



Internship Report

on

**“An analyses of marketing practices in Education Consultancy
Services: A study on Cloud Bridge Consultancy”**

SUBMITTED TO

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University (DIU)

SUBMITTED BY

Kazi Momena Akter Mim

Id: 213-11-1374

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

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Letter of Transmittal

30 August 2025

To

Ms. Farhana Noor
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report

Dear Mam,

With due respect, I am pleased to submit my internship report titled “**An analyses of marketing practices in Education Consultancy Services: A study on Cloud Bridge Consultancy**” as a partial requirement for the completion of my **Bachelor of Business Administration (BBA)** degree at **Daffodil International University**.

This report is the outcome of the practical experience I have gained while working with the marketing department of Cloud Bridge Consultancy. It includes comprehensive analyses, findings, and recommendations based on my internship experience and research.

I would like to express my gratitude for your guidance and valuable suggestions throughout the preparation of this report. I sincerely hope this report will meet your expectations and provide insights into the practical marketing strategies of an export-oriented Education Consultancy.

Sincerely,

Kazi Momena Akter Mim

ID: 213-11-1374

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgement

At the very beginning, I would like to express my heartfelt gratitude to Almighty Allah for granting me the strength, patience, and clarity of mind to successfully complete this report amidst various challenges.

I would like to express my sincere thanks to my academic advisor, **Ms. Farhana Noor**, Assistant Professor at Daffodil International University, for her valuable guidance, encouragement, and continuous support throughout the internship period.

Special thanks to **Ms. Jannatul Ferdous**, Manager at Cloud Bridge Consultancy (CBC), for her motivation, support, and the valuable lessons she shared with me. Her guidance helped me understand both office culture and research work effectively.

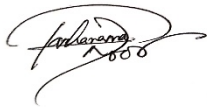
I am also thankful to **Mr. Md Shahan Shah**, CEO of CBC, for his humble and helpful nature. He provided me with essential information, documents, and news articles about the company, which greatly enriched my report.

Finally, I truly enjoyed working at CBC as an Executive Counselor during my internship. I dedicated myself fully to the role and, by the grace of Allah, have now joined CBC permanently after completing the three-month internship.

Certificate of Approval

I hereby acknowledge that the internship report “**An analyses of marketing practices in Education Consultancy Services: A study on Cloud Bridge Consultancy**” has been submitted in partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree. This internship report has been submitted to the Department of Business Administration at Daffodil International University by Kazi Momena Akter Mim, ID: 213-11-1374.

This report is a copy of the candidate's own work that was prepared according to my instructions and carried out during the Cloud Bridge Consultancy internship time frame. I am satisfied that the report is a creditable piece of academic work and endorse it for submission.



Ms. Farhana Noor

Assistant Professor

Department of Business Administration

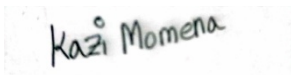
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Declaration

I, **Kazi Momena Akter Mim**, hereby declare that the internship report entitled “**An analyses of marketing practices in Education Consultancy Services: A study on Cloud Bridge Consultancy**” has been prepared solely for academic purposes and is based on my own work and research conducted during the internship period.

This report has not been submitted to any other institution, nor has it been used for any purpose other than fulfilling the partial requirement of the **Bachelor of Business Administration (BBA)** program at **Daffodil International University**. All sources of information have been properly acknowledged, and the contents of this report reflect my personal understanding and analytical perspective on the topic.



.....

(Kazi Momena Akter Mim)

ID: 213-11-1374

Program: BBA

Major: Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Executive Summary

This traineeship report is prepared as part of my BBA program, focusing on Cloud Bridge Consultancy (CBC), an educational consulting firm based in Dhaka. The report explores CBC 's services, marketing strategies, and its role in guiding students for higher education abroad.

Cloud Bridge Consultancy (CBC) is a consultation company in the field of education. It gives in-depth instructions and assistance to the students who request help in foreign higher study. CBC is located in Dhaka only. CBC is collaborating with 7 countries as the representatives of the most reputable colleges and universities of these countries. In 2022, CBC began its operations with its CEO, MD. Shahan Shah has been in this industry since 2018. He has over the years proudly represented many popular Universities to Bangladeshi students. The mission of CBC is to enable the students by providing high standard ethical and quality service.

CBC contributes to the selection of institutions and subjects, support visa processing and credit transfer, receiving foreign scholarships, and PR processing. CBC does not charge its services. The CBC, as well as other social sites like twitter, LinkedIn and YouTube channels Facebook pages, is the primary media used to promote the goals and activities of CBC. CBC offers career live chat on the internet and posts news details regarding foreign study and stories published in leading universities of such sites.

During my traineeship, I was involved in communicating with foreign university representatives, organizing career seminars, and assisting clients with queries related to studying abroad.

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Chapter 1:

Introduction



1.1 Introduction

Cloud Bridge Consultancy is a powerful research foreign education consultancy firm that offers comprehensive guidance and counseling to students who aspire to experience more education among the best transnational places. The organization is also proficient in offering guidance and counseling to academics seeking to study within the UK, Denmark, Sweden, Hungary, the Netherlands, Malaysia, and USA.

Cloud Bridge possesses highly educated and learned advisers who work day and night to ensure that the scholars make their dreams come true by studying abroad. The advisers are also aware of the admission policies of various universities and are too knowledgeable about the latest trends in the education sector, hence they can provide the best possible guidance to the students. In summary, CBC is a safe and reliable companion to students who wish to continue their studies in another nation. The agency has supported many scholars through its large array of services as well as highly trained counselors to realize their career and educational aspirations.

1.2 Background of the Study

Cloud Bridge consultancy is a licensed and registered education consulting company. CBC's first priority is the best interest of the client, and its services are led by its values and professional ethics. The entire concept of initiating CBC and its success has been attained by the CEO, MD Shahan Shah, who is a Bangladeshi citizen and had an interest in the education consulting sector. In 2010, he began helping students who wanted to study at foreign universities in Bangladesh. He finished his graduation in the United Kingdom. He had been a full-time employee in one of the leading education agencies for over one year in the roles of Business Analyst and Branding Manager, during which he had an opportunity to gain more experience from the international education sector.

Under his guidance, Cloud Bridge has established itself as a trusted organization in the industry, with branches in Dhaka, Bangladesh. This international reach showcases the company's commitment to offering high-quality education services to students worldwide. His dedication to professionalism, transparency, and student-centered services drives Cloud Bridge Consultancy's success within the demanding business of global education consultancy.

1.3 Objectives of the Study

1.3.1 Broad Objective

The main objective of this study is to analyze the marketing practices of Cloud Bridge Consultancy.

1.3.2 Specific Objectives

- To analyze the segmentation, Targeting, and positioning (STP) strategies of CBC.
- To evaluate the Marketing Mix (4Ps) of CBC.
- To provide strategic recommendations based on findings

1.4 Scope of the Study

This study is primarily focused on analyzing the marketing practices of Cloud Bridge Consultancy (CBC), an educational consultancy firm operating in Bangladesh. The scope includes understanding how CBC promotes its services to students who are interested in pursuing higher education abroad. It covers the consultancy 's use of digital marketing tools such as Facebook, YouTube, LinkedIn, and other social media platforms, as well as offline strategies like seminars, workshops, and direct counseling sessions.

The study also explores how CBC targets students based on their preferred study destinations, such as the UK, Canada, Australia, Germany, Sweden, and Malaysia, and how it builds trust through free services like admission assistance, visa processing, and scholarship guidance.

Furthermore, this research is limited to the activities and strategies used by the Dhaka branch of CBC, as it is the only branch currently in operation. The analysis is based on both primary observations made during the traineeship period and secondary sources such as company documents, social media content, and official reports. This study does not include a comparison with other consultancy firms but solely focuses on CBC 's internal marketing efforts and outreach practices.

1.5 Methods of Data Collection

The descriptive study design was used to gather CBC data. This methodology allowed a large-scale examination of the firm activity, procedures, and outcomes. There was a qualitative as well as quantitative research methodology utilization.

1.5.1 Primary Data:

The primary data I have collected is from day-to-day conversations with my senior colleagues who are more engaged with CBC 's marketing activities, brief discussions with CEO MD Shahan Shah

and the advisor of CBC MD Arif Islam, and interactions with the clients/ex-clients of Cloud Bridge Consultancy.

1.5.2 Secondary Data:

I gathered the secondary data from the advisor of Cloud Bridge Consultancy's personal documents, the CEO's articles about CBC in the Prothom Alo newspaper, the research and comparison of other educational consulting firms' websites, the evaluations and comments from CBC's official Facebook pages, Philip Kotler's book Marketing Management, and the sample report I had taken from Daffodil International University.

1.6 Limitations of the study

Since CBC is a new consultancy firm, there was limited published information. The majority of the information was gathered directly from the CEO and other employees, who were occupied with organizational activities most of the time. A portion of confidential information could not be revealed as well. Time constraints during the internship also posed challenges in conducting more thorough analysis.

Chapter-2

Company overview

2.1 Overview

Cloud Bridge Consultancy (CBC) is a licensed education consultancy firm based in Dhaka, established in 2022. It provides free guidance and support to students planning to study abroad, including services like university selection, visa processing, scholarship assistance, and PR support. Led by CEO Md. Shahan Shah, a UK graduate and certified education counselor, CBC represents institutions from countries like the UK, Canada, Australia, Germany, Sweden, and Malaysia. The firm uses both digital platforms and offline seminars to reach students and has quickly gained trust through its transparent, student-focused services.

Services Offered by CBC:

- **University Selection:** Helping students choose institutions and programs based on their academic background, interests, and financial ability.
- **Admission Support:** Assisting in application form completion, editing documents, and correspondence with universities.
- **Visa Processing:** Guiding students through the visa application process, including documentation and interview preparation.
- **Scholarship Information:** Providing details about scholarship opportunities and supporting students in applying for them.
- **Pre-departure Support:** Offering advice on accommodation, travel, cultural adaptation, and preparation before moving abroad.

Corporate Profile of Cloud Bridge Consultancy:

Business Name	Cloud Bridge Consultancy
Founder	MD Shahan Shah
Date of Establishment	2022
Type of Company	Educational Consultancy firm
Operation Branch	Nikunjo 2 Dhaka
Corporate Address	31/a, Road21, Nikunjo2 Dhaka-1229
Website	www.cloudbridge.info

2.2 Mission and Vision of Cloud Bridge Consultancy:

Mission:

At CBC, our mission is to empower students with the right resources, guidance, and support to achieve their academic and career goals abroad. We provide personalized counseling to help students choose programs and institutions that align with both their academic ambitions and personal aspirations. Beyond selection, we stand by them throughout the application and acceptance process, ensuring a smooth journey toward their dream education.

Vision:

Our vision is to become the most trusted and preferred education consultancy for students around the world who wish to study overseas. We strive to foster a culture of innovation and excellence while continuously enhancing our knowledge of international education. At CBC, we dream of creating a future where every student regardless of their background or financial situation can access the best educational opportunities available globally.

2.3 Business Goals:

CBC is dedicated to providing high-quality services for students who dream of pursuing education abroad and building their academic careers at world-class institutions. Alongside supporting students, CBC has also set clear organizational goals to strengthen its growth and impact:

- Expand the team from 10 employees to over 25 within five years
- Grow the client base by 450%
- Maintain job costing with margins above 70%

2.4 Segmentation Criteria:

Segmentation is a business technique that helps an organization divide its market into manageable, similar groups. By doing so, a company can design targeted marketing campaigns and align its services based on the specific needs and wants of a group. It becomes easy to target the right audience and increase the chances of success in the competitive study-abroad consultancy business.

Before finalizing its segmentation strategy, CBC conducted elaborate analysis on the basis of various sources from immigration data, government reports, and results of its own Facebook group surveys. It has been estimated by UNESCO that more than 52,799 Bangladeshi students pursue higher studies abroad every year, out of which a majority choose just 5–6 preferable destinations. A summary excerpt of survey findings that informed CBC's segmentation strategy is included below.

Country	Number of Students	Year
UK	9,490	2024
USA	5,078	2024
Australia	7,159	2024
Canada	4,514	2024
Malaysia	8,890	2024
Germany	4,987	2024

Few other countries are in demand among the students and therefore, So Cloud Bridge Consultancy split the UK, Australia, Canada higher study seeker to include few other countries of the world based on various data survey and analyzing. Here now I would like to outline CBC segmentation, or its geography which is operational with the decisions of CBC which are as follows:

Geographic Segmentation

Geographic segmentation focuses on the differences in preferences, values, and choices between cities, states, and countries. Based on FY sample surveys and UNESCO data, it can be seen that Bangladeshi students are interested in pursuing higher studies abroad. Observing the demand, CBC focused primarily on the Bangladeshi students and, to serve them better, opened its Dhaka branch in 2022.

Demographic Segmentation

Demographic segmentation splits the market based on age, education, occupation and income. Bangladesh is a developing nation that has a huge population, good education, and a good lifestyle but is a challenge. They are highly educated and yet employment opportunities and incomes cannot be met as per expectations. Due to this fact, students and new graduates are more encouraged to study higher in foreign countries to obtain better jobs and higher salaries. Due to this, CBC is focused on the majority of Bangladeshi undergraduate and master-level students.

Psychographic Segmentation

Psychographic segmentation lays emphasis on the values, beliefs, attitudes, interests and lifestyles of the clients. Along with the study-abroad services, CBC also offers immigration services, which are aimed at people who want to move towards a more favorable quality of life. The young Bangladeshi workers are more likely to be oriented in the opportunities available in foreign countries to develop their careers and change their lives. It might not be easy to live a life of luxury or financial freedom within a short period of time due to the economic constraints of the country. The CBC strives to bring these dreams into reality through customized solutions so that the fulfilment of the client goals becomes feasible.

Targeting

After segmentation, targeting is the second crucial job for any business that evaluating each segment and choosing those most suited to its marketing strategy. For CBC, the primary target has been students who are keen on pursuing higher education opportunities in the UK and Malaysia. With active engagement with the local and foreign markets in this segment, CBC has gained sharp perception into student needs.

By actively tracking its Facebook group UK Student Visa, CBC discovered that around 40–50% of the students were very interested in studying in the UK. This made it simple to identify and directly target potential clients, which enabled CBC to efficiently concentrate on this segment.

Positioning

Positioning entails a process by which a firm establishes a unique image or perception in the minds of the consumers to the point that they feel that the brand or service is unlike any other. This was initiated in CBC by its very first social media avenue, which was its Facebook Page.

2.5 Direct and indirect competitor of Cloud Bridge Consultancy:

The education consultancy market consists of direct competition, where rival companies provide similar services like counseling, admission services and visa assistance and indirect competition where other companies offer support services like language training or immigration consultation.

Being a comparatively new company with three years of experience, Cloud Bridge Consultancy (CBC) has to deal with well-established ones, still, being competitive enough due to the close attention to the market trends and adjusting its practices. The competitor insights were collected by using management interviews, internet research and student responses.

Here is a list of direct competitors for CBC:

	Agency Name	Establish year	Facebook Likes	Countries of interest same as CBC (YES/NO)
1	IDP	1973	201k	yes
2	Global Reach	1991	20K	yes
3	Executive Study Abroad	2001	550k	yes
4	Shaheda consultancy	2006	20k	yes
5	Study Net	2012	350k	yes
6	PFEC Global	2012	420k	yes

Indirect Competitors of CBC

Besides the direct competitors, CBC is also forced to deal with the competition with the organizations influencing the decisions of the students in one way or another:

Other education consultancies provide partial services (e.g. ACE Education Consultants, Raffles Education, Nabela Consultancy and PEC Education Consultants).

The services of online education provided by such websites as Apply Board, Study Portals, Hotcourses Abroad, and even international agencies such as the online branch of IDP are the locations where the students can apply to foreign universities.

The domestic universities offering foreign courses (i.e. North South University, BRAC University, East West University and United International University) have students who desire to experience international exposure at the same time being in Bangladesh.

Government or semi-government agencies (e.g. Education USA Bangladesh, British Council Bangladesh, Australian Education Office, Canadian Education International) which provide authentic information and guidance to their students.

Knowledge of English, test preparation or counseling services, e.g. GEEBEE education, Kaplan test prep, Manhattan review and TTP Bangladesh.

2.5 Analyzing the 4Ps of Cloud Bridge Consultancy

Marketing mix or 4Ps (Product, Price, Place and Promotion) is the paradigm that makes organizations to be positioned in the market well. These 4Ps are important to an educational consultancy firm such as Cloud Bridge Consultancy (CBC) to ensure a firm builds a strong brand image, recruitment of students and customer satisfaction. These parameters are discussed in detail as follows in how they are absorbed by CBC in its operations.

Product:

The product of CBC is not a material product but it is a package of services, which add value to the students. They are aimed at addressing the academic objectives and career objectives of clients. Among the most important services, there are:

Student Counselling: Free basic advice- This is offered to students to help them sort out study plans, choice of the right university and visa procedures.

University Admissions: Assists in application to partner universities in such countries as Australia, Canada, the UK etc.

Scholarship Assistance: Supervises Students in gaining scholarships by direct interaction with university admission offices.

Profile Assessment: Measures academic and financial backgrounds to advise which study options are the best ones.

Visa processing: Oversees the whole visa processing, interview preparation in order to boost chances of being approved.

Price:

The pricing policy at CBC is different with most other consultancies. First, they had to pay a refundable amount of 10,000 BDT at the beginning of the paperwork, which was refunded in case the admission and visa process was completed successfully.

Nonetheless, today CBC does not apply any service fees to students who apply to Malaysia and the UK- no fee is paid prior to or after the visa process

Place:

The CBC has its headquarters in Dhaka, Bangladesh but its business is spread all over the nation and students can use the facilities at the office or via internet-based technologies. The company web site contains extensive information and serves as a point of contact with the prospective clients.

The worldwide collaboration that CBC has with colleges and universities makes it provide special guidance and direct channels to the students who intend to pursue studies elsewhere. Going further CBC will establish a new branch with Sylhet January 2026.

Promotion:

Promotion is also one of the strongest backings of CBC's marketing strategy. The consultancy utilizes social networking websites such as Facebook, LinkedIn, YouTube, and Twitter extensively to interact with students. Since most youngsters use social networks, it is an extremely effective way to reach out to the targeted audience.

CBC shares success stories, overseas university news, visa policy updates, and motivational posts to interact and build trust with people on a regular basis. The company also organizes seminars, webinars, and career fairs to provide offline interaction opportunities.

Moreover, by keeping track of competitors' moves on social media, CBC has found a way to boost its promotional campaign itself and establish its brand influence. By focusing on online marketing, CBC not only enhances visibility but also gives the consultancy a chance to have effective, live contact with potential clients.

Chapter-3

Internship Role and Responsibilities

3.1 Role and Responsibilities

During my internship at Cloud Bridge Consultancy (CBC), I was assigned several important responsibilities that helped me gain practical experience in the field of education consultancy. My key roles and duties included:

- **Client Communication:** Accepting client (student) queries in the form of pre or post-web chat and responding to their queries online and in-person related to study abroad programs and admission processes along with general information.
- **Foreign University Correspondence:** Outreach to the representatives of the partner universities with the aim of providing efficient information circulation and processing applications.
- **Seminar and event management:** Aids in the organization, logistics, and running of career seminars and university promotions of different colleges and organizations.
- **Social Media Support:** Assistance in developing and posting content about education on the social media sites such as Facebook, LinkedIn and YouTube of CBC.
- **Document Handling:** helping students to prepare the required documents to apply to universities and apply the visa.
- **Research and Data Collection:** The collection of details of various universities, scholarships and the requirements to study within different countries.
- **Follow up and Counselling Support:** Involvement at each step of the application process with students and assisting senior counselors when necessary.

Chapter-4

Key Learnings and Experiences

4.1 Key Takeaways

My internship in Cloud Bridge Consultancy provided me with some insights on the education consultancy business particularly the international student admissions and counseling of clients. I also understood the way a consultancy firm functions with focus on transparency, ethics and individual guidelines towards students. This experience assisted me to appreciate the whole process of being a student- inquiry to university application and visa processing.

Among the key learning outcomes, I would distinguish that I now understand the necessity of timely, reliable information, effective communication and current information about foreign education systems. I also learnt a lot on interpersonal and organizational skills because of working with student profiles and assisting the counselors with application process.

My training at the Cloud Bridge Consultancy (CBC) was my invaluable learning experience that not only helped me, but also fitted the professional knowledge and practical utilities of the education consultancy sector. Some of the major learning and experiences are:

- **Insights into the Education Consultancy Industry:** I was able to learn how education consultancy firms operate, establish partnerships with foreign universities and facilitate students in their process of study abroad.
- **Better Communication:** The experiences, such as direct communication with students and university representatives helped me develop and enhance my verbal and written communication skills both in a formal and informal environment.
- **Exposure to Digital Marketing:** I had the chance to understand the uses of digital marketing of CBC to promote services and reach the greater analysis of the students using such modes as Facebook, LinkedIn and YouTube.
- **Experience within Event Management:** Participated in the planning of career seminars and student counseling events actively, therefore, developing skills in relation to coordination and proper time management.
- **Counseling Knowledge:** I was able to learn about the student profiling, country selection, and documentation required to admit students and visas by observing and supporting senior counselors.
- **Professionalism and Work Ethics:** My working experience at formal office environment taught me to be responsible, punctual and be a team player.
- **Flexibility and Problem Solving:** I became able to respond to student questions and unforeseen issues at events and prioritize a number of tasks at the same time, when pressured.

Chapter-5

Critique and Reflections

5.1 Critique and Reflections – Cloud Bridge Consultancy

The experience at Cloud Bridge Consultancy provided me with a real feel of the education consultancy business. I liked the way they centered their work on student needs as well as maintained a good work environment. Nevertheless, I also observed a number of weaknesses including slow communication process and the lack of more formal internal procedures. Learning involved in these experiences allowed me to realize the opportunities and ongoing improvements within a developing organization.

Positive Observations:

1. **Student-Focused Services** – CBC prioritizes students 'academic goals and preferences, offering tailored guidance for overseas education.
2. **Professionalism and Industry Knowledge** – The team members are knowledgeable about international university applications and visa processing, providing accurate and updated information.
3. **Transparent and Honest Communication** – The consultancy maintains transparency in its services, which builds trust among students and parents.
4. **Friendly and Supportive Work Environment** – During the internship, I experienced a cooperative team atmosphere that encouraged learning and growth.

Areas for Improvement:

1. **Manual Work Process** – Many internal operations are still done manually, which can slow down efficiency and increase chances of errors.
2. **Lack of Structured Communication** – At times, there were delays due to information gaps or unclear communication among team members.
3. **Limited Use of Technology** – CBC could benefit from integrating more automation tools or CRM software for better data management and client tracking.

Personal Reflections:

1. **Increase in Confidence**-The way I communicated with students, answered their questions and overall spent time made me feel more certain about myself as a professional.
2. **Better communication proficiency**- I was able to know how to write proper professional emails, how to communicate and handle clients in a formal way.
3. **On the Job experience**: The internship opportunity enabled me to apply academic concepts

learned in Marketing and business Communication in a real-life situation.

4. Learning about the Consultancy Industry- I was able to get insights on how consultancy firms in the education sector conduct their business, compete and guide learners during their study abroad experience.

Chapter-6

Conclusion

6.1 Conclusion

Finally, I can sum up that my internship at CBC turned to be valuable as I gained insight into the industry of educational consultancy in the study abroad context. I learned more about the problems and prospects of the international students who study abroad through my cooperation with the organization. I also learnt of the role of personalized guidance, encouragement and marketing and branding tools in securing and maintaining students.

All in all, CBC taught me an important lesson in professional growth, and I appreciate, having had the chance to work with such a passionate and educated team.

Chapter-7

Implications

7.1 Implications:

- Found out how education consultancy firms help the students to choose proper universities and courses to study abroad.
- Learned the significance of digital marketing and social media in connecting with and communicating with potential students.
- Appreciated how transparent, open, and early communication to the clients leads to trust and retention of more customers.
- Analyzed the way that CBC keeps track of their competitors and introduces new marketing strategies to compete in the market.
- Appreciated the value of professionalism and ethics, particularly concerning the transparency of managing academic and financial issues of the students.
- Acquired experience on management of events by helping in seminars and webinars that CBC organized.
- Translated academic knowledge in marketing and communication theories into real-life business situation.
- Became much more assured and motivated to go into the education consultancy field.

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