



Daffodil
International
University

Internship Report On

“An Analysis of Marketing Strategies of “PFEC Global”



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Letter of Transmittal

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Subject: Submission of Internship Report about “An Analysis of Marketing Strategies of PFEC Global”

Dear Ma’am,

With due respect, I am pleased to inform you that I have completed my internship report on marketing strategies of “PFEC Global”. I have tried my best to focus on “PFEC Global” marketing strategies. This report highlights the marketing strategies employed by PFEC Global to conduct its marketing activities effectively & I have made every effort to prepare the report with consistent quality and thorough research, under your valuable guidance. I have tried my best to include all relevant data and support my findings comprehensively.

So, I therefore pray and hope that, you would be kind enough to judge that how much effort I have put into its preparation. I highly appreciate your guidance and consistent cooperation and hope the report will be completed as per your expectations.

Yours Sincerely,

Yours Sincerely,



Tareq Aziz

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Certificate of Approval

This is to certify that, the internship report titled “An analyzing Marketing Strategy of PFEC Global” was prepared by Tareq Aziz (ID: 211-11-6619), Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has been recommended for submission & presentation.

Tareq Aziz carries moral & ethical character and is a very pleasing, as well as student. It has indeed been a great pleasure working with him. I wish him all success in life.



Sharmin Jahan

Assistant Professor

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Declaration

I declare that, the internship report on- “An Analyzing Marketing Strategy of PFEC Global” reveals the results of my own research work. All the information in this internship report, I collected while doing internship in my company “PFEC Global”. I have collected all the information of my internship from various sites/websites of my company, employees working in the company, owner (Md. Shaidul Islam) of the company and my supervisor “Mona Mehjabin Baishakhi”.



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Acknowledgement

I would like to express my sincere gratitude to all those who contributed to the completion of this report on the “An Analyzing Marketing Strategy of PFEC Global”.

I want to express my deepest gratitude to my respected teacher, Ms. Sharmin Jahan, for her commitment, valuable guidance, and encouragement throughout all the processes. Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, for inspiring me to work on this fascinating topic for my internship report and for guiding me in the right direction. In my opinion this internship will help me become more professional and develop my potential professional career.

I want to express my appreciation to my supervisor Mona Mehjabin Baishakhi, Manager of PFEC Global, for his invaluable assistance in writing this report.

I am also grateful to Shashwata Debnath Partho, team leader of Marketing Department. She has been an excellent leader and guide. She has been an incredible resource for me, both in terms of guiding my learning and in terms of designing the research for this report.

Executive Summary

In this internship report, we will be able to get a detailed idea and comprehensive marketing analysis about “PFEC Global” a leading education consultancy firm and visa processing agency in Bangladesh. This internship report is divided into seven chapters.

The first chapter deals with background, statement of the problem, objectives of the study, objectives, methodology, and limitations. Chapter two is about overview of the company, mission, vision, value, history or current operations of the company “PFEC Global. Then, the next chapter (Chapter 3) is role and responsibilities, rationale for the role, and tasks and projects examples of “PFEC Global”. The chapter (Chapter 4) is about important learnings, segmentation, targeting, positioning (STP), and Marketing Mix (8 Ps) Product, Price, Place, Promotion, People, Process, Physical Evidence are discussing. Then the next chapter five is about, critical evaluation, key challenges, learning from challenges, overall reflection. Then the chapter six is about Conclusion. The last chapter seven is about academic implications, professional implications, industry implications. This internship report serves as a valuable resource for understanding how PFEC Global implements its marketing strategies and future improvements that can drive growth and success in consultancy sector at Bangladesh. this internship report contains recommendations for “PFEC Global” and give a brief conclusion.

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Chapter 1:

Introduction

1.1 Background

Internship program is an important component of course work at the Department of Business Administration (DBA). It gave me a chance to trace the theoretical knowledge that I received during my studies in the real world. The decision to undertake my internship at PFEC Global education consultants in Bangladesh was because the company suited my academic career background as an undergraduate in marketing majors and business administration, as well as my future career goals. PFEC Global is a pioneer in aiding students in their process of studying in a foreign country and I saw this as a big chance of exposing myself to the real-world experience in marketing field and an educational consultancy setting at an equal level.

The reputation that PFEC Global had of helping students in the applications and visa procedures as well as overall study abroad experience was the reason why that was the best environment for me to learn in. Working as an intern, my job was assisting the marketing of the company both in the digital promotion of the company, running campaign ads on the internet all the way down to creating content to reach more potential clients.

1.2 Statement of the Problem

Main issue which PFEC Global had to deal with was the inability to impart the strong and stable online presence which would appeal to target audience, i.e. students and parents who seek international education opportunities. The digital marketing could have been better at PFEC Global though they had acquired several contacts within the industry, and its consultants were well experienced. There also was a huge deficit in the levels of engagement in major online platforms including social media. The potential students tended to be blind as far as all services that the company renders are concerned.

It was the purpose of my internship to fill those gaps by optimizing the company in terms of social media presence, email marketing strategy and lead generation campaigns. In such a way, I tried to engage the students more and make PFEC Global more visible in the competitive market of education consultancy.

1.3 Objectives of the Study

- ❖ To identify STP practices of PFEC Global
- ❖ To analyze marketing mix of PFEC Global

1.4. Methodology of the study

Two types of data have been used to prepare this report.

- ❖ Primary data
- ❖ Secondary data

Primary data

Sources of primary data Primary data were mostly derived from discussions with the employees and personal observations.

Secondary data

Sources of secondary data for this study, collected some secondary data from some websites and also some books which are mentioned in references.

1.5 Limitations

- ❖ **Limited Access to Internal Data:** Access to certain internal documents, reports, and performance metrics within the company was restricted, which limited the depth of the analysis of the company's marketing strategies.
- ❖ **Lack of Long-Term Data:** Even the internship period (12 weeks) was not that long, thus the long-term impacts of the marketing strategies adopted by PFEC Global could not have been observed.

Chapter: 2

Organizational Overview

2.1 Overview of the Company

PFEC Global is a leading education consultancy situated in Bangladesh, dealing in offering admission aid-related services to students willing to study overseas. This company provides personal support to students who aim to have higher education in different countries which are Australia, Canada, the USA, the UK, Malaysia, Japan, and Europe. The capacity of guiding students through the bureaucracy of applying to university and ensuring that aspirants fulfill all the processes required to be successfully admitted into the university program is a phenomenon associated with PFEC Global.

The services of the company guide students at all steps of the application process since the choice of universities and submissions to the internship until the guidance to visa-type and pre-departure orientations. PFEC global helps the student and the university work as a mediator between the two parties to make sure that all paperwork is in place and deadlines are not missed. The company also assists in purchase of scholarships, accommodation and the settlement of the students in their destination countries.

2.2 Mission

Going above and beyond to ensure that each of our student's career aspirations has been achieved through our guidance, and we achieve this together.

2.3 Vision

To remain an industry leader by giving the highest level of client experience through ethical guidance so that students can make informed decisions on their career goals and become global citizens.

2.4 Values

Some values that PFEC Global abides by include integrity, professionalism, and student-centered support. The company believes in honesty and ethical conduct of their services in all aspects and makes sure that students are given the best piece of advice and help.

2.5 History or Current Operations of the Company

In Bangladesh PFEC Global was formed in 2006 and it aims at helping the students who want to attain higher education in other countries. The mission statement of the company has been to offer individual consultancy services where the students are taken through the challenges of studying abroad. Since its establishment, the key goal of PFEC Global was to provide services like universities selection, admission counseling, and visa process, scholarships guidance, etc. to bring international education closer to the students of Bangladesh. Throughout the years of its operation, PFEC Global has forged qualified connections with more than 550 universities in such learning destinations of the world as the United States, the United Kingdom, Canada, Australia, and many others. This network has enabled the firm to provide numerous programs as well as academic opportunities to students.

This strategy of being customer-oriented and quality services have made the company successful. PFEC Global has continuously embraced changes in the market by applying new digital platforms, which make it even easier to student's access information and support. PFEC Global is today considered as of the top educational consultancy firm in Bangladesh having assisted thousands of students to achieve their dream of studying abroad. PFEC Global has earned reputation in the educational consultancy sector due to its exceptionally high quality of services and commitment to the output of its students.

Chapter 3:

Internship Role and Responsibilities

3.1 Role and Responsibilities

Being an intern in the marketing department of PFEC Global my main tasks were to assist the marketing campaigns and to get more visibility of the company in the competitive market of education consultancy. The main duties that I undertook were:

- ❖ **Target Marketing:** My prominent duties were to help in establishing the target group of the different services provided by PFEC Global. The company employs student segmentation strategy by considering demographics, education aspirations and the destination country to study. I understood how PFEC Global builds the individualized marketing programs on these diverse segments making all the services attractive. It can be directly focused on the needs of the students and their aspirations.
- ❖ **Market Research and Competitor Analysis**
I also conducted research in order to examine the market of education consultancy, competitors of PFEC Global. This entailed conducting research on services of other consultancy firms, the gaps that were not being filled in the market and new services to be offered to the students. My analysis also helped PFEC Global to improve its service package to overcome the competitors.
- ❖ **Segmentation of Product Design**
PFEC Global has a strategic segmentation where the services offered are designed according to the needs of students. The company tailors its products to meet the need of various aspects of student groups.
- ❖ **Product Feedback and Development Suggestions**
Throughout my internship, I participated in discussions regarding the improvement of PFEC Global services. I suggested ways to enhance the user experience for students, particularly in areas like the visa application process and scholarship guidance. I also proposed adding more interactive content (like webinars and tutorials) to better engage students and help them make more informed decisions about studying abroad.

❖ **Product and Service Development Strategy**

I actively participated in brainstorming sessions focused on expanding and improving PFEC Global's core services. I helped identify new services that could be added to the product portfolio, such as personalized career counseling or specialized pre-departure sessions for students. By contributing to service development strategies, I learned how businesses use market research and customer feedback to create products that align with customer needs

- ❖ **Event Promotion and Coordination:** As part of my internship at PFEC Global, one of my primary tasks involved assisting with event promotion and coordination. These activities were essential to increasing the visibility of the company and engaging potential students. My involvement in this area helped me develop key skills in event management, marketing strategy, and customer engagement.

3.2 Rationale for the Role

I prefer to take this internship to acquire a practicable experience in marketing in the education sector, which is a subject area that I like. The position gave me an opportunity to use what I learnt about digital marketing, customer engagement, and campaign planning in the field. I have the opportunity to get practical exposure to tools such as Google Analytics, MailChimp, CRM, and more and improve my concepts of lead generation, brand awareness, customer feedback analysis, etc.

3.3 Tasks and Projects Examples

I did research on the education consultancy market with respect to education consultancy services offered by competitors. The purpose of this research was to find gaps in the market and present new services to the PFEC Global. My analysis assisted the company to improve its service package with an ability to lead the pack ahead of competition.

❖ **Market Research and Competitor Analysis:**

Conducting market research and competitor analysis helped me develop skills in identifying market gaps and crafting strategies to outmaneuver competitors. This role helped me understand the importance of research in shaping marketing strategies.

- ❖ **Service Improvement and Product Development:** Being a proactive part of conversations on service enhancements and giving feedback, I gained a better idea of how businesses establish and develop products according to the changes in markets and customer demands. This made me have an understanding of the strategic significance of product development in marketing.
- ❖ **Event Promotion and Coordination:** One of the primary responsibilities was that of helping in the advertising and organizing of events, including online seminars and webinars. I assisted with event logistics, such as creating content that was used on promotional material, social media advertisement, and registration. It allows me to develop skills in working within an actual event management process, an aspect that advanced my capability to market and involve potential learners.
- ❖ **Segmentation of Product Design:** I also attended product design meetings and played a part in the segmenting of the services relative to student demographics and preferred destination of study. I facilitated the personalization of services to various student populations, so that the services offered by PFEC Global addresses the unique needs of various student populations, be it undergraduate or postgraduate students.

Chapter 4:

Key Learnings and Experiences

4.1 Important learnings

My internship taught me a lot regarding how marketing is applied in education consultancy industry. Some of the greatest lessons were:

- ❖ **Understanding the Target Audience:** Another of the most valuable lessons I have learned was the process of tailoring content and communications to meet particular audiences. Individuals who will use the PFEC Global product are students and their parents. I discovered how I can be confident in making messages informative and personal to this population group. Identifying the pain points and motivating factors of the target audience was of essence in development of effective marketing techniques.
- ❖ **Understanding the Market and Competition** During my internship at PFEC Global, I was part of the landscape analysis of market and an assessment of area of competitive advantages on the education consultancy business. This experience has also enabled me to realize how the PFEC Global uses its competitors and the way it adapts its strategies to satisfy the audience, where the target audience would be located.
- ❖ **Event Planning and Execution:** I had a direct experience of event management and promotion, learned to develop interesting promotional materials, how to organize logistics, and coordinate the staging of the event. The job gave me some of the best training on marketing strategy, customer engagement and event coordination. Another lesson I learned is the significance of post-event analysis to determine whether the campaign was successful and to ensure that improvement associations keep improving.

4.3. STP (Segmentation, Targeting, Positioning):

- ❖ **Segmentation:** PFEC Global uses market breakdowns involving student demographics, their desired study destinations and their educational interests.

- ❖ **Targeting:** The main target is the students who want to get international education. Distinct campaigns are designed based on various student bodies (e.g. undergraduate, postgraduate) and target destinations (e.g. Canada, UK).
- ❖ **Positioning:** The company presents itself as a reliable guide through the complicated system of studying abroad by providing a personal approach and experience in the field of visas, scholarships, and choice of universities.

4.4. Marketing Mix 8ps

- ❖ **Product:** I learned that PFEC Global offers education consultancy services, including university selection, visa guidance, scholarships, health insurance, and post-arrival support, all designed to help students study abroad smoothly. These services are tailored to address the various needs of students, ensuring a seamless and successful experience in their journey toward higher education abroad.
- ❖ **Price:** The company uses a competitive pricing strategy with tiered packages (basic, premium, elite) to cater to various student needs and budgets.
- ❖ **Place:** Services are available both online (via website and social media) and offline with physical offices in major areas like Dhanmondi, Banani, Uttara, and Chattogram, providing easy access for students.
- ❖ **Promotion;** I learned that PFEC Global promotes its services through targeted social media ads, webinars, email campaigns, and a referral program to engage and attract students. The company maintains a strong presence on platforms like Facebook, Instagram, LinkedIn, and YouTube, where it shares informative posts, success stories, and updates on study opportunities abroad, connecting directly with students.
- ❖ **People:** The company's success relies on knowledgeable consultants, customer service teams, and marketers who offer personalized and professional services.

- ❖ **Process:** A streamlined process for student applications, visa procedures, and university selection, aided by CRM tools for effective communication and follow-up.
- ❖ **Physical Evidence:** Concrete evidence of the company's high-quality services includes its well-established office locations, a strong online presence, informative printed materials, and testimonials from successful students. PFEC Global operates four offices in prominent areas: Dhanmondi, Banani, Uttara, and Chattogram, ensuring easy access for students seeking in-person assistance and guidance.
- ❖ **Performance:** PFEC Global measures success through student placement rates, customer satisfaction, lead conversion, and marketing ROI to ensure high-quality service delivery.

4.4 Rationale for My Roles

The undertakings that I participated in assisted in bridging the gap between theory and practice in marketing. I was exposed to knowledge on content creation, and in addition, I received experience working on campaigns, conducting data analysis, and lead generation which are some of the key competencies in creating a successful marketing career. The activities aided towards consolidating the necessity of having a strategic approach towards thinking during the development of the campaigns and their execution.

4.5 Academic Relationship

My experience as an intern at PFEC Global gave me a special chance to exercise the concepts of marketing which I had acquired as a student in the courses of business administration. I managed to use in practice the concept of Segmentation, Targeting, and Positioning (STP), digital marketing strategies, and consumer behavior. As an example, the market research and the competitor analysis exercise helped me to realize how both of these academic theories impact decision making in a competitive environment. On top of this, I also learned significant real-life experience in strategic planning, developing content, email marketing and social media campaigns that had a direct connection to the marketing strategies and tools that I was learning in class. Moreover, the exposure to the CRM systems in practice enabled me to combine academic knowledge with industry instruments and helped me to be more effective at examining data and streamlining the campaigns. Not only this experience impressed my knowledge but also gave me practical skills which will help me in the future marketing issues.

4.6 Experiences of Examples

Through the internship, I also got practical experience in several marketing activities such as target marketing campaigns where I obtained knowledge on how to customize strategies according to student population and place of study. Market research and the analysis of competitors were also made, as well as gaps and the review of new services such as career counseling. I added the aspect of segmentation in the design of the products by making sure that the services were relatable to student needs and also contributed to product development discussions by proposing interactive materials. Also, I helped with the marketing, promotion, and organization of the events, which gave me experience in writing content and using social media to market something. These activities improved my knowledge in brand awareness, customer interaction and the way digital marketing procedures can be put in place by a competitive industry.

Chapter 5:

Critique and Reflections

5.1 Critical Evaluation

Interning at PFEC Global has been a very rewarding learning process, as it provided me with an opportunity to understand the methods of marketing to be used in this consultancy business of education. Among the primary lessons, there was the realization of the importance of the working environment as a professional in marketing. Nonetheless, there were a couple of structural issues I encountered in my internship, which included:

- ❖ There was the lack of communication between the departments, which slowed down the workflow in some cases.
- ❖ Lack of a centralized data dashboard to monitor and analyze the effectiveness of the marketing campaigns bringing about inefficiencies in evaluating the previous performance

5.2 Key Challenges

Lack of communication between teams and lack of an effective system to measure the campaign performance itself were the main problems that I encountered and that resulted in delays and the inability to measure the success. I was also compelled to alter the marketing strategies frequently to suit the preference of students of various regions in Bangladesh. Lastly, it was a challenge to manage my time properly because of the need to handle several activities simultaneously such as running a social media campaign and collecting feedback.

5.3 Learning from Challenges

Based on these obstacles, I came to understand adequate communication with teams and making marketing strategies more suitable to the needs of various students. It also enhanced my personal management skills and I was better able to juggle various duties and deadlines.

5.1 Overall Reflection

This intern experience provided me valuable experience in terms of digital marketing, event management and customer engagement. I was introduced to the tools such CRM. This has built my confidence to have a career in marketing more so in fields such as customer-oriented strategies and online marketing.

Chapter 6:

Conclusion

6.1 Conclusion

My experience as an intern in PFEC Global was a truly invaluable experience that enabled me to reconcile the theoretical framework that I acquired during my studies in the university with the application of the marketing strategies in the real world. At the time of my internship, I was able to be involved in many different activities, including market research, competitor analysis, assisted with the event promotion and was exposed to practical experience with digital marketing software. I also got to know how PFEC Global has put into place Segmentation, Targeting and Positioning (STP) strategy to target and accommodate different groups of students depending on their needs and expectations, including their study locations and academic interests. I could learn how to place data-driven decision-making when it is necessary to increase the performance of the campaign and optimize engagement. The internship also allowed me to improve the art of time management and communications with others when dealing with various tasks and assignment with various departments. Moreover, I learned more about the organization of events and the importance of event management in the attraction of prospective students and brand awareness. Altogether, my experience as an intern at PFEC Global gave an additional boost to my interest in digital marketing and customer engagement practice and helped me to become more confident in my further incursion to the sphere of marketing. The experience has not only enhanced my technical proficiency but it has also shown me a clearer picture, what to do in the future and thus I have been encouraged to learn more and develop in this changeable field.

Chapter 7:

Implications

7.1 Academic Implications

The internship at PFEC Global has added a lot to my academic knowledge as I had the opportunity to put my theoretical study to practice. During the internship, I was able to experience in detail how marketing theories such as Segmentation, Targeting, and Positioning (STP) were applied, and further the longer 8Ps of marketing mix. Those theories, which students have learned at university, turned into the real objects and could be put into practice through the process of real marketing campaigns and decision-making procedures.

I was also familiarized with consumer behavior and campaign analysis, digital branding, and service marketing, which are some of the fundamental spheres of marketing as a field of studies. The internship has filled the gap between the theory and practice; the abstract theories became more understandable and closer. The experience will become an excellent basis to work on further academic activity, such as any research in digital marketing or service brand strategy.

7.2 Professional Implications

The internship was an important development professionally because it helped to hone my abilities, work ethic and career goals. It gave a practical knowledge of how to process marketing activities, lead generation, be involved in customer relations, and analyze the performance of campaigns.

Important professional competencies have been formed, including:

- ❖ **Technical Skills:** Expertise in tools like Google Analytics, Mail chimp, Canva and CRM that is employed in real time project implementation.

- ❖ **Communication Skills:** Leadership ability to create professional message, promotional message, customer survey content and messages that are customized to the various target audience.
- ❖ **Teamwork and Collaboration:** Actively collaborating with members of different departments as well as planning and executing projects.
- ❖ **Time and Task Management:** I was able to maintain composure and balance various campaigns and client responses and internal deadlines.

The competencies have prepared me with future career in marketing and other related courses. The self-esteem, self-control and professional exposure will help me penetrate into the professional set-ups with minimal complications.

7.3 Industry Implications

As an industry view, this internship was an informative portrayal of the education consultancy industry in terms of structure, its challenges and trends. The experience echoed the increasing representation of the digital marketing in the student recruitment and client engagement.

Several notable implications for the industry include:

- ❖ **Increased Digital Integration:** The shift towards digital channels—such as social media, email campaigns, and webinars—is reshaping how consultancies reach prospective clients.
- ❖ **Service Personalization:** Emphasis on customized advice and tailored communication is critical to building long-term relationships with students and parents.
- ❖ **Trust and Ethical Marketing:** In the education sector, credibility and transparency are vital. Ethical marketing practices are necessary to build brand trust and client loyalty.
- ❖ **Performance Measurement:** Data-driven decision-making through analytics and CRM systems is helping organizations track leads, improve conversion rates, and enhance service quality.

These insights will be valuable in any future engagement with service-oriented industries where digital presence and client relationships are central to business success.

7.4 Personal and Long-Term Takeaways

This internship has had a profound influence on my personal and professional development. It has strengthened my interest in pursuing a career in marketing, especially in digital communications and service branding.

Key takeaways include:

- ❖ A better insight into the role of marketing as a contributor to the development of business.
- ❖ Enhanced ability to work in real-time situations, handle pressure, and deliver quality outputs.
- ❖ A general career interest in working in a value-driven career like education, consultancy or in the non-profit sector long term.
- ❖ A desire to pursue advanced studies or professional certifications in digital marketing and strategic communication.

In conclusion, the implication of this internship will extend beyond the three months. It has influenced my academic outlook, developed my professional expertise and provided me with the orientation on my future career.

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