

Internship Report On
“Marketing mix (4P) strategy of Bulent Ecevit University “Turkey”



SUPERVISED BY:
Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

SUBMITTED BY:
Tanvir Ahmed Khan
ID: 151-11-4527
BBA (Major in Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submission Date:

Letter of Transmittal

Date:

Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship Daffodil International University

Subject: Submission of Internship Report on Marketing mix (4P) strategy of Bulent Ecevit University of Turkey”

Dear Sir,

With immense pleasure, I am submitting my Internship Report on marketing mix (4P) strategy of Bulent Ecevit University of Turkey” Which was assigned to me as a part of my BBA program. I have indeed enjoyed my internship program. Despite some limitation, I tried my level best.

So I enjoyed working on this report and I would like to provide you any further information about this work if necessary.

Sincerely yours,

Tanvir Ahmed Khan

ID No: 151-11-4527

BBA (Major in Marketing)

Faculty of Business & Entrepreneurship

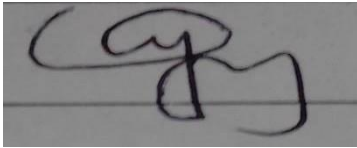
Daffodil International University

Certificate of Approval

This is to certify that an internship report on “An Analysis of Marketing mix (4P) strategy of Bulent Ecevit University of Turkey” has been carried by Tanvir Ahmed Khan, ID: 151-11-4527, BBA Program 40th Batch, Department of Business Administration, Daffodil International University, under my supervision.

During the period of internship program Tanvir Ahmed Khan has performed all of his assigned works and duties with our satisfaction. I have supervised him from the beginning of his internship period.

He is wished all the best in his effort.



.....

Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

We are really fortunate that, from our University we have the opportunity to complete few courses in abroad as we have collaboration with many universities in the world. With that advantage I got a chance to pursuit one of my semester at Bulent Ecevit University, Turkey. I am so grateful to the DIU Authority for providing me that oppportunity to know about the culture & norms of Turkey. I like to express my thanks and deepest gratitude to the authority of Bulent Ecevit University, Turkey & their Government for that Mevlana Exchange Scholarship program. I am really pleased by their worm hospitability. Last of all, my deepest gratitude goes to Almighty Allah for giving me courage and ability to complete this task

Tanvir AhmedKhan
ID No: 151-11-4527
BBA (Major in Marketing)
Faculty of Business & Entrepreneurship
Daffodil International University

Executive Summary

Bulent Ecevit University (BEU) was established in 1992 in Zonguldak where green blue meet in harmony and which is the first city of Turkish Republic era. Over 35000 students are studying at BEU which is student centered university. BEU which considers quality the primary principle in higher education, ranchers service offered to the society is the first choice of thousands of students every year.

Bulent Ecevit University (BEU) is the leading university in Western Black sea region. BEU place internationalization in the center in education, training and research. Bulent Ecevit University is an international center of attraction where there are 1400 international students from 76 countries .This report includes the marketing strategy of BEU.

In this report it is mentioned that the overall marketing strategy that has been establish top ranking university. Study in BEU was great experience. I have enjoyed every bit of time; it will help me for building up my career.

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Chapter-1

1.1 Introduction:

An understudy trade program is a program in which understudies from an auxiliary school or college think about abroad at one of their establishment's accomplice institutions. An understudy trade program may include global travel, yet does not really require the understudy to think about outside their nation of origin. Outside trade programs furnish understudies with a chance to consider in an alternate nation and condition encountering the history and culture of another country. The expression "trade" implies that an accomplice establishment acknowledges an understudy, however does not really imply that the understudies need to discover a partner from the other foundation with whom to trade. Trade understudies live with a receiving family or in an assigned place. Expenses for the program change by the nation and foundation. Members subsidize their cooperation by means of grants, credits, or self-financing. Every year Daffodil International University offers a tons of exchange program facility for the students. Those programs are very helpful for the student in way to self-development and globalizations. The durations of this programs are normally four month to one year. There are both system of self-funding and scholarship method. Many student have chance to join the exchange program at Bulent Ecevit University of Turkey. It was established in 1992. BEU which considers quality processes a priority in all activities has successfully passed the evaluation of European university association institutional evaluation program. BEU which is a regional university continuing its steady growth without neglecting quality is a respected and prestigious higher institution united with the society. I have complete internship program and so that I study at BEU in Turkey. Analyzing the marketing gaps the operational strategy will be developed in future. Moreover, some general gaps and judgment are recommended.

1.2 Background of the study:

The report has been prepared as a satisfaction of the halfway prerequisite of the internship program as approved by Department of Business Administration, Daffodil International University. The report "Marketing mix strategy" of BEU. This report gave me the opportunity to explore the efficient, innovation and effective analysis of Marketing Mix Strategies of BEU. The report on "Marketing mix (4P) strategy of Bulent Ecevit University of Turkey" A study on BEU is prepared by individually under the supervision and guidance by Dewan Golam Yazdani, Assistant professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University.

1.3 Scope of the Study:

The duration of the study was only one semester. It was not enough to get a full practical knowledge throughout the internship. After reading this report, the reader will easily understand the Marketing Mix Strategy of BEU. Along with this, the reader will observe the market gaps and possibilities of developing the marketing strategies.

1.4 Objectives of the study:

Scope of the study:

The scope of this report is limited to the overall description of the Institution, its services, its position in the industry, its Marketing mix analysis the practical progress of its operation. The scope of the study is limited to organizational setup, functions and performances.

- ❖ To obtain practical experience about marketing mix activities.
- ❖ Process of marketing mix they use.
- ❖ Their Curriculum activities.

1.5 Methodology:

Sources of the course contents are

- ❖ Text books and reference books
- ❖ Lecture notes of the course teachers
- ❖ Bulent Ecevit University student learning website

1.6 Limitations:

To complete this report I have faced many critical situations. There are many limitations of this report. The main limitation is the short time period. Due to the lack of time I cannot gather much knowledge to complete my report in details. To know about the overall scenario of Bulent Ecevit University and its overall activities, it's needed more time but due to the short time period I was not able to provide more information. In this short period of time it's not possible to understand the whole Marketing Mix knowledge of a company or institution like Bulent Ecevit University.

- ❖ I had to prepare this report along with the responsibilities of internship, sometimes there were no or very little time I found to prepare it.
- ❖ I had no previous experience in making such big data report.
- ❖ I had access to their class room but I cannot explain those for BEU policy.

Chapter-2

A Brief Overview of Bulent Ecevit University

2.1 Overview of BEU:

Bulent Ecevit University (BEU) was established in 1992 in Zonguldak where green blue meet in harmony and which is the first city of Turkish Republic era. Over 35000 students are studying at BEU which is student centered university. BEU offers associate, bachelor and graduate degrees in engineering, health sciences, liberal arts, economics and administrative sciences, educational sciences, theology, sports, sciences and fine arts. BEU offers education in 231 departments and programs 60 of which are bachelor, 75 graduate and 96 associate degrees. Along with education offered on campuses, during daytime and evening on 10 campuses there are distance education and non-thesis Masters Programs. BEU is the leading university in western black sea region. Bulent Ecevit University (BEU) is the leading university in Western Black sea region. BEU place internationalization in the center in education, training and research. Bulent Ecevit University is an international center of attraction where there are 1400 international students from 76 countries and 30 academic staff from 16 countries. Significant increases in the number of international students and academic staff recorded every year are proofs of BEU's international character and quality of education. Along with offering high quality educational service and international level BEU concenter serving the society in various areas an objective. BEU has health application and research center, the only oncology Hospital in the region, base of the resign, the fist obesity and Diabetes center belonging to the state with separate building and the only semi-Olympic indoor swimming pool in city. BEU which is a regional university continuing its steady growth without neglecting quality is a respected and prestigious higher education institution united with the society.



2.2 Mission:

Our mission is to provide education and training services at national and international level, to conduct scientific researches and to present science, technology, art and cultural values to the service of humanity as an entrepreneurial university.

2.3 Vision:

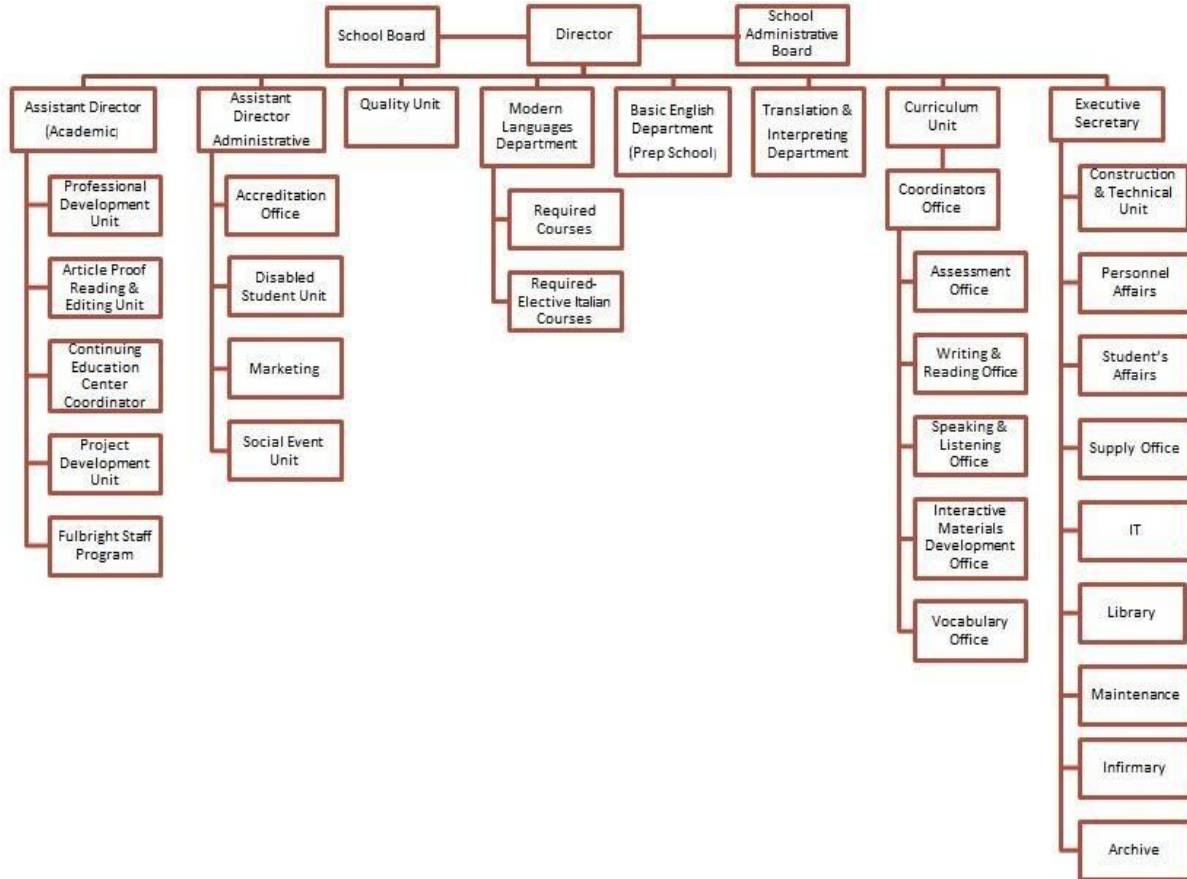
BEU vision is to take its place among the preferred universities in the field of national and international higher education with education, science, technology and art activities.

- ❖ To be an educational system that changes graduates and contribute to society.
- ❖ Physical campus is a national network, complemented by an influential online presence.
- ❖ Integration of next-generation learning technology among all programs and courses.
- ❖ Sophisticated application of big data and predictive analysis to improve student experience.

2.4 Goals:

- ❖ Excellence,
- ❖ Universality,
- ❖ Accuracy,
- ❖ Confidence,
- ❖ Accountability,
- ❖ Participation,
- ❖ Transparency,
- ❖ Social responsibility,
- ❖ Scientific ethics,
- ❖ It has adopted the principle of academic freedom of thought and expression.

2.5 Organization Chart



Chapter 3

Marketing Mix strategy of Bulent Ecevit University

DETAIL OF THE DEGREE

3.1 Graduate School of Natural and Applied Sciences

Master's Degree

- ❖ Department of Biology
- ❖ Department of Chemistry
- ❖ Department of Civil Engineering (In partnership with Sakarya University)
- ❖ Department of Electrical and Electronics Engineering
- ❖ Department of Environmental Engineering
- ❖ Department of Geomatic Engineering
- ❖ Department of Mathematics
- ❖ Department of Mechanical Engineering (In partnership with Sakarya University)
- ❖ Department of Mining Engineering
- ❖ Department of Physics

Graduate School of Medical Sciences

Master's Degree

- ❖ Department of Anatomy
- ❖ Department of Child Health Nursing
- ❖ Department of Clinical Nutrition
- ❖ Department of Embryology
- ❖ Department of Endodontics (In partnership with Gazi University)
- ❖ Department of General Surgery
- ❖ Department of Histology
- ❖ Department of Health
- ❖ Department of Labor
- ❖ Department of Medical Microbiology
- ❖ Department of Medical Pharmacology
- ❖ Department of Physical Therapy and Rehabilitation
- ❖ Department of Physiology
- ❖ Department of Public Health

Graduate School of Social Sciences

Master's Degree

- ❖ Department of Business Administration
- ❖ Department of Business Administration (Evening) (Non-thesis)
- ❖ Department of Business Administration (Non-Thesis) (Distance Education)
- ❖ Department of Curriculum and Instruction
- ❖ Department of Economy
- ❖ Department of Economy (Non-Thesis) (Distance Education)
- ❖ Department of Elementary Teacher Education
- ❖ Department of Health Care Management (master's non-thesis)
- ❖ Department of Marketing and Sales (Non-thesis)
- ❖ Department of Public Finance

3.2

Course fees of bachelor program

Course	Fess
Bachelor of Archeology	TL18,890
Bachelor of Arts	TL18,890
Bachelor of Biological	TL18,890
Bachelor of Biomedicine	TL18,890
Bachelor of Building and Construction	TL18,890
Bachelor of Business	TL18,890
Bachelor of Sociology	TL18,890
Bachelor of Political Science	TL18,890
Bachelor of Physics	TL18,890
Bachelor of Philology	TL18,890
Bachelor of Pharmacy	TL18,890
Bachelor of Medicine	TL18,890
Bachelor of Mathematics	TL18,890
Bachelor of Journalism	TL18,890
Bachelor of Engineering	TL18,890
Bachelor of Humanities	TL18,890
Bachelor of History	TL18,890
Bachelor of Finance & Banking	TL18,890
Bachelor of Economics	TL18,890

Course fees of MasterProgram

course	fees
Master of Administration	TL18,890
Master of Dentistry	TL18,890
Master of Economics	TL18,890
Master of Education	TL18,890
Master of Engineering	TL18,890
Master of Medicine	TL18,890

3.3 Internationalisation

Increasing the number of international students rapidly, BEU is preferred by students from all over the world.

BEU'S web of international cooperation is continuously expanding.

30 foreign academic staff from 13 countries are working for BEU which is an international university.

European Commission awarded BEU with DS Label in June 2012.

As of July 2016, BEU has

107 Erasmus+ agreements

94 Farabi agreements

22 Mevlana agreements

18 MOUs

3.4 QualityEUA MUDEK FEDEK

Quality of Education is among BEU's priorities Institutional evaluation and accreditation processes conducted by European University Association institutional Evaluation Program have successfully been completed and Bulent Ecevit University was awarded with the right to use IEP Quality Label for 5 years. TEPUA- institutional Evaluation

ENQATEP is a full member of European Association for Quality Assurance in higher Education.

- ❖ An independent "Quality Commission" within the University was formed with the decision of the Senate dated 17.08.2015 numbered 16-6 and activities of the Commission are in progress.
- ❖ Alumni Monitoring Office was founded and is serving 2300 students every year.
- ❖ Student evaluation questionnaires are being applied and evaluated once every two months in 2016-2017 academic year.
- ❖ Bulent Ecevit University was selected the national coordinator of Green Metric World University Ranking in 2016.

3.5 Social Responsibility Projects

With social responsibility projects conducted taking the fact that serving the Society is a function of universities into consideration, educating generations Where the future will be determined by cultural, sciatic and technological Advances and generations which respect the environment is aimed.

Projects conducted every year

Social Responsibility	Number of Projects
Human and Society Projects	16
Nature and Environment Projects	28
Earth and Sport Projects	25
Children's Projects	18
Animal Rights Projects	03
Projects about the Disabled	13
Projects about the Old	03
Culture and Art Projects	12
Total	115

Blood donation records are broken in the traditional blood donation event. “There is life in of the campus” organized every year.

A total of 14.855 units of blood have been donated in 5 years on all campuses.

Blood Donation Record	Units
2014	705*
2015	12257*
2016	1453*
2017	1915*
2018	1625*

CHAPTER 4

Findings, Results of Survey, Recommendations and Conclusion

4.1 Findings:

By conducting survey and taken interviews I have found both positive and negative feedback from Bulent Ecevit University (BEU) was students. Though, it's an educational institute but it has too many positive feedback mainly students are happy with their service but still there has negative too.

Positive findings:

- ❖ Increasing the number of international students rapidly, BEU is preferred by students from all over the world.
- ❖ BEU's qualified team of academic staff is composed of 529 faculty members and 673 teaching staff
- ❖ 68% of total campus area of BEU is composed of forest
- ❖ Library serves 7 days 24 hours and Library is open to the public
- ❖ BEU significantly contributes to the region socially and culturally with activates organized open to public
- ❖ About 200 students clubs working on various areas
- ❖ Their promotion system is good and they are getting familiar in many countries by promoting their University.

Negative findings:

- ❖ BEU have not transportation facility for students.
- ❖ BEU have qualified team of academic staff but maximum staff are not understand English.
- ❖ Clubs are not eligible for every students
- ❖ Many of their courses are based on their Turkish language and some of the courses are in English language. It is problem for international students.
- ❖ Sufficient information are not available in BEU website
- ❖ Hostel facility is not good for foreign students.

4.2 Recommendations

For the probable solutions of the identified problems may ensure the better progress of BEU in future. On the basis of findings the recommendation given below:

- ❖ BEU should make their all courses in English Language because many students are coming from different countries.
- ❖ They should less tuition fees especially for foreign students.
- ❖ BEU should stat sufficienttrainingand workshop for staff because maximum staff are not understand English.
- ❖ BEU should modify they are club rules, because clubs are not eligible for every students
- ❖ BEU should provide transportation facility for students.
- ❖ BEU should develop regarding blog, content, and website. Most of the respondent rated it neutral.
- ❖ Hostel Services should improve more for foreign students because university reputation mainly deepens on the student's satisfaction level.
- ❖ They should less tuition fees especially for foreign students.

4.3 Results of Survey:

After doing the survey I got two types of results. Between positive results and negative results from the Overview obviously, it can recommend that positive results are much more than the negative results. So, we can state that the greater part of the students demand is fulfilled but a portion of students are not highly satisfied with the services are given by Bulent Ecevit University.

4.4 Conclusion:

Bulent Ecevit University is a well-established university in Turkey. It has been a long journey for Bulent Ecevit University to reach the pinnacle of success, but the university always had its priorities set to overcome all obstacles. Since the very beginning of its operation, the university has focused on providing the students the best possible experience in terms of quality and education satisfaction and this has played a vital role in building and maintaining the university image of its educational system. Bulent Ecevit University now enjoys the status of the single largest green campus in the country as well as the topmost position in university. From the learning and real life experience point of view I can say that I really enjoyed my internship period in Bulent Ecevit University. I am confident that this 4 months internship program will definitely help me to realize my carrier in the job market. At last it can be said that Bulent Ecevit University playing its leading role of socio-economic development of the country.

4.5 References:

1 beun.edu.tr

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