5.1 Targeting at DIU	22
5.2 Selecting Target Market Segments	23

5.3 Socially Responsible Target Marketing	23
5.4 Dual Degree Program	23
5.5 International Student Recruitment	23
 Chapter 6: Findings and Recommendations	 24
6.1 Findings	25
6.2 Recommendations	25
 Chapter 7: Bibliography	 26

Chapter - 1

Introduction

1.1 Introduction

This paper attempts to outline the functions of universities for society, its progress and flux, and to obtain an understanding into the legal obligations of universities to this end. Education has had a positive impact on the economy, politics, society and culture. and yes by examining the laws and rules that shape universities, this research also highlights just how much they can influence the country's direction.

In two independent government evaluations, DIU was always found to be one of the best universities in Bangladesh. Established in 2002 by the Daffodil Group, DIU received government approval from the Ministry of Education. Since then, the university has provided many modern facilities and an interactive teaching atmosphere for a new learning experience. Devoted to honesty, quality, innovation, and teamwork, DIU promotes education, research, and technology. It sees itself as at the center of the nation's efforts in progress and development and encourages students to think deeply, supports their growth both professionally and personally, and helps make communities better places to live. Beyond the classroom, universities support industry, society, and national laws within. University contributions result in innovation, economic growth, political stability, social cohesion, and a rich diversity of culture. We prioritize training professionals and researching to address the challenges that we face in our society today.

1.2 The Study's Origins

For specialists to contribute meaningfully to their work, hands-on experience is essential. This report is part of the internship program requirements. The research supervised by Professor Dr. Mohammed Masum Iqbal, Dean of the Department of Business Administration, Daffodil International University was an attempt to provide a clear and thorough analysis of service marketing practices in the context of Bangladesh, and of Daffodil International University's service marketing strategies in particular as applicable to the business education sector.

1.3 Research objectives

The study wants to meet the objectives among others.

1. To identify the marketing strategies at Daffodil International University (DIU).
2. To identify the marketing mix at Daffodil International University (DIU).
3. Identify problems in the DIU admission and selection process;
4. provide recommendations solving the problems.

1.4 Methodology of This Study

The stages of development that went into the production of the report went from the selection of a topic through to the writing up of the final report, with the main stages being those of gathering the relevant information, classifying it, analyzing, interpreting and explaining it. The study discusses various techniques employed at each stage of analysis.

In order to ensure accuracy and consistency with the reporting standards, we gathered both primary and secondary data and cross-checked them against each other in order to increase the validity of the results and the depth of the report.

A qualitative study supports the report.

Open-ended interviews provided the primary data. The official website of Daffodil International University (DIU) supplied the secondary data.

- **Primary Source:**

Researchers mainly interviewed employees from Student Registration and Admissions at Daffodil International University since the interviews detailed participant experiences,

challenges, and perceptions of the online application process. Researchers considered the interviews more comparable though the data lacked structure.

- **Secondary Source:**

- Other data and institutional information was obtained from the university's website and used to provide context to the study.
- Participants included the employees of the Student Registration and Admissions Department and randomly selected officials and employees of Daffodil International University.
- The district chose 50 students, officials, and staff members as subjects, which is 50.
- This study used simple random sampling of participants. Everyone therefore had an equal chance of selection.

These steps gathered and analyzed the results.

Interview Guide Development:

- One such research instrument designed was semi-structured interview guides with questions pertaining to the following areas:
- Daily tasks and responsibilities
- Obstacles during the registration process
- Use of technology and software
- Feedback on current procedures
- Suggestions for improvement

Recruitment of Participants:

They then invited representatives from the Student Registration and Admissions Department, as a sample of the range of experiences that exist within the department.

- **Conducting the Interviews:**

Interviews were conducted in a quiet, private space. The interviewer generally followed an interview guide, but participants were asked open-ended questions in order to elicit the most thought-provoking answers to the study questions.

- **Data recording and analysis:**

Interviews were recorded and verbatim transcripts were made. The transcripts were analyzed for themes, patterns and trends. The report gave a summary of its key findings as follows.

The open-ended interviews we conducted provided rich qualitative data but had limitations.

- **Lack of Standardization:**

The interviews were unstructured. The type and depth of responses varied from participant to participant, making them difficult for comparison.

- **Subjectivity:**

It is possible that any bias in collecting the data may have been influenced by interviewer style, whilst responses may have been influenced through personal experiences and perceptions.

- **Time-Consuming Process:**

The length of time required to conduct and code the in-depth interviews with so many participants curtailed the ability to assess the overall range of the study.

Data analysis is difficult. Because the questions remained open-ended, coders categorized qualitative data with difficulty during a consuming amount of time.

- **Limited Generalizability:**

These findings may not be generalizable to all of the Daffodil International University population or to service marketing in Bangladesh, because of the relatively limited sample and research context.

Chapter - 2

Overview of Daffodil, International University

2.1 About Daffodil International University

independent govt assessments, Daffodil, International University (DIU) is among the best universities in Bangladesh. DIU was established on January 24, 2002, by the Daffodil Group with Ministry, Education approval under, the 1992 Private University, Act and its revision in 1998. The setup vision and mission include an inclusive culture founded on dignity, civility, and respect; strong collaborative attitude, open & effective communications, and a pursuit of quality, integrity, and innovation in all facets of activity. Since extension and outreach services directly affect people's lives worldwide, they are essential to the IT-based mission. The University maintains the qualities of its traditional outreach programs while also being involved in outreach initiatives that respond to the changing requirements of the society in which we live. The university is still looking for fresh and imaginative ways to reach out to the individuals it serves.

2.2 Campus of Daffodil International University

Permanent Campus: Daffodil Int, University, Choui Bariaa, Dattta Para, Ashuliaa Model Town, Savaar, Dhaka.

2.3 Goals of Daffodil International University

- Creating a joint-venture uni in Bangladesh in collaboration with the US, UK, and Australia.
- Creating degrees at the university up to the GSE level by securing accreditation from globally renowned accrediting organizations like AACSB and ACBSP.
- Offering top-notch instruction to create human resources with marketable skills.
- Using technology-oriented knowledge to conduct and support research aimed at improving the nation's socioeconomic growth.
- A contribution to the general public's moral and ethical development.
- Establishing an academic atmosphere that supports young people's intellectual development and is free from political and other disturbances.
- Producing graduates by disseminating knowledge in a way that is moral, human, and logical while reflecting Bangladesh's national heritage, values, and principles.
- Providing educational opportunities for the people through everything
- Educating students .to meet Bangladesh's demand for effective marketing executives and IT personnel.

2.4 Teaching Method and Medium

The University employs modern teaching methods such as call lectures, interactive discussion, simulation, lab work, case analysis, and extra field study. The Tutorial/workshop/lab sessions, which are unique to DIU, are aimed to aid students in understanding how to apply concepts and theories. English is the medium of inst at DIU.

2.5 Virtual University

Daffodil International University plans to build the fastest and most user-friendly virtual university among private universities, with the goal of providing students with the timeliest academic and administrative operations. Internally, 'briteworks' is running a test version of virtual university.

2.6 Faculties and Departments

- **Faculty of Business and Entrepreneurship**
 - i. Department of Business Administration
 - ii. Department of Business Studies
 - iii. Department of Real Estate
 - iv. Department of Tourism and Hospitality Management
 - v. Department of Innovation and Entrepreneurship
- **Faculty of Science and Information Technology**
 - i. Department of Computer Science and Engineering
 - ii. Department of Computing and Information System
 - iii. Department of Software Engineering
 - iv. Department of Environment Science and Disaster Management
 - v. Department of Multimedia and Creative Technology
 - vi. Department of General Educational Development
- **Faculty of Engineering**
 - i. Department of Electronics and Telecommunication Engineering
 - ii. Department of Textile Engineering
 - iii. Department of Architecture
 - iv. Department of Electrical and Electronic Engineering
 - v. Department of Civil Engineering
- **Faculty of Allied Health Science**
 - i. Department of Pharmacy
 - ii. Department of Public Health
 - iii. Department of Nutrition and Food Engineering
- **Faculty of Humanities and Social Science**
 - i. Department of English
 - ii. Department of Law
 - iii. Department of Development Studies
 - iv. Department of Journalism and Mass Communication
 - v. Department of Development Studies
 - vi. Department of Information Science and Library Management

2.7 Membership of Other International Organizations



2.8 International Linkage

More than 150 universities collaborating with Daffodil International, University.

(BoT) of DIU

Mr. Md. Sabur Khan, Founder and Chairman	
Ms. Shahana Khan, Member	
Ms. Rowshan Ara Begum, Member	
Ms. Samiha Khan, Member	
Professor Dr. Yousuf Mahabubul Islam Vice Chancellor, Member	
Ms. Fatema Begum, Member	
Ms. Nasima Akther, Member	
Mr. Mohamed Emran Hossain, Member	
Mr. Md. Zafar Iqbal Khan, Member	
Professor Dr. Engr. A. K. M. Fazlul Hoque Registrar, Member	

Mangt of DIU

Name	Position
Mr. Md. Sabur Khan	Founder & Chairman
Mr. Md. Abdul Hamid	Hon'ble President of the People's Republic Bangladesh and Hon'ble Chancellor, Daffodil International University
Professor Dr. YousufMahbubul Islam	Vice Chancellor
Professor Dr. S.M. Mahbub Ul Haque Majumder	Pro-Vice Chancellor
Mr. HamidulHaque Khan	Treasurer
Professor Dr. Engr. A. K. M. FazlulHoque	Registrar
Professor Dr. Md. GolamMowlaChoudhury	Controller of Examinations

Chapter - 3

Marketing Strategies

This chapter presents DIU's market segmentation and positioning strategies. It identifies the various student segments that DIU serves. Specific programs and services are designed to fulfill the needs of the segments in which DIU operates. These strategies serve to position the organization in the academic market.

3.1 Segmentation at DIU

DIU also recognizes that no single solution works for all students, and a multiple segmentation strategy is required to serve the different student segments. This enables DIU to better develop programs, services, and marketing strategies that are most appropriate to serve the needs of each specific segment of students.

3.1.1 Demographic Segmentation

DIU also segments its target market into age, education level and occupation, to create programs that will appeal to students at different stages in their study and career.

3.1.2 Psychographic Segmentation

DIU also uses psychographics to divide its students into groups based on lifestyles, values, and interests, because these factors often have more influence than demographics when students pick a school.

- **Interest-Based Segmentation:** Based upon students' interests, DIU starts new programs. For example, sensing interest in gaming, DIU started the specialization of esports management.
- **Values-based segments:** Students who favor ethical leadership and community building are attracted to DIU's emphasis on social responsibility, community building and sustainable development.

3.1.3 Behavioral Segmentation

The DIU also takes into account students' schooling patterns and preferences to predict future needs.

- **Education:** The University also offers bridging programs for students who transition from the diploma level to the degree level programs.
- **Career Aspirations:** DIU gives career counseling services for helping students understand how their academic choices fit into their long-term career goals and aspirations.

3.1.4 Segmenting Consumer Markets — Example: Tailored MBA Programs

DIU further segments its consumer markets according to interests and careers. Some examples of such interests and careers are inclusive of:

- MBA in Sustainable Business serves students with interest in sustainability issues.
- MBA in Technology Management, for those who want to take charge in tech industries.

3.1.5 Segmenting Business Markets — Example: Corporate Training Programs

Additionally, DIU also collaborates with different industries in providing customized corporate training programs for organizations. It has worked with technology companies to design and deliver on-demand professional training programs for employees in the corporate sector as well.

3.1.6 Segmenting International Markets — Example: Dual-Degree Programs

A part of DIU's international endeavors includes collaborating and forming dual-degree agreements with academic institutions in other countries. DIU operates such programs between its home campus and partner institutions with international students enrolled at DIU to earn degrees from both institutions.

3.1.7 Requirements for Effective Segmentation

DIU states that segmentation is effective only if each segment meets the following requirements:

- **Measurable:**

Using data analytics and segmentation results, DIU tracks enrollment patterns and student satisfaction.

- **Accessible:**

The university also offers online courses and other online content to accommodate learners in remote areas or with different types of learning styles.

- **Substantial:**

DIU especially focuses on the large and growing market segments of new disciplines to realize sustainable enrollment and academic impact.

- **Differentiable:**

DIU programs differ from other training programs through partnership with the industry and providing opportunities for internships and hands-on experience for its students.

- **Actionable:**

With the help of segmentation analysis, DIU's program and marketing efforts are tailored to the needs of students.

3.1.8 International Linkages

DIU collaborates with over 150 universities and these partnerships support faculty and student exchanges and they support cross-border research and study programs.

3.2 Positioning at DIU

DIU commits to educate to a high standard. It uses state-of-the-art digital technologies, innovates, creates, and develops its students all-round. The positioning statement should exemplify DIU's vision to produce skilled and ethical leaders by strengthening education quality and researching in a rapidly changing world.

Chapter :4

Marketing-Mix of Daffodil, International University

4.1 M. Mix

The four variables in the marketing mix are promotion, price, product and distribution. The advertisement mix is defined as "the arrangement for promoting instruments that the firm employs to seek in the goal for its destinations following its presentation." The important mixing devices are characterized by four board meetings, called the 4P's of promotion.

- Product'
- Price'
- Place'
- Promotion'

4.1.1

The product mix here would be the various programs or courses that are offered by Daffodil International University. The product here would be the services provided along with the features provided by the programs.

Daffodil International University (DIU) Product (Programs and Services) Daffodil International University (DIU) offers many educational products. These products include programs and courses to fulfill student needs in many fields. The products aim for academic excellence, develop skill, and relate to the real world for the students.

4.1.1 Academic Programs

Faculties and Programs:

- **Faculty of Business & Entrepreneurship:** This faculty has BBA, MBA, and specialized courses. This faculty readies future entrepreneurs and manages disciplines within a wide business range.
- **Faculty in Engineering:** Faculty teach Computer Science & Engineering (CSE), teach Electrical & Electronic Engineering (EEE), and teach in the Civil Engineering program; those faculty adapt and prepare students through the building of a solid foundation, as technology and engineering landscapes change.
- **Faculty of SITechnology:** Environmental Science, Software Engineering, and Nutrition & Food Engineering programs stress research, innovate, and solve problems creatively.
- **Faculty of Humanities & Social Science:** Media Studies, Law, and English programs have a focus toward critical thinking, communication, and social responsibility.
- **Faculty of Allied Health Sciences:** Offers courses in Public Health, Pharmacy and Nursing, and educates many skilled professionals for meeting the needs of the growing health industry.

Special Features of Programs:

DIU distinguishes itself by offering unique opportunities within its academic programs:

- **Industry Partnerships and Internships:** Many programs include collaborations with industry, providing practical experience, real-world projects, and internship opportunities.
- **Flexible Learning Options:** Students can pursue on-campus or online courses, allowing access to quality education regardless of location.
- **International Accreditation:** Several programs are internationally accredited, ensuring global recognition of students' qualifications.

- **Research and Innovation Hubs:** Specialized labs and research centers support students' engagement in innovative projects across technology, social sciences, and healthcare.
- **Professional and Skill Development Services:** DIU provides career counseling, placement services, resume-building workshops, and interview preparation to help students transition smoothly into the workforce.
- **Clubs and Extracurricular Activities:** A variety of student clubs, including cultural, technical, and sports organizations, promote leadership, teamwork, and campus engagement.
- **Entrepreneurship Programs:** DIU encourages entrepreneurship through workshops, startup incubation support, and opportunities for students to pitch business ideas.

Flexible Degree Options:

- **Undergraduate and Graduate Programs:** DIU offers a range of programs from bachelor's to master's degrees, catering to both new students and working professionals.
- **Short-term Diplomas and Certifications:** Specialized courses allow students and professionals to upskill or expand their expertise in targeted areas.

Overall, DIU hopes to achieve a combination of knowledge-based education, hands-on learning, and exposure to the industry to best prepare students for jobs, leadership, and lifelong learning.

4.1.2 Price

Price refers to the monetary amount that students pay to attend DIU. Price is an important part of the marketing mix, influencing students' decision making for enrolling at the university.

Methodology:

DIU frequently carries out market assessments and student surveys to evaluate the perceived value of its programs and the competitiveness of its fees.

New Product Pricing Strategy:

DIU sets prices for new programming that are competitive against market rates, taking into account their innovation value.

Pricing in Marketing Strategy:

Pricing decisions at DIU are designed to align with promotion and branding decisions, which include the use of market penetration pricing to expand the audience for new or niche programs.

Examples of Pricing Techniques:

- **Value-Based Pricing:** Tuition reflects the high-quality education, advanced facilities, and extensive support services provided. Merit-based scholarships encourage high-achieving students to enroll.
- **Segmented, Flexible, and Penetration (SFP) Pricing Strategy:**
 - DIU also offers scholarships and waivers based on criteria such as the DIU Freedom Fighter Scholarship for the children of freedom fighters and the Golden Scholar Award based on merit.

- Fees for workshops and short-term courses may be adjusted in response to demand or market conditions, including temporary discounts during peak periods.
- DIU may temporarily discount the price of a program to grant students and expand market share. For instance, the Bachelor of Science in Data Science used penetration pricing for the promotion of the program.

Through the SFP pricing strategy, DIU ensures accessibility, market responsiveness, and competitiveness while catering to diverse student segments locally and internationally.

4.1.3 Place

Place refers to how DIU delivers its programs and services to students. DIU provides education through its **permanent campus** in Dhaka, as well as various **brand offices** across the city, ensuring students can access academic services conveniently.

Permanent Campus at Ashulia, Dhaka:



4.1.2 Promotion

DIU arrange different types of promotional activity to attract their potential customers some of the activities are given below:

Special Offers

One student one laptop:

DIU's administration took the initiative to provide each student with a laptop in order to strengthen students' ICT abilities. The institution has already begun an initiative dubbed "One Student One Laptop" in aim to make every DIU student dynamic, to which students have responded enthusiastically.

Additional waiver facility:

Students accepted to the campus will have access to extra waivers not available to students on the main campus; for male students, the percentage of waiver will be 20%, and for female students, the proportion will be 30%.

Digital classroom facility:

DIU introduced digital classrooms as the first digital university in Bangladesh to familiarize students with modern technologies.

Career Development Center (CDC):

The CDC is critical in ensuring that Daffodil International University students are placed in employment and internships. On a regular basis, CDC organizes conferences, training programs, seminars, symposia, intra-university and inter-university job fairs for student professional development.

Research Center:

To encourage and engage faculty and students in research activities, DIU has established three separate research centers under each department: i) Bureau of Business and Economics

Research, ii) Research Center for Science & Information Technology, and iii) Research Center for Humanities & Social Sciences.

Customer Service

One stop service:

To answer students' concerns and to create a comfortable educational climate on campus, a one-stop service was established.

DIU medical center:

DIU established a Campus Medical Center to provide health care to DIU students. DIU Medical Center students are eligible for free care. According to DIU, "good health is the basis of success."

Strong interaction with guardian:

DIU connects with the Guardians and educates them about their students as needed for the benefit of the students.

Special counseling for weak students:

If it is discovered that a few students do not earn adequate grades, they are helped by DIU faculty members, specifically to enhance their performance.

Other Promotional Activities:

Green Campus:

Daffodil International University has the largest green campus of any private university in Bangladesh, ensuring a healthy and green atmosphere for both students and faculty.

Waiver facility:

Students accepted to the Ashulia Campus will have access to extra waivers not available to students on the main campus; for male students, the percentage of waiver will be 20%, and for female students, the proportion will be 30%.

4.1.3 Facilities provided by Daffodil International University

Digital classroom facility:

As the first digital institution in Bangladesh, DIU launched digital classrooms to acquaint students with new technology.

E-library:

DIU's pupils were exposed to the E-library. The DIU e-library is open to all DIU students. All enrolled students have access to the internet, which allows them to get worldwide and local reference books.

Career Development Center (CDC):

The CDC is critical in ensuring that Daffodil International University students are placed in employment and internships. On a regular basis, CDC organizes conferences, training programs, seminars, symposia, intra-university and inter-university job fairs for student professional development.

DIU Forum:

Faculty and students can engage in a variety of venues to share their ideas and opinions on any issue. The forum is an excellent forum for problem-solving, as well as for constructive and helpful suggestions for replying and sharing.

Comfortable classroom and lab facilities:

Classrooms are clean, dry, air-conditioned, and have comfortable seats. All rooms include multimedia projectors, as well as adequate ventilation and lighting. Laboratories are simple to set up.

Email facilities:

For better communications, every student, faculty member and employee have an individual e-mail ID in the university domain.

Arrangements of competitive events:

On and off campus, DIU often hosts business conferences, academic fairs, project fairs, programming competitions, film festivals, business talk shows, debate competitions, picture exhibitions, and other events. The goal is to prepare students for the labor market by providing them with practical knowledge, as well as to acquaint them with various educational systems and programs in order to give them an idea of further education such as M.Phil.

Strong interaction with guardian:

For the betterment of the students, DIU communicates with the Guardians and informs them about their students, if needed.

4.1.4 Other Activities

The first business incubator in Bangladesh was established by DIU. The Daffodil Business Incubator (DBI) was established in May 2014 under the Daffodil International University following an intense entrepreneurial counseling and assessment. The Daffodil Business Incubator (DBI) was launched in September 2012 with the aim of creating new entrepreneurs. It organizes skill development workshops, business skill workshops and a series of entrepreneurship projects for those students who are interested in self-employment. Due to its quality, standard and accomplishments, it has already gained the appreciation and trust of its students.

Startup-Market

The main purposes of the program are for students to become entrepreneurs and to improve campus life quality, while students gain practical experience when they operate a business in a controlled, low-risk environment. Startup Market encourages students so they sharpen creativity, solve problems, and gain business skills to prepare for possible future entrepreneurship ventures.

DIU Alumni Association

The Daffodil International University Alumni Association is to bring all the graduates into one platform and create an interactive and active group for professional and intellectual development and to promote the principles of the university. The association also seeks to establish a mutual bond for the exploitation of the graduates and to strengthen unity, harmony, and fraternity among the DIU graduates.

Transport:

DIU has a large transportation fleet. Transportation is provided to both students and faculty, as well as to government organizations. Buses are also provided to take students from different stations to their respective campuses. Students use the transportation for industrial tours, study tours, and even their annual picnics among other purposes.

Accommodation

DIU has prepared for male and female students to live in a big, safe, and adjacent residence, where they may live in comfort, attentive care, and amid a study atmosphere. The tranquil ambiance of this accommodation is created based on the needs of the pupils.

4.1.5 Students' Affairs

It works with respectable academic members. Furthermore, all club activities, foundation

classes, new student orientation, and other activities are managed by the DSA Office. Along with organizing the foundational course called "Art of Living," it also runs prize programs, deans' lecture series, training for positive behavioral change, and national-international partnership programs.

Chapter - 5

Promotion and Targeting Strategies at
Daffodil International University

This chapter examines the targeting strategies of Daffodil International University (DIU) and shows how DIU's programs, offerings, and communication strategies have come to fit the needs and motivations of its segmented student population.

5.1 Targeting Strategy at DIU

DIU's primary targeting aim is to develop its branding as a center of innovation and technology-focused education with interest in all-round development of students. The university is now trying to identify the right audience for its programs and style of marketing.

5.1.1 Niche Targeting

DIU promotes programs and initiatives relevant to specific niche community needs within its student population.

- i. **International Outreach:** DIU attends international educational fairs, partners with foreign universities, and promotes technology-driven programs, attracting students toward a global perspective and innovative educational settings.
- ii. **Industry partnerships:** DIU targets students via building partnerships with technology companies, startups, and other organizations, as students want to find applications, gain experience, and build connections in new and emerging industries.

5.1.2 Value-Based Targeting

DIU believes price, quality and return on investment matter most to students and families, and targeting based on value communicates these factors.

- **Affordability:** DIU highlights its reasonably priced tuition and a wide range of scholarships to alleviate financial concerns while ensuring access to high-quality education.
- **Return on Investment (ROI):** By sharing alumni success stories, especially in technology-driven careers, DIU demonstrates the tangible benefits of its programs and the potential career outcomes for students.

5.1.3 Evaluating Marketing Segments

DIU considers three criteria to determine target markets for its technology.

- **Attractiveness:** Segments are assessed based on program demand, industry growth, and opportunities for collaborations or partnerships.
- **Feasibility:** DIU considers available resources, faculty expertise, and alignment between programs and industry requirements to ensure practical focus on selected segments.
- **Compatibility:** Programs and initiatives are aligned with the university's mission and values, fostering strong and mutually beneficial relationships with the target audience.

5.2 Selecting Target Market Segments

5.2.1 Concentrated Marketing

DIU's marketing effort focuses on a few selected groups, e.g. by offering tailored programs together with business partners to meet the specific needs of certain workforces.

5.2.2 Differentiated Marketing

In its differentiated marketing strategy, DIU shapes its programs and offerings to the needs and preferences of some populations, including customary college-age students, working adults, and lifelong learners.

5.3 Socially Responsible Target Marketing

DIU also stresses social and responsible marketing practices:

- **Community engagement:** The university engages in outreach and social responsibility projects, which personally attracts those who value community and social engagement.
- **Ethical Practices:** Providing information to potential students, a fair admissions process, and responsible hiring practices meet the moral standards that students interested in socially responsible institutions expect.

5.4 Dual-Degree Programs

Some dual degree programs highlight that focus. By partnering with foreign universities, DIU attracts students who are looking for an international experience and an additional degree. These programs allow international students to enroll at DIU and increase its popularity internationally.

5.5 International Student Recruitment

To attract international students, DIU organizes webinars, online campus tours and overseas recruiting fairs. Dual degrees, technology-oriented study programs and the opportunity to learn in a different way also appeal to potential students with good career prospects. This outreach program will increase international enrollments and establish DIU as a future-oriented university with a global presence.

Chapter: 6

Findings and Recommendations

6.1 Findings, of the Study

Product

Lack of Clear Differentiation: DIU offers numerous programs at different study levels. These programs may not be sufficiently differentiated against other universities. Because it lacks differentiation, articulating DIU's unique value proposition is important.

Price and Place

Pricing inflexibility is possible. Pricing and financial aid may not flex enough to meet the needs of more students. Alternative payment mechanisms may increase enrollment and accessibility.

Limited Physical Presence: DIU has a permanent campus and a few brand offices, but its limited reach and because of e-learning offerings may make it difficult for students in rural areas to access the university.

Promotion

Relying too much on Customary Marketing: DIU markets heavily through customary marketing channels. The university does not fully market with digital means or reach out on social media. These actions are key in reaching younger audiences who understand technology.

Additional Considerations

Faculty Development: A lack of investment in faculty training & development could affect the quality of instruction. It could also affect alignment of the curriculum to current industry standards.

6.2 Recommendations

Market Analysis for Program Differentiation: Conducting of a wide-ranging market study to identify gaps and opportunities can help DIU design programs or specializations that distinguish it from other institutions.

Price flexibly and offer payment options: Repay based on income, defer fees, and plan payments by installment to increase access to education for better accommodation of students' financial needs.

Grow Access Through Campuses and Online Platforms: Consider opening regional campuses or working with online education platforms to let more students access higher education.

Strengthen Digital Presence by investing into a powerful online presence through a contemporary website, or use various social media and advertising campaigns for specific audiences.

Faculty Development: Workshops, conferences, and research projects also help faculty improve their teaching skills for keeping their programs aligned with the needs of the workforce.

The Admissions team is the first-touch point for recruiting potential students so we follow the standards of customer service, professionalism, and accuracy. We approach the DIU application process in an organized and deliberate student-centered way, doing our best in order to create a positive first impression.

The Student Recruitment Campaigns department creates and manages campaigns to recruit students through multiple targeted channels. It also works with internal staff and external partners to manage student recruitment as they recruit. This includes handling inquiries, applications and other student recruitment events and activities, to do this as clearly and simply as possible.

Chapter - 7

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- **Industry-specific websites (e.g., for education, technology, etc.)**

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