



## INTERNSHIP REPORT

# **Education Marketing Strategy of Modern Child Care (M.C.C) School**

Internship Report  
On  
**Education Marketing Strategy of Modern Child Care  
(M.C.C) School**

**Submitted To**

**Seyama Sultana, Ph.D**

Associate Professor

School of Business & Economics

United International University

**Submitted By**

**Sadia Afrin**

ID: 111 171 042

Bachelor of Business Administration

School of Business & Economics

United International University



**United International University**

**Date of Submission: February 02, 2023**



## Letter of Transmittal

February 02, 2023

**Seyama Sultana, Ph.D**

Associate Professor,  
School of Business and Economics,  
United International University

**Subject:** Submission of Internship Report on Education Marketing Strategy of Modern Child Care (M.C.C) School.

Dear Mam,

I am writing to submit my internship report as required by the BBA department at United International University. The internship was completed at Modern Child Care (M.C.C) School under the supervision of M.A.Ali, Principal of M.C.C School from October 28, 2022.

The internship provided me with valuable hands-on experience in creating and implementing educational programs, and both offline & online marketing strategies of M.C.C School. I also had the opportunity to work on school administration policies and procedures, and gained a better understanding of technology and software used in school administration and curriculum development and implementation.

I have attached a copy of the report to this letter for your review. In the event that there are any further queries about the content of my report, I will do my best to answer them.

Thank you for your valuable time and consideration.

**Sadia Afrin**

ID: 111 171 042

Bachelor of Business Administration  
School of Business & Economics  
United International University



### **Declaration of the Student**

I, Sadia Afrin, declare that the internship report entitled “Education Marketing Strategy of Modern Child Care (M.C.C) School” is a result of my own work and efforts during my internship at Modern Child Care (M.C.C) School. This report has not been submitted for the award of any other degree or diploma in any other university or institution. All sources used have been properly acknowledged and referenced in accordance with the guidelines provided by United International University.

**Sadia Afrin**

ID: 111 171 042

Bachelor of Business Administration

School of Business & Economics

United International University



## Letter of Acknowledgment

I would like to express my deep gratitude to all those who have supported and guided me throughout my internship journey. This report would not have been possible without the valuable contributions and support of many individuals.

First and foremost, I would like to extend my sincere appreciation to my internship supervisor, **Seyama Sultana, Ph.D**, Associate Professor, School of Business and Economics at United International University for their invaluable guidance and support throughout the duration of my internship. Her expertise and support were instrumental in shaping my understanding of the field of school education and marketing strategies.

I would also like to thank M.A.Ali, Principal of M.C.C School for welcoming me into their community and for providing me with the opportunity to observe and learn from their daily practices. My interactions with the principal, teachers, students, and other staff members were enlightening and provided valuable insights into the field of educational marketing.

Finally, I would like to thank the school and its management for providing us with this opportunity to gain hands-on experience in the field of education and allowing us to contribute to the school's mission. This internship has been a valuable learning experience, and we are grateful to have had the opportunity to contribute to the field of school education.



## Executive Summary

Marketing plays an important role in the school sector of Bangladesh. It is used to promote schools, attract students, and build a positive reputation for the institution. Marketing strategies can include things like advertising in local newspapers and on social media, hosting open houses and events, and developing a strong online presence. Additionally, effective marketing can also help schools to establish partnerships with businesses and organizations in the community, which can provide valuable resources and support for students. Overall, marketing is an essential tool for schools in Bangladesh to build and maintain a strong student base, while also contributing to the overall development of the education sector in the country.

The Modern Child Care (M.C.C) School is an educational institute in Green Square Road, Dhaka, Bangladesh. The School imparts the best possible education to the students to prepare them to face the challenges of the world squarely. It respects the individuality of each and provides a stimulating and nurturing environment while aiming at the highest educational standard. The main purpose of preparing this report is to identify and evaluating of the marketing strategy, as well as its general operation and functioning, and the potential influence that may contribute to the delivering standard quality of teaching service to its students and growth of the school.

For the purpose of compiling this report, we used a qualitative approach in the form of interview sessions to gather in-depth replies from general educational and school teaching sectors in M.C.C School. After analyzing the data, some key challenges have been found such as limited budget on online campaigns, limited audience, reputation management and competitive strategies which can be impacted on their growth of the school. In this report, some suggestions have been provided that can assist to the management team of M.C.C school to improve their education marketing strategies.

**Keywords:** Education Marketing, School Teaching Service, Marketing Strategy and M.C.C School.



## Table of Contents

|                                                                                      |    |
|--------------------------------------------------------------------------------------|----|
| Executive Summary .....                                                              | iv |
| <b>Chapter 01: Introduction</b>                                                      |    |
| 1.1 Introduction of the Report .....                                                 | 2  |
| 1.2 Background of the Report .....                                                   | 2  |
| 1.3 Objectives of the Study .....                                                    | 2  |
| 1.3.1 Broad Objective .....                                                          | 2  |
| 1.3.2 Specific Objectives .....                                                      | 2  |
| 1.4 Scope of the Problem .....                                                       | 3  |
| 1.5 Methodology of the Study .....                                                   | 3  |
| 1.6 Limitations of the Problem .....                                                 | 4  |
| <b>Chapter 02: Literature Review</b>                                                 |    |
| 2.1 Definition of Key Terms .....                                                    | 6  |
| 2.1.1 Marketing .....                                                                | 6  |
| 2.1.2 Marketing in Educational Service Sectors .....                                 | 6  |
| 2.1.3 Segmentation, Target Audience and Positioning in School Teaching Sectors ..... | 6  |
| 2.1.4 Marketing Mix Strategy .....                                                   | 6  |
| 2.1.5 Marketing Mix in the School Teaching Sectors of Bangladesh .....               | 7  |
| 2.1.6 Challenges of Marketing in School Teaching Sectors .....                       | 8  |
| <b>Chapter 03: Company Analysis</b>                                                  |    |
| 3.1 Overview of Modern Child Care (M.C.C) School .....                               | 10 |
| 3.1.1 Success Stories .....                                                          | 10 |
| 3.2 Mission, Vision and Objectives .....                                             | 11 |
| 3.3 Teachers Panel .....                                                             | 12 |
| 3.4 Admission and Academic operations .....                                          | 12 |
| 3.5 SWOT Analysis of M.C.C School .....                                              | 14 |
| 3.5.1 Strengthens .....                                                              | 14 |
| 3.5.2 Weakness .....                                                                 | 15 |
| 3.5.3 Opportunities .....                                                            | 15 |
| 3.5.4 Threats .....                                                                  | 15 |
| <b>Chapter 04: Analysis of Marketing Strategies</b>                                  |    |
| 4.1 Segmentation, Target Audience and Positioning Strategy of M.C.C School .....     | 18 |



|       |                                                                      |    |
|-------|----------------------------------------------------------------------|----|
| 4.1.1 | Segmentation .....                                                   | 18 |
| 4.1.2 | Target Audience .....                                                | 18 |
| 4.1.3 | Positioning Strategy.....                                            | 19 |
| 4.2   | Tools Used in Implementing Marketing Strategies (Marketing Mix)..... | 19 |
| 4.2.1 | Products and Services (Teaching Programs) .....                      | 20 |
| 4.2.2 | Prices (Tuition Fees).....                                           | 23 |
| 4.2.3 | Places (In a conveniently Delivering Teaching Programs) .....        | 23 |
| 4.2.4 | Promotion (PR and Online Academic Campaigns).....                    | 24 |

## **Chapter 05: Internship Experience**

|       |                                                     |    |
|-------|-----------------------------------------------------|----|
| 5.1   | Internship Experience.....                          | 28 |
| 5.1.1 | Daily Activities.....                               | 28 |
| 5.1.2 | Weekly Activities .....                             | 28 |
| 5.1.3 | Monthly Activities.....                             | 28 |
| 5.2   | Training .....                                      | 28 |
| 5.3   | Contribution to the Administration Department ..... | 29 |
| 5.4   | Contribution to the Marketing Department.....       | 29 |
| 5.5   | Skill Development from Internship Period .....      | 30 |

## **Chapter 06: Findings, Recommendations and Conclusion**

|     |                       |    |
|-----|-----------------------|----|
| 6.1 | Findings.....         | 32 |
| 6.2 | Recommendations ..... | 32 |
| 6.3 | Conclusion.....       | 35 |
|     | References.....       | 36 |



# CHAPTER 01

## INTRODUCTION



## **1.1 Introduction of the Report**

The current situation of school teaching in Bangladesh is a mix of challenges and progress. On one hand, the country has made significant progress in increasing enrollment and literacy rates, particularly for girls. However, on the other hand, there are still many challenges facing the education system, such as inadequate funding, a shortage of qualified teachers, and poor infrastructure. Marketing plays a crucial role in the development of education sectors, particularly for schools. It helps schools to communicate their unique value proposition and attract students and families. Marketing strategies can include promoting the school's academic programs, extracurricular activities, and facilities, as well as highlighting the school's culture and mission. Additionally, effective marketing can help schools to build and maintain a positive reputation, which can lead to increased enrollment and funding. Furthermore, marketing can help schools to establish and maintain partnerships with businesses and other organizations, which can provide valuable resources and opportunities for students. Overall, marketing can play a key role in the growth and success of a school.

## **1.2 Background of the Report**

This project report is written to satisfy a requirement for the Bachelor of Business Administration degree for course completion in Internship program, and it has the same weight in the assessment process as other courses. In my internship time at Modern Child Care (M.C.C) School, I have received hands-on experience with marketing related tasks and activities. And these topics constitute a substantial part of the primary research for my report, which was conducted under the supervision of my course instructor, Seyama Sultana, Ph.D, Associate Professor at United International University. The subject of this paper is “Education Marketing Strategy of Modern Child Care School”. While preparing this paper, I got the opportunities to get a thorough understanding of school administration’s process and procedures, developing and implementing of educational programs and both online and offline marketing strategies of M.C.C School.

## **1.3 Objectives of the Study**

### **1.3.1 Broad Objective**

The broad objective of the study on the education marketing strategy, as well as its general operation and functioning that Modern Child Care (M.C.C) School have been following.

### **1.3.2 Specific Objectives**

- a) To get an overview of Modern Child Care (M.C.C) School;



- b) To know about the STP process of Modern Child Care School
- c) To explain the marketing strategies of Modern Child Care School.
- d) To find out the challenges of education marketing activities of Modern Child Care School;
- e) To provide suggestions about the lacking of marketing activities of Modern Child Care School.

## **1.4 Scope of the Problem**

The focus of this research is on enhancing of improve education marketing activities to bottom line by a closer look at the school's marketing strategies, activities, and methods for school teaching sectors through implementing effective marketing strategies. The study's primary purpose is to provide insight on the rationale behind the school's sustainability strategies. The research also makes an effort to provide insight on the topic of how successful the school's efforts are at retaining existing student by good academic and educational services. The purpose of this research was to identify all of marketing's current functions and identify areas for growth.

## **1.5 Methodology of the Study**

In order to compile the report, both primary and secondary sources of data and information have been utilized. Sources of Data

### **a) Primary Sources**

- Analysis of a variety of files and the report from the school,
- Research with a limited scope on already published materials,
- Observations, discussion and interviews with the staffs, teachers and the principal of Modern Child Care School.

### **b) Secondary Sources**

Additionally, the report incorporates a variety of various kinds of secondary data. The following is a list of examples that may be considered secondary information sources:

- Internal sources:
  - Posters with a variety of various offers on Modern Child Care School.
  - A few details about the operation of the school teaching and educational services of Modern Child Care School.



- External Sources:
  - Journals, articles and newspaper
  - Web-based studies and articles on a variety of topics connected to the school teaching and educational service sectors of Bangladesh.
  - Web site of Modern Child Care School.

## **1.6 Limitations of the Problem**

During preparing the report and the study of the topic, I have faced some limitations that are listed below:

- Another significant obstacle that was encountered over the period of the study was maintaining the confidentiality of the data collected from the various marketing employees; there are a number of situations in which information that is up to date is kept from the general public.
- It is quite challenging to acquire accurate information and to collect it;
- A great number of procedural concerns were handled directly in the operations by the upper management level, which may have also given rise to the same kind of limits;
- Time and resource constraints also acted as limiting factors;
- Because each and every employee is engaged in their work, they do not always have time to provide a response to the question being asked because they are too busy;
- Due to the very limited timeframe, I was unable to conduct research on a large scale.



## CHAPTER 02

### LITERATURE REVIEW



## **2.1 Definition of Key Terms**

### **2.1.1 Marketing**

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. It involves researching, promoting, and distributing a product or service to a target market (Kotler, 2018). An example of marketing would be a company creating a marketing campaign for a new product they are launching. This campaign would involve researching the target market for the product, determining the most effective pricing strategy, developing promotional materials such as advertisements and sales promotions, and planning the distribution of the product through various channels such as retail stores or online. The goal of the campaign would be to increase awareness and sales of the product among the target market.

### **2.1.2 Marketing in Educational Service Sectors**

Marketing in the educational service sector involves promoting educational programs and services to potential students and their families, as well as to employers and other organizations. This can include advertising campaigns, social media marketing, email marketing, events, and other tactics to raise awareness and interest in the educational programs and services being offered. The goal of marketing in the educational sector is to attract and enroll students, and to build partnerships and collaborations with employers and other organizations (Rohim, 2019).

### **2.1.3 Segmentation, Target Audience and Positioning in School Teaching Sectors**

Segmentation in the school teaching sector involves dividing the market into specific groups of students with similar needs and characteristics. Target audience refers to the specific group of students that a school or teacher is trying to reach and teach. Positioning refers to how a school or teacher differentiates themselves from others in the market, often by highlighting unique features or teaching methods. Together, segmentation, target audience, and positioning help a school or teacher tailor their approach to effectively reach and teach their desired student population (Sinta Putri Damayanti, 2021).

### **2.1.4 Marketing Mix Strategy**

A marketing strategy is a plan of action for promoting and selling a product or service. It includes identifying target customers, determining the unique selling proposition (USP) of the



product or service, and developing a plan for reaching and engaging those customers. The strategy will often include a mix of tactics such as advertising, promotions, public relations, and sales efforts (Philip Kotler, 2016). The goal of a marketing strategy is to increase awareness and drive sales for a business. Marketing strategy is important because it helps a business to define its target market, understand consumer needs, and develop a plan to reach those customers. A well-crafted marketing strategy can help a business to increase brand awareness, generate leads, and ultimately drive sales (Varadarajan, 2009). Additionally, a marketing strategy can help a business to stay competitive in its industry by identifying and responding to industry trends and changes in consumer behavior. Overall, a marketing strategy is essential for any business that wants to be successful in reaching and retaining customers (Indra Jaya, 2015).

The marketing mix is a set of tools that businesses use to shape their marketing strategy and tactics. It typically includes four elements: product, price, place, and promotion (Kotler, 2018).

- Product refers to the physical product or service that a business offers to customers. This includes features, design, packaging, and branding.
- Price refers to the amount that customers have to pay to purchase the product or service. This includes the list price, discounts, and financing options.
- Place refers to the location where customers can purchase the product or service. This includes physical stores, online platforms, and distribution channels.
- Promotion refers to the various methods used to communicate with customers and persuade them to purchase the product or service. This includes advertising, sales promotions, public relations, and personal selling.

The marketing mix strategy is to find the right balance between these four elements that will appeal to the target market and achieve the business's marketing objectives.

### **2.1.5 Marketing Mix in the School Teaching Sectors of Bangladesh**

According to (Nadwa, 2015), in the school teaching sector in Bangladesh, a successful marketing strategy could include the following elements:

- Developing a strong online presence through social media and a well-designed website to showcase the school's facilities, curriculum, and achievements.



- Building relationships with local communities and organizations through events and volunteer work, to establish the school as a valuable member of the community.
- Creating a referral program to incentivize current students and parents to recommend the school to others.
- Offering free trial classes or open houses to give prospective students and parents the opportunity to experience the school's teaching style and facilities first-hand.
- Providing ongoing professional development for teachers to ensure the highest quality of education for students.
- Highlighting the school's unique selling points, such as a focus on technology or extracurricular activities, to differentiate it from competitors.
- Creating a strong and consistent brand image to establish trust and credibility with potential students and parents.

#### **2.1.6 Challenges of Marketing in School Teaching Sectors**

According to (Ms. Taruna Maheshwari, 2022), some challenges of marketing in the school teaching sector include:

- **Limited budget:** Schools often have limited resources and budget for marketing, which can make it difficult to reach a large audience.
- **Competition:** There is often a lot of competition among schools for students, which can make it difficult to stand out in the marketplace.
- **Regulation:** Schools are subject to strict regulations and guidelines, which can make it difficult to market in certain ways.
- **Understanding the audience:** Marketing to parents and students can be difficult as their needs and priorities may differ.
- **Measuring success:** It can be challenging to measure the success of marketing efforts in the school teaching sector.
- **Keeping up with technology:** With the fast-paced changes in technology, it can be hard to keep up with the latest tools and platforms for marketing.
- **Building trust:** Schools have to work hard to build trust among parents and students, as education is a sensitive topic and parents are always looking for the best for their children.



## CHAPTER 03

### COMPANY ANALYSIS



### 3.1 Overview of Modern Child Care (M.C.C) School

The Modern Child Care (M.C.C) School is an educational institute in Green Square Road, Dhaka, Bangladesh. The school was founded in the year 2000 with the intention of delivering to either the parents or the students enrolled there an all-encompassing perspective on the view of the new Millennium. M.C.C School is one of the renowned educational institutes in Bangladesh. They consider every child as unique and so they maintain inclusive learning-teaching environment at every step in their great set-up. It is a fact now that their results are getting better in the public examinations every time. It has been made possible through their extensive and effective care stretched out to every individual student. Their students conglomerate here from multifarious backgrounds; various strata of the society. They enter the threshold of their strong and fortified home of learning and come out bearing an all-round personality.



**M.A.ALI**

**Principal of M.C.C School**

In 2000, play group was opened in Bangla and English medium and in the academic year 2002, the main branch was expanded from the play group to the 9<sup>th</sup> standard in Prabhati and Baikalik branches in Green Square Road to meet the continuous demand of students and to expand education, which will be gradually upgraded to the 12<sup>th</sup> standard (H.S.C). They also provide day care services (About M.C.C School, 2023).

#### 3.1.1 Success Stories

M.C.C School imparts the best possible education to the students to prepare them to face the challenges of the world squarely. It respects the individuality of each and provides a stimulating and nurturing environment while aiming at the highest educational standards.

300+  
Total Students

50+  
Total Teachers

20+  
Awards



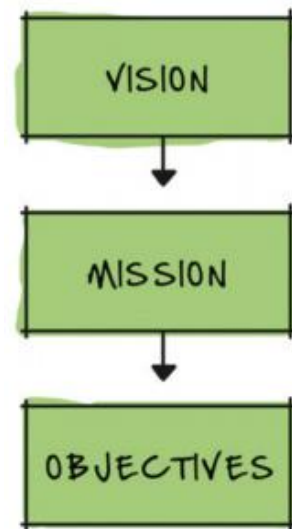
### 3.2 Mission, Vision and Objectives

#### Vision:

- M.C.C School imparts the best possible education to the students to prepare them to face the challenges of the world squarely. It respects the individuality of each and provides a stimulating and nurturing environment while aiming at the highest educational standard.

#### Mission Statement:

- The Modern Child Care (M.C.C) School was established with the vision that in order to realize the full potential of students, a well-balanced programme is required, where students would be rendered a creative and appropriate environment that fosters learning. It is essential that children understand their own history and culture, as well as appreciate the traditions of other people and places. They must also have a firm grasp of language, as a means of communication, and be equipped with an education that can be utilized in everyday life.
- Their focus is to provide an environment that will protect and assist with the growth and development of their children. Children need to be loved and reassured that they belong to the society in which they are a part of. Their children need to know that they matter to them. They too, have a voice in the world. Their goal is to ensure that their children experience and receive their God given opportunities by making them aware that there is greatness within them. They are fostering extraordinary children who will contribute, influence, and impact their society in a positive way.

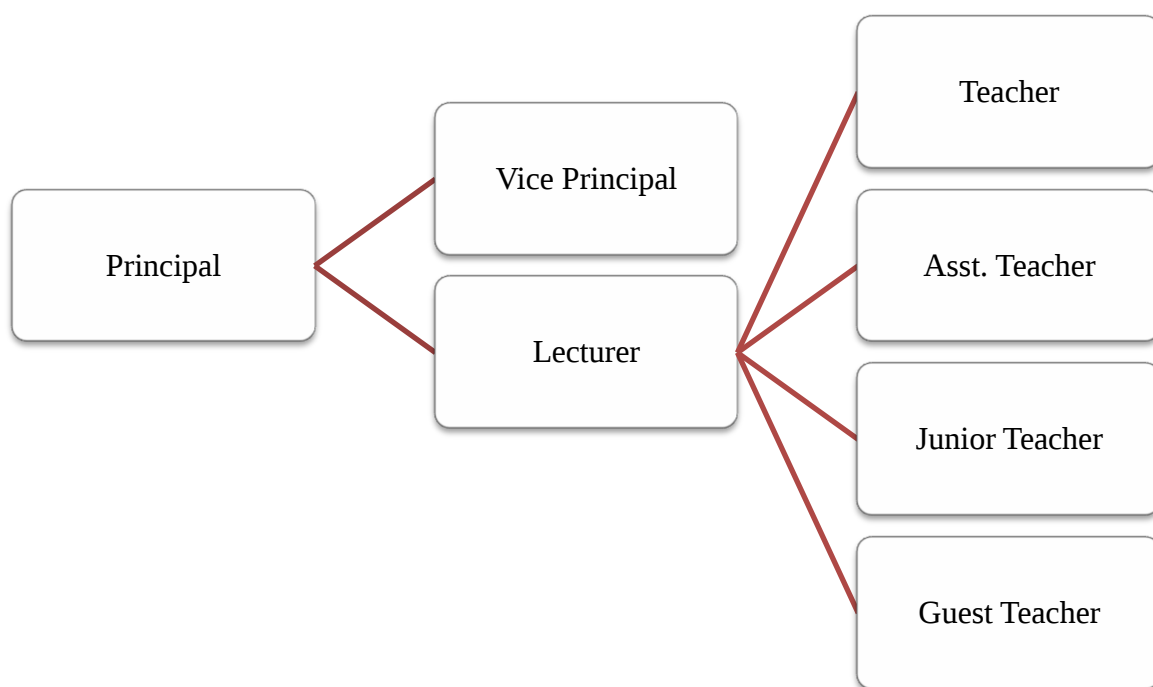


#### Academic Objective

- The primary objective of M.C.C School is to educate the whole person – mind, body and heart aiming for excellence in academic subjects, arts, sports and community services. The objective of M.C.C School is to awaken and nurture a love of learning in each field.



### 3.3 Teachers Panel



**Figure3.1:** Teachers' Panel of Modern Child Care School

### 3.4 Admission and Academic operations

Parents usually submit the Admission Forms in the Front Office which are then sorted by the Admission Department. Upon approval of the Principal, Parents are then called up for Assessment (PG and Nursery), Admission Test (KG I onwards). An assessment is done for Playgroup and Nursery children. From KG I till Class IX, a written test is conducted in English Language, Bengali Language, and Mathematics. After selection in the assessment or admission test students have to attend an interview with the principal along with their parents. After evaluating the written test result and interview, the final decision is determined by the Principal.



- **Application Status:** When the admission process is completed, the status of the Admission is informed to Parents over the telephone.
- **Required Documents:** The following documents are required for getting admission at M.C.C School:
  - Completed Admission Form



- Birth Certificate of Student
- Immunization Record
- School Report Card of past two years.
- Payment Contact: Upon the final selection of the Student, the Parents are briefed about the Admission Formalities, especially the admission fees and monthly tuition fees which they need to pay Online in school authorized bank. These banking formalities are dealt with by the concerned Admission Department.

The M.C.C School typically operates academic activities through a combination of classroom instruction, homework assignments, and assessments. Classroom instruction is typically led by a teacher, who uses a variety of methods to present material and engage students in learning. Homework assignments are designed to reinforce the material covered in class and to help students develop important skills such as critical thinking and problem-solving. Assessments, such as quizzes and tests, are used to evaluate students' understanding and progress. In addition to these traditional forms of instruction, the M.C.C School also uses technology and online resources to supplement and enhance learning. This might include interactive software, educational videos, and online forums for discussion and collaboration.

The M.C.C School also have academic calendar, which is a schedule of classes, exams, holidays, and other events. It is also used to plan events and activities, such as parent-teacher conferences, club meetings, and field trips.

Finally, the M.C.C School also has academic policies and procedures, which outline expectations for student conduct, academic performance, and other aspects of school life. These policies are typically developed by school administrators in consultation with teachers, parents, and other stakeholders, and are designed to ensure a safe and effective learning environment for all students. Mainly, the Modern Child Care (M.C.C) School operates classes from play Group to class X.

- Elementary School : Playgroup – KG II
- Junior School : Class I – III
- Middle School : Class IV – VII
- Senior School : Class VIII – XII

The principal and teacher-in-charges are appointed to ensure that classes assigned to the faculty Members function smoothly and effectively. They supervise academics and some relevant Administrative issues. The vice principal also work with the co-ordination and



consent of the Principal. School has generator supported classes to create a comfortable atmosphere for students in case of electricity failure. Mineral water for drinking is provided on each floor of the building. In junior classes, each section has a class teacher as well as an assistant teacher to provide students with individual attention. Senior classes have respective class and subject teachers.

### 3.5 SWOT Analysis of M.C.C School



#### 3.5.1 Strengthens

The M.C.C School's strengths can vary depending on the institution, but some common strength of schools includes:

- **Quality of education:** The school's curriculum, teachers, and resources can provide a high-quality education that prepares students for school, college and career success.
- **Experienced and dedicated staff:** Skilled and passionate teachers, administrators, and support staff can make a big difference in a student's learning experience.
- **Strong sense of community:** A positive school culture, with active participation of students, teachers and parents can create a sense of belonging and engagement for students.
- **Extracurricular activities:** A variety of extracurricular activities such as sports, music, theater, and clubs can provide students with opportunities to explore their interests and develop new skills.
- **Supportive programs:** The school with supportive programs such as counseling, tutoring, and mentoring can help students overcome obstacles and reach their full potential.
- **Positive reputation:** The school with a positive reputation in the local and regional community can help students with their future prospects and opportunities.



### **3.5.2 Weakness**

Without more specific information about the school in question, it is difficult to identify specific weaknesses in its teaching. However, some common challenges that M.C.C school may face include:

- A lack of resources, outdated teaching methods, high student-to-teacher ratios, and inadequate training for teachers. Additionally, schools may struggle with a lack of diversity and cultural sensitivity in their curriculum or may have difficulty engaging students from different backgrounds or with different learning needs.

### **3.5.3 Opportunities**

Some common opportunities that M.C.C school may have include:

- Utilizing technology and online resources to enhance the learning experience and make it more interactive and engaging.
- Developing and implementing new teaching methods that are better suited to the needs of modern students.
- Providing professional development opportunities for teachers to improve their skills and stay current with the latest research and trends in education.
- Creating opportunities for students to participate in real-world learning experiences, such as internships, service learning, and other hands-on activities.
- Collaborating with parents, community organizations, and other stakeholders to create a more supportive and inclusive learning environment.
- Creating opportunities for students to learn in a multilingual and multicultural environment.
- Developing programs to enhance the emotional and social development of students.
- Creating opportunities for project-based learning and problem-based learning to enhance critical thinking, creativity, and collaboration skills.

### **3.5.4 Threats**

Some common threats that the M.C.C school may face include:

- Budget cuts and lack of funding, which can lead to a shortage of resources and limited opportunities for students.
- High student-to-teacher ratios and large class sizes, which can make it difficult for teachers to give individual attention to students.



- Competition from other schools in area of Dhanmondi and Green Road, which can make it difficult to attract and retain students.
- Changing demographics, such as an increase in the number of students from diverse backgrounds, which can make it difficult to meet the needs of all students.
- Resistance to change, which can make it difficult to implement new teaching methods or technologies.
- Increasing pressure to improve test scores and meet academic standards, which can lead to a narrow focus on academic subjects and neglect of other areas of student development.
- Lack of parental involvement, which can make it difficult to create a supportive and inclusive learning environment.
- Political and social issues, such as COVID-19 pandemics, that can disrupt the education system and create uncertainty for schools.



## CHAPTER 04

# ANALYSIS OF MARKETING STRATEGY



## 4.1 Segmentation, Target Audience and Positioning Strategy of M.C.C School

### 4.1.1 Segmentation

Segmentation refers to the process of dividing a market into smaller groups of consumers with similar needs or characteristics. In the context of the Modern Child Care (M.C.C) School's segmentation might involve identifying different groups of potential students based on factors such as age, grade level, learning style, or academic ability.

| School Teaching Segmentation – Modern Child Care (M.C.C) School                                                      |                                                                                                 |                                                                                                            |                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Geographic</b><br>By Region (Area)                                                                                | <b>Demographic</b><br>By Education                                                              | <b>Psychographic</b><br>By Teaching Programs                                                               | <b>Behavioral</b><br>By Teaching Methods                                                                             |
| Dhaka City <ul style="list-style-type: none"> <li>• Dhanmondi</li> <li>• Green Road</li> <li>• Panthapath</li> </ul> | PG to IX Class<br><br>Bangla Version<br><br>English Version<br><br>Moring Shift<br><br>Day Shit | Elementary School<br><br>Middle School<br><br>Secondary school<br><br>Academic Skills<br><br>Career Skills | Classroom<br><br>instruction,<br><br>Homework<br><br>assignments,<br><br>and<br><br>Annually Final<br><br>Assessment |

**Table4.1:** School Teaching Segmentation – Modern Child Care (M.C.C) School

### 4.1.2 Target Audience

Target audience of the Modern Child Care (M.C.C) School could include:

- Parents of school-aged children who are looking for a high-quality educational experience for their child.



- Students who are looking to improve their academic performance or prepare for higher secondary education or college.
- Adults who are seeking to continue their education or learn new skills.
- Educators who are looking for professional development opportunities or resources to improve their teaching practice.
- It is important to note that the Modern Child Care (M.C.C) School can use different segmentation criteria to identify its target audiences. The target audiences will be the one that align with the school's mission, vision and strategy.

#### **4.1.3 Positioning Strategy**

The Modern Child Care (M.C.C) School positioned itself in a number of ways, including through its academic programs, extracurricular activities, facilities, and reputation. They are trying to position themselves as leaders in a particular field, such as science or technology, while it may focus on providing a well-rounded education with a strong emphasis on the arts or athletics. Additionally, the M.C.C School positioned itself as a diverse and inclusive community, or as a school with a strong commitment to community service and civic engagement. To position, the school administration developed a clear mission statement, create marketing campaigns, and build relationships with alumni, parents, and other stakeholders. They can also create a website and social media presence to communicate the school's message and promote its strengths.



#### **4.2 Tools Used in Implementing Marketing Strategies (Marketing Mix)**

One marketing strategy that is relevant to school marketing operations is the mix strategy, which was described by Kotler and Armstrong. According to this definition, service organizations have seven components of their marketing mix, which are referred to together as the Marketing Mix-7P:



#### 4.2.1 Products and Services (Teaching Programs)

A teaching school, also known as a lead school or a partner school, is a school that has been designated by the government to provide teacher training and professional development to other schools in the area. The products and services provided by the Modern Child Care (M.C.C) School typically include:

##### a) Elementary School: Play Group – KG II

M.C.C school follows the Cambridge Curriculum from the Elementary Level and right up to the Senior Levels (Ordinary and advanced). The Curriculum in Elementary Level aims to develop a child's moral, mental and physical capabilities.

The curriculum focuses on basic learning tools in order to help to develop the students' competencies. To achieve these objectives, their elementary education stresses the development of functional English as the basic tool for further learning.

Their Early Years' Curriculum, which is implemented in Play Group and Nursery levels, centers on developing young children's communicative and social skills. It emphasizes cognitive growth and the practice of logical thinking.



Play Group is the place where the child learns the importance of his/her own name. We help the child to develop his/her self-esteem. The skills and knowledge the child develops in Play Group have a great impact on the aptitude and the attitude of our child later on in life.

KG-I & KG-II play an important role in a child's life, as it helps him/her to grow emotionally, physically, and mentally. Their Teachers at Playpen are well trained to help the child with his/her school work and any other issues he/she may face. It is a fun place to be where your child learns through interesting activities.

In the early years of learning, they focus on developing fine motor skills in students by practicing various activities. Teachers are always accompanying the students and helping them to develop social skills as well. They are always given the utmost priority to make them feel safe and confident inside the school premises.



In the first two years, students take part in activity-based learning. They learn to work as a group. They are taught to be disciplined and punctual. Along with social skills, students acquire intense knowledge as well.

#### **b) Junior School (Class I-III)**

“Children must be taught how to think, not what to think”. At the Modern Child Care (M.C.C) School, the Junior Curriculum is structured in a way that students are never put under any pressure. Rather, they are encouraged to learn at their own pace, while also developing good behavior, interpersonal communication skills, and social etiquette.

A strong foundation in English and Bangla from the Primary Level is important for the acquisition of fundamental knowledge and skills in other subjects, such as Mathematics, Science, and Bangla, among others. The lessons acquired in the Primary Level equip the students with the necessary skills needed in the next stages of learning. In terms of Mathematics, their Curriculum focuses heavily on fundamental and logical concepts. They are exposed to addition & subtraction at a very early stage, and their Teachers use a variety of visual aids to enhance their learning experience. Their students are generally enthusiastic about mathematics. As far as Bangla is concerned, their Teachers make learning interesting and enjoyable. Students are encouraged to read, write and recite from the beginning, thus making them better communicators and patriots. The school applies a range of assessment tools to evaluate the performance of the students and provide Progress Reports to the Parents in each of two Semesters.



#### **c) Middle School (Class IV-V)**

The M.C.C School prides itself in putting students' educational needs on the forefront through innovative teaching techniques and strategies. Students from Class IV to VII delve into studying their Core Subjects through dynamic learning where they pick up concepts and ideas from their texts and classroom





discussions. They also connect to technology to advance their skills and knowledge thereby extending that learning through hands-on experience. Learning is engrained better when students are fully engaged. Their highly qualified Teachers design their Curriculum around Students encouraging them to develop individual learning styles as education constantly evolves. Students are encouraged to think outside the box and motivated to approach their Academics with utmost zest. Their Medium of instruction is Bangla and English and they encourage Students at (M.C.C) School to nurture, have love, and respect for our nation Bangladesh – and most importantly their sweet Mother Tongue Bangla – to be fully aware of their rich cultural heritage and their secular community. Their Faculty Members organize their Lessons creatively to ensure that students pick up an array of lifelong skills that can help them to adapt to the ever-evolving environment. They believe in problem-solving through collaboration and developing leadership skills by fostering independent critical thinking. (M.C.C) School fosters positive learning by motivating all students to tap into their imagination and to remain ever curious.

#### **d) Middle School (Class IV-V)**

In the Senior School, The M.C.C School, they prepare students for the National Curriculum (Bangla Version) and CAIE (Cambridge Assessment International Education – English Version) through Ordinary, Advanced Subsidiary, Secondary School Certificate (S.S.C) and Advanced Level Examinations (O level). Thereby helping they develop an informed curiosity and a lasting passion for learning. These are international qualifications recognized by the world's best universities and employers, giving students a wide range of options in their education and career.

The M.C.C School's aim in the Senior Segment is also to balance knowledge, understanding, and skills to provide their students a solid foundation for their continuing educational journey.

We have been achieving excellent results in S.S.C and O Levels over the years. Details of subjects offered and taught in S.S.C and O Levels are given below:

#### **The Secondary School Certificate (S.S.C) and Ordinary Level (O level) Programme:**

Students of Class VIII choose their Secondary School Certificate and O-Level Elective Subjects at the end of the Second Semester Examinations. A student must take and appear for a minimum of 6 subjects in the S.S.C and O Level Examination.



### **Compulsory Subjects**

- English language
- Bangla
- Mathematics

### **Elective Subjects:**

- Physics
- Chemistry
- Biology
- Additional math
- The economy
- Accounting
- Children's education
- Computer Science
- Industrial design

#### **4.2.2 Prices (Tuition Fees)**

The M.C.C School's pricing strategies are involved in considering a variety of factors such as the cost of providing the education and training, the target market and competition, and the perceived value of the services offered. The school may also consider offering different pricing options, such as discounts for early registration or financial aid for students in need. Ultimately, the purpose of the M.C.C School's price strategy is to set that may be competitive and sustainable while also ensuring that the school is able to cover its costs and invest in improving the quality of its services.

#### **4.2.3 Places (In a conveniently Delivering Teaching Programs)**

A distribution strategy for teaching schools refers to the plan or approach used to allocate resources, such as teachers and educational materials, among different schools or classrooms within a school district. The goal of a distribution strategy is to ensure that all students have access to a high-quality education, regardless of their socioeconomic background or location. There are several different approaches that can be used in the M.C.C School's distribution strategy, including:



- **Needs-based allocation:** Teaching programs and resources of M.C.C School are distributed based on the specific needs of the school or classroom, taking into account factors such as student population, poverty levels, and academic performance.
- **Equity-based allocation:** Teaching programs and resources M.C.C School are distributed to ensure that all students have equal access to educational opportunities, regardless of their socioeconomic background or location.
- **Efficiency-based allocation:** Resources are distributed in a way that maximizes the use of resources, minimizing waste and inefficiencies.
- **Targeted allocation:** Resources are distributed to specific schools or classrooms with the goal of addressing specific educational challenges or improving outcomes in specific areas.

Ultimately, the choice of delivering teaching programs and resources of M.C.C School may depend on the specific needs and goals of M.C.C School, as well as the resources available.

#### 4.2.4 Promotion (PR and Online Academic Campaigns)

Public relations (PR) activities of a school involve creating and maintaining a positive image and reputation for the school within the community. These activities may include in M.C.C School:

##### a) Media relations:

The School may work with local newspapers, television, and radio stations to generate positive coverage of the school, such as feature success rate of S.S.C and O level exams.

##### b) Community events:

The School organizes events such as open houses, festivals, and competitions to engage with the community and showcase their programs and facilities.



##### c) Newsletters and press releases:

The School uses newsletters, press releases, and other communications tools to keep the community informed about school news, events, and achievements.



**d) Social media:**

The School use social media platforms to engage with the community, share information and news and interact with students, parents, and other stakeholders.

Here are a few blog activities that of M.C.C School use to engage with their community and share information about their programs and initiatives:

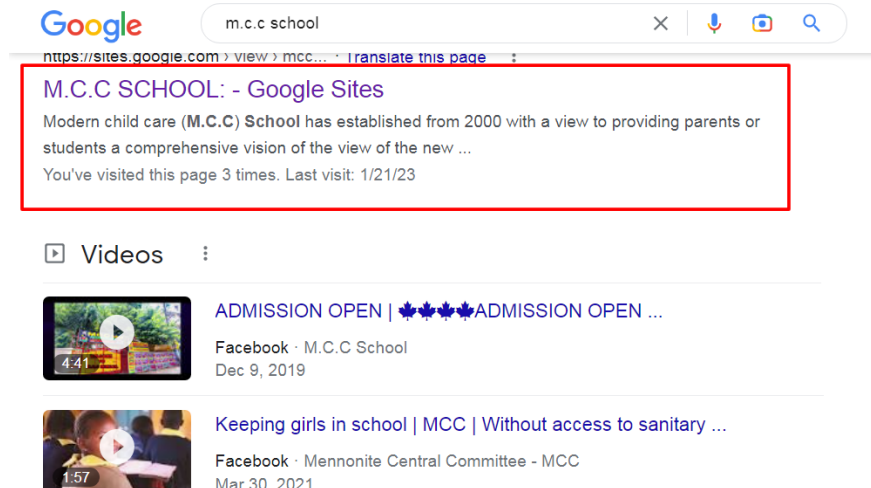
**e) Blogs on Website and Social Media:**

- Professional development opportunities: M.C.C School highlights upcoming professional development opportunities for teachers and administrators, such as structure of curriculum and career of a student.
- News and events: M.C.C School keeps the community informed about upcoming events, such as admission period, parent-teacher conferences, student's parties and events.

**f) SEO (Search Engine Optimization):**

In the context of M.C.C School, SEO is being used to improve the visibility of the school's website on search engines like Google, Bing, and Yahoo, making it easier for potential students and their families to find the school online. Here are a few strategies for SEO marketing that M.C.C School follows:

- **Optimize the website's content for relevant keywords:** Identify the keywords that parents and students are likely to use when searching for a school, and include those keywords in the website's content, Meta tags, and page titles.
- **Utilize Google My Business:** Google My Business allows businesses to manage their online presence across Google, including Search and Maps. By verifying and editing their business information, they can both help customers find their business and tell them their story.



- **Use Social Media:** Create profiles on popular social media platforms, such as Facebook and Twitter, and use them to promote their school and share updates and information about upcoming events.



- **Use Google Analytics:** To track the results of their SEO efforts, and make changes to their strategy as needed to improve your website's ranking on SERPs.

All the above activities are used to build a positive image of the school, create a sense of community, and establish the school as a valuable resource for the community. All above mentioned strategies may help them to increase the visibility of their school's website on search engines and attract more potential students and their families to their school.



## CHAPTER 05

### INTERNSHIP EXPERIENCE



## **5.1 Internship Experience**

My internship experiences and the activities I participated in while working at M.C.C School were rich in information. Working at the M.C.C School center gave me the chance to gain a significant amount of knowledge via hands-on experience, which I was able to take use of in my role as an Admin. During that period, I was engaged in several tasks linked to the marketing and educational growth development of their training programs and courses. The explanation may be found below.

### **5.1.1 Daily Activities**

- Identify potential students.
- Communication with students and parents.
- Proper filling & scanning of papers or other documents.
- Identifying new teaching methods, campaign channels and strategies.

### **5.1.2 Weekly Activities**

- Meeting with Principal and Co coordinators' teams to develop mutually beneficial proposals.
- Posting on Face book regarding the events, academic curriculum activities.
- Providing reports to the management and principal.

### **5.1.3 Monthly Activities**

- Meeting with management team of M.C.C School and Principal.

## **5.2 Training**

They provided me one week of training at initially. My training includes the following:

- Developing and implementing marketing strategies.
- Create analyses and report on campaigns.
- Planning and organizing operational activities.
- Communication with students and parents.
- Presentation and hosting skills.

I made errors throughout my working days, but my senior coordinators and top management were really encouraging, and he guided me with care. But I made mistakes again at that time, so he gave me some comments that helped me stay optimistic and learn how to deal with these situations.



### 5.3 Contribution to the Administration Department

Administrative functions in M.C.C school include tasks such as managing student records, overseeing school finances, handling human resources, and coordinating communication between school staff, parents, and students. These functions are crucial for the smooth operation of a school and help ensure that students are receiving a high-quality education. As an Intern of Administrators,

- I played a key role in developing and implementing policies and procedures that align with the school's mission and goals, as well as ensuring compliance with state and federal laws and regulations.
- I also played a key role in creating a safe and positive learning environment for students, and often work closely with teachers, counselors, and other staff members to support student success.

### 5.4 Contribution to the Marketing Department

Marketing functions include tasks such as both offline and online marketing activities in M.C.C School:

#### a) Offline or Outbound Marketing Activities

- **Event Planning and Execution:** Organize and participate in events such as open houses, school fairs, and information sessions to attract prospective students and families.
- **Flyer and Brochure Distribution:** Distribute flyers and brochures in the local community to raise awareness about the school and its programs.
- **Community Outreach:** Participate in local events and engage with members of the community to build relationships and promote the school.
- **Campus Tours:** Lead and participate in campus tours for prospective students and their families to showcase the school's facilities, programs, and culture.
- **Word-of-Mouth Marketing:** Encourage current students, staff, and families to spread the word about the school and its programs to their friends, family, and networks.
- **Advertising:** Place advertisements in local newspapers, magazines, and other media to reach a wider audience.



- **Networking:** Attend local events and conferences to network with educators, businesses, and other organizations that may be interested in partnering with the school.

#### b) Online or Inbound Marketing Activities

- **Social Media Management:** Create and manage social media accounts (e.g. Facebook, Twitter, Instagram) to promote the school's events, achievements, and updates to the wider community.
- **Content Creation:** Develop engaging and educational content such as blog posts, info graphics, and videos to share on the school's website and social media channels.
- **Email Marketing:** Send regular newsletters and updates to parents, alumni, and other stakeholders to keep them informed and engaged with the school.
- **Online Reputation Management:** Monitor and respond to online reviews, comments, and feedback to maintain a positive online reputation for the school.

### 5.5 Skill Development from Internship Period

During my internship in the administration department of M.C.C school, I enabled to develop a variety of skills, including:

- **Organization and time management:** Working in a school administration department often involves managing multiple tasks and deadlines, which helped me to develop strong organizational and time management skills.
- **Communication:** As an Intern, I was likely work with a variety of people, including teachers, staff, and students, which assisted me to develop strong communication skills.
- **Attention to detail:** Many tasks in the school administration department require attention to detail, such as data entry and records keeping, which also assisted me to develop this skill.
- **Problem-solving:** Interns may be called upon to help solve problems that arise within the school, which assist me to develop strong problem-solving skills.
- **Adaptability:** Schools are fast-paced environments, and interns will need to adapt to new situations and changing priorities that developed my adaptability skill.

Overall an internship in administration department of M.C.C School which contributed to develop important skills that is valuable in any field.



CHAPTER 06

FINDINGS, RECOMMENDATIONS AND  
CONCLUSION



## 6.1 Findings

There are several challenges that schools may face when it comes to marketing their programs and services:

- a) **Limited budget on Online Marketing:** The School often have limited resources to devote to marketing efforts thorough out online marketing such as website development, content development which can make it difficult to compete with larger and better-funded institutions.
- b) **Limited audience:** The School typically have a smaller target audience (i.e., students and parents) compared to other educational institutions, which can make it more challenging to reach and engage with potential customers.
- c) **Changing demographics:** The School need to keep an eye on changing student demographics as well as the changing needs of students and parents.
- d) **Reputation management:** The School has to manage their reputation, which can be sensitive to any negative feedback or news.
- e) **Increasing competition:** With the increasing number of schools, both online and offline, it has become increasingly competitive to attract students.

## 6.2 Recommendations

### a) **Developing and Implementing Online Marketing Strategy**

Here are a few ways to overcome a limited budget for online marketing and get greater students and audiences for Modern Child Care (M.C.C) School:

#### **1. Utilize social media platforms:**

Social media platforms like Face book, Instagram, and Twitter are free to use, and can be an effective way to reach a large audience. Modern Child Care (M.C.C) School can use social media platforms to reach a large number of potential students by creating a strong online presence and engaging with their audience. This can include creating a school profile on platforms such as Face book, Twitter, and Instagram, and regularly posting updates, news, and information about the school. Additionally, the school can use social media to connect with current students, alumni, and the local community by posting events, photos, and testimonials. They can also use social media platforms to share information about admissions, financial aid, and other important topics. Finally, they can use social media to interact with prospective students and answer questions, in order to build a relationship with them and encourage them to apply to the school.



## **2. Create Valuable Content:**

Developing valuable and informative content, such as blog posts or videos, can attract potential students and improve search engine rankings. Modern Child Care (M.C.C) School can create valuable content about their teaching programs by highlighting the unique features and benefits of the programs, and by providing students, parents, and other interested parties with detailed information about the curriculum, resources, and support available. Some ways to create valuable content include:

- Creating detailed descriptions of each program, including information about the curriculum, resources, and support available to students.
- Highlighting the unique features and benefits of each program, such as specialized facilities, experienced faculty, or opportunities for hands-on learning.
- Creating videos, info graphics, and other visual aids to help explain complex concepts and make the information more engaging.
- Creating interactive resources, such as quizzes, polls, and discussion forums, to encourage student engagement and participation.
- Partnering with current students, alumni, and industry experts to provide testimonials and real-world examples of how the program has helped them succeed.
- Including information on career opportunities and paths related to the teaching program and the school's success rate in graduates finding jobs.
- Regularly updating and promoting the content to reach new audiences and drive engagement.

Measuring the success of their content through analytics and using the data to inform future content creation.

## **3. Online presence:**

Modern Child Care (M.C.C) School can create a strong online presence like (YouTube Platform) by maintaining a website and social media accounts that provide detailed information about the school, its programs, and events. With the increasing trend of online learning, providing flexible options such as evening classes, online classes, distance learning courses, etc. can make the school more accessible to a wider range of students.

### **b) Strategies to Address Changing Demographics**

Modern Child Care (M.C.C) School can take a number of strategies to address changing demographics, such as:



- Developing culturally responsive curriculum and instruction that is inclusive and respectful of all students.
- Providing professional development for teachers and staff on issues related to diversity, equity, and inclusion.
- Building partnerships with community organizations (such as, **Bidyanondo, Jaago Foundation, 10 Minutes School, Youth Walk Bangladesh**) to support students and families from diverse backgrounds.
- Implementing programs and services that address the specific needs of different student groups, such as English language learners and students from low-income families.

It's important to note that the strategies will depend on the specific demographic changes of the school, and Modern Child Care (M.C.C) School should engage in continuous monitoring, reflection and improvement.

#### **c) Proactively Promoting Positive News for Managing Reputation**

Modern Child Care (M.C.C) School can also build and maintain a positive reputation by proactively promoting positive news, such as student achievements, community involvement, and new programs or initiatives through locals' news, community organization and online platforms. The Schools can use YouTube's True View video ads to showcase their programs and campus to a large audience, targeting specific demographics and interests. They can also use display advertising on websites to promote their programs and events to a targeted audience based on demographics, interests, and behaviors.

#### **d) Encourage Students on Participate on Academic Competition**

Modern Child Care (M.C.C) School should encourage to their all students to participate in academic competitions such as primary and PSC scholarship, sports tournament, science fairs, math competitions, and debate tournaments. It can help to build positive image about their school in this competitive school sectors. They can also Develop and maintain partnerships with businesses and organizations in the community (**10 Minutes School**) to provide students with additional opportunities for learning and growth.

It is important to note that in order to be successful with paid advertising, schools should develop a clear message and a strong call-to-action, and continuously monitor and optimize the campaign based on the results.



### **6.3 Conclusion**

The purpose of this report is to determine whether or not the absence of certain marketing strategies at Modern Child Care (M.C.C) School is having an impact on the company's growth and its leadership position in school teaching sectors of Bangladesh. The conclusion of a marketing strategy for the teaching school would depend on the specific goals and objectives that were outlined in the strategy. However, generally speaking, a successful marketing strategy for M.C.C School would likely result in increased enrollment, greater visibility and awareness of the school in the community, and improved perception of the school among potential students and their families. Additionally, a well-executed online marketing strategy could lead to stronger relationships with key stakeholders, such as parents, community leaders, and other educational institutions. Ultimately, the goal of a marketing strategy for a teaching school is to promote the school's unique strengths and value proposition in order to attract and retain students, and to support the overall success of the school.



## References

- About M.C.C School. (2023). Retrieved from Modern Child Care School: <https://sites.google.com/view/mccschool>
- Indra Jaya, S. D. (2015). Marketing Strategy Performance for Decision Making In Choosing the Head of Regional Community. *International Journal of Management Sciences and Business Research*, Vol-5, Issue 1.
- Kotler, P. (2018). *Principles of Marketing*. South Asia: Manipal Press Pvt Ltd.
- Ms. Taruna Maheshwari, D. G. (2022). Study of the Factors Affecting the Quality of Management Education in India. *ournal of Educational Management*, Vol. 1 , 43.
- Nadwa. (2015). Design of Education Services-Based Marketing Management Model in Private MTs throughout the city of Semarang. *Journal of Islamic Education Vol 9*.
- Philip Kotler, K. L. (2016). *Marketing Management, Fifteenth edition*. Pearson Prentice Hall.
- Rohim, M. N. (2019). Marketing Strategy for Educational Services. *Advances in Social Science, Education and Humanities Research*, volume 387.
- Sinta Putri Damayanti, A. K. (2021). Private Junior High School Marketing Management to Face the New Students Admission (PPDB) Policies of State Junior High School in Surabaya. *International Journal for Educational and Vocational Studies*, 3 (1) , 64-70.
- Varadarajan, R. (2009). Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. *Journal of Academy of Marketing Science*.