

Internship Report
On
Marketing Practices of Student Consulting Firm – A
Case Study on TCL Global

Submitted to:

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Marketing Practices of Student Consulting Firm– A Case Study on TCL Global

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This report is submitted to the School of Business and Economics (SoBE),
United International University (UIU) as a partial requirement for the degree
fulfillment of Bachelor of Business Administration

Letter of Transmittal

November 18, 2025

Dr. Md. Kaium Hossain

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United International University

United City, Madani Avenue, Badda, Dhaka 1212, Bangladesh.

Subject: Submission of the internship report titled “Marketing Practices of Student Consulting Firm – A Case Study on TCL Global”.

Dear Sir,

With due respect, it gives me great pleasure to submit my report titled “Marketing Practices of Student Consulting Firm – A Case Study on TCL Global” in partial fulfillment of the requirements for the BBA program under your supervision. It was a valuable real-world experience, and I made every effort to meet the academic requirements.

I have worked diligently to prepare this report and have attempted to make it as clear and comprehensive as possible within the limits.

I will always be willing to provide clarifications regarding this report, if necessary.

Sincerely,

Maskat Kabir Anik

Student ID: 111 201 025

School of Business and Economics (SoBE)

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Declaration of the Student

I do hereby declare that the internship report titled “Marketing Practices of Student Consulting Firm – A Case Study on TCL Global” has been prepared by me as part of my academic requirement for the completion of the Bachelor of Business Administration (BBA) degree at the School of Business and Economics (SoBE), United International University (UIU).

I also declare that this report has not been submitted for any other degree at UIU or at any other institution, either in part or in whole.

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Acknowledgement

First and foremost, I would like to thank Almighty Allah for granting me the strength and perseverance to complete this report. I am very appreciative of my parents' unwavering encouragement and support during this journey.

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Finally, I express my sincere appreciation to my colleagues for their support, valuable suggestions, and motivation. Their advice has been invaluable in shaping my internship experience.

Executive Summary

TCL Global is a leading student consultancy firm in Bangladesh. The main objective of the report is to know the marketing practices of TCL Global. The report also highlights the activities of various departments and assesses the strengths, weaknesses, opportunities, and threats (SWOT) of TCL Global. Data were collected from secondary sources. This report consists of six chapters: Introduction, Company and Industry Review, Methodology, Analysis and Findings, Internship Experience, and Conclusion and Key Facts. This report is descriptive in nature. TCL Global uses effective segmentation, targeting, and positioning. Indeed, TCL Global serves international students, targeting high school graduates, undergraduates, and professionals. It offers services such as university selection, visa assistance, test preparation, and career counseling. TCL divides the market based on the academic background and working ambitions. It also offers **customized Services, including** flexible payment options. TCL Global may focus on marketing campaigns personalized to target students for upcoming sessions, designed to reach the right customers through data-driven insights for targeted ads, emails, and social media content, to help drive engagement and conversion. Additionally, TCL may work with influencers and successful alumni to enhance TCL Global credibility through shared success stories on social media.

Key words: Student Consultancy; Marketing practices; TCL Global; Bangladesh.

List of Acronyms and Abbreviations

- **TCL:** The Consultancy Leaders (TCL Global)
- **PPC:** Pay-Per-Click
- **SEO:** Search Engine Optimization
- **IELTS:** International English Language Testing System
- **TOEFL:** Test of English as a Foreign Language
- **GMAT:** Graduate Management Admission Test
- **GRE:** Graduate Record Examinations
- **SWOT:** Strengths, Weaknesses, Opportunities, and Threats
- **RM:** Customer Relationship Management
- **USP:** Unique Selling Proposition
- **P2P:** Peer-to-Peer
- **CPC:** Cost Per Click
- **B2B:** Business to Business
- **B2C:** Business to Consumer
- **KPI:** Key Performance Indicators
- **ROI:** Return on Investment
- **CTA:** Call to Action
- **CMS:** Content Management System
- **SME:** Small and Medium Enterprise
- **VC:** Venture Capital
- **M&A:** Mergers & Acquisitions

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CHAPTER 1: INTRODUCTION

1.1 Background of the Report

Marketing is a critical instrument that companies in all sectors employ to pursue customers, establish relationships, and increase the revenue. We are in an extremely competitive environment when it comes to competition today, and the scope of successful marketing has transcended conventional advertising. Brands today are asked to connect with their audience more than ever before and develop personalized experiences, rather than just transmitting generic messages. This is more relative in the education consultancy field, and this holds true for companies looking to differentiate themselves from the competition.

TCL Global is a leading student consultancy firm in Bangladesh. With a mission to make higher education accessible in foreign shores, TCL Global assists thousands of students to develop their educational path into an advancing direction. TCL Global, as a major emerging player in the market is also time to actually put together those marketing strategies that will enable, not only TCL Global but for all business in this sector to actually move forward and gain strength.

I have been assigned to work as an intern for three months at TCL global to complete my internship. I worked with the sales operations and the student counseling team. I gained a deeper understanding of how the company establishes itself within the broader business cycle to enhance both its robustness and competitiveness in the education consultancy sector. This report provides insight into the effectiveness of TCL Global's marketing strategies and suggests improvements through a detailed analysis of their marketing performance.

1.2 Objectives of the Report

Broad Objective:

- To know the marketing practices of TCL Global.

Specific Objectives:

- To explore the marketing practices of TCL Global.
- To provide an overview of student consulting firms in Bangladesh.
- To review the activities of the various departments at TCL Global.

- To assess the strengths, weaknesses, opportunities, and threats (SWOT) of TCL Global.
- To make some recommendations for improving the marketing practices of TCL Global.

1.3 Rationale of the Report

Interning at TCL Global has given me an extremely rare exposure to the working of a market leading organization, something invaluable when you need to adopt with fast changing scene in education consultancy. TCL Global has made a name for itself in guiding students towards overseas higher education and some of its marketing approaches make all the difference.

This report seeks to offer a peek into the marketing strategies such as comparison of digital against traditional, lead generation and customer engagement that has helped TCL Global maintain a solid position in market. By discussing personal experiences and observations during the placement, the significance of marketing in creating strong customer relationships and extending visibility on the market, will be evident.

1.4 Scope and Limitations of the Report

Scope

The report is directed towards finding out how TCL Global approaches marketing these practices via student consultancy. It confines its core area of analysis to the marketing funnel and tools used by the company for marketing its services to the potential students, both online and offline. This is limited to the service portfolio or financial metrics for TCL Global, and is out of the scope for internship, and thereby, for this report.

The key scope areas include:

- Marketing strategies used by TCL Global to promote its services.
- Planning processes for campaigns that they were able to witness during the internship.
- Engagement in content creation and student engagement activities.

Limitations: While preparing this report, I encountered some limitations despite my efforts to provide detailed insights which are mentioned below.

- Limited time during the internship restricted the depth of analysis and exploration of all the components of TCL Global's marketing strategies.
- The report could not utilize primary data due to the limitation of data access, and every information available is secondary and based on personal internship experience.

1.5 Definition of Key Terms

- **Student Consultancy:** A service offered by companies such as TCL Global that makes it easier for students to study abroad. It includes help with choosing the right university, the application process, visa procedures and career counselling.
- **Online marketing:** The use of online platforms (such as social media, search engines, and websites) for the promotion of products or services and interaction with prospective students. TCL Global uses digital marketing to do this and get in front of students all over the world.
- **Lead Generation:** The method of finding potential students and getting them interested in going to university abroad through marketing tactics include online ads, referral program, and content marketing.
- **Referral Program:** A business tool in which the already existing clients (students) refer the other people to take advantage of the services of TCL Global. In many cases, the students who make the referral benefit from these by receiving a discount or other incentive.
- **SWOT Analysis:** An analysis of a firm's internal strengths, weaknesses and its external opportunities and threats. This paper contains an analysis of TCL Global namely a SWOT analysis involving TCL Global's overall marketing and advice strategies.
- **Customized Consultation:** Individual guidance offered to students considering his or her interests, career ambitions and where he or she wishes to study. -> Explore

TCL Global's school counseling for students, who can opt the perfect education for their career.

- **Webinars:** Online workshops or information sessions TCL Global organizes to give potential students the lowdown on how to apply, what visas are needed, and scholarships available.
- **Engage via social media:** Utilize Facebook, Instagram, Linked-In to engage students with content and TCL Global's services. Engage with social media to a greater extent to increase brand and student inquiries.
- **Search Engine Optimization (SEO):** It is the process of ranking TCL Global's site in the first position of search results so that the services the consultancy offers will pop up effortlessly for the potential students.
- **Lead Capture Forms:** These are forms placed on websites or landing pages designed to collect potential student information, such as name, contact details, and areas of interest. These forms allow TCL Global to initiate follow-up communication, gather student preferences, and personalize counseling services based on the collected data.
- **Pay-Per-Click (PPC):** A form of online advertising where advertisers pay a fee each time their ad is clicked. TCL Global uses PPC advertising through platforms like Google Ads to increase visibility and attract leads searching for study-abroad opportunities or related services. It is an important part of their paid media strategy.

CHAPTER 2: COMPANY AND INDUSTRY RVIEW

2.1 Company Analysis

Company analysis is a process of reviewing a company's internal environment, operations, strategy, and performance, last but not least sectoral analysis. By examining multiple aspects of business, we can better evaluate it's potential, strengths, weaknesses, and opportunities. Analysis of how a business uses its resources to produce and sell its products and the competitive advantage it possesses over its empirical research can address these questions. It may also involve studying the company's growth, challenges, solvency, and ability to meet operational needs.

2.1.1 Overview and History

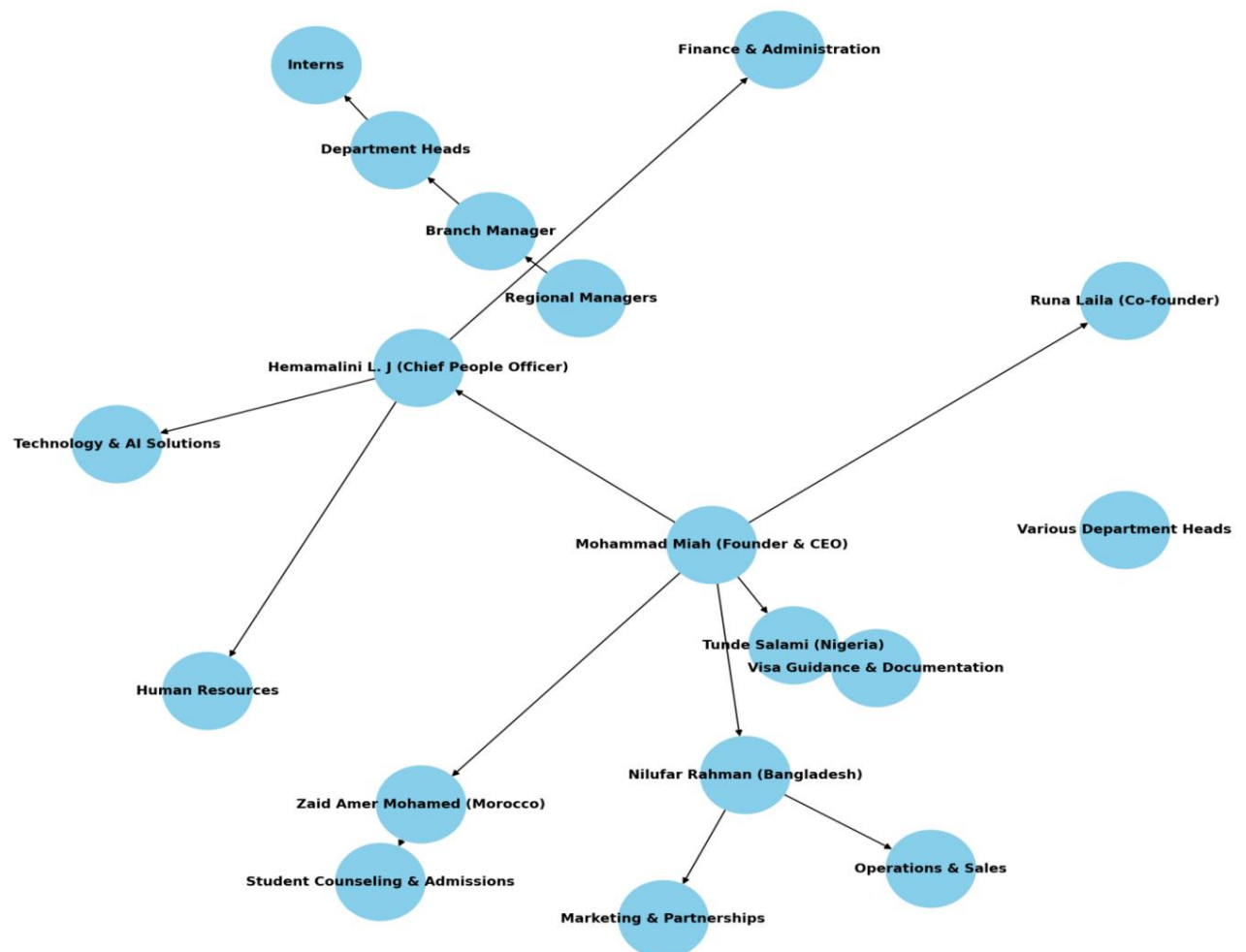


Figure 1: TCL GLOBAL'S STRUCTURE

TCL Global is a popular student consultancy agent. They help students get abroad, which can be difficult. The company was founded in 2011 by Mr. Mohammad Miah in Portsmouth, UK. He wanted to create a way for students to better understand smart decisions about their careers in education. Founded in 2017 with an emphasis on individualized support, TCL Global rapidly became a household name, particularly in Bangladesh.

TCL Global has grown rapidly in recent years, and has put hundreds of students into top colleges all over. They are helpful with everything, from filling out applications, to job advice and visa help, making the process less daunting for students of diverse academic backgrounds.

Key Events

- In 2014, the company expanded to South Asia with the opening of offices in Bangladesh, India and Sri Lanka.
- Supported over 10,000 students in 2017, scaling rapidly due to strong university partnerships.
- 2019 Online counseling, document preparation platforms Introduced to increase access to service.
- Fall 2020: Provided 24/7 e-counseling during the epidemic to make help available for students all around.
- 2021: Introduced a smartphone app to deliver students up-to-date information.
- 2022: Added the United Kingdom, Canada, the UAE and Nigeria, among other 20-plus countries.
- 2023: Assisted over 50,000 students and named as the best companies looking for students, and advising them on a way forward.
- 2024: Opened fresh new offices in Gulshan, Dhanmondi, Uttara and Sylhet to facilitate for Bangladeshi children to get admission in UK, Canada and Australian schools.
- 2025: A.I.-enabled tools built in, offering smarter, more personalized counseling.

The mission of TCL Global has always been to provide students the ability to achieve their goals and in the process, gain priceless foreign experience. The organization has adapted and expanded through the years, to accommodate the requirements of modern-day students seeking an education across the globe.

2.1.2 Trend and Growth

The education consultant sector has substantially changed, largely due to the impact of globalization and a growing pull of students intending to study in foreign nations. To improve their chances of ever getting a job, the students coming over to the US, the UK, or Europe is increasing all the time. The rise of online platforms also has facilitated students' getting help and knowledge, further increasing this demand.

TCL has been embracing these achievements, and been in a state of constant growth. The move to digital learning and online consulting has forced the firm to deepen and expand their digital service offerings. TCL Global has engaged more students already accustomed to of-the-moment, tech-based services using digital marketing, online webinars, social media, and more.

Growth Drivers

- Growing demand for studying overseas: Students are increasingly aware of the benefits of international exposure and pursuing higher education abroad.
- Successful penetration and introduction of new markets and services by TCL Global have resulted in growth of customer base and also wishes to continue the increasing their market to the north American countries such as Canada so as to maintain their growth further on.
- Word of mouth: Satisfied customers refer other people to your business, meaning new customers keep filtering in.
- Opening of offices in countries where international education is held in high esteem.
- Introducing digital tools, such as tests based on A.I. and virtual job counseling, to improve students' experience.

2.1.3 Product / Service / Customer Mix

TCL Global, well, offers a lot of services by which it tries to make it as easy as possible for students to study abroad. TCL Global assists students every step of the way. Whether it's choosing the right university, preparing for exams or obtaining a visa, they're accommodated etc.

Principal Services

- **Career Advisory Services:** Professional advice that helps students determine the career track that best fits their skills, interests, and future plans.
- TCL Global supports university admission, choice, application, essay creation, and interview preparation.
- **Visa Consultation:** At all steps of visa application, covering completion of the student's documentation, such as ensuring that they actually fulfill the required criterion.
- **Test Preparation:** General test preparation such as IELTS, GMAT, TOEFL and GRE to enable students to fulfil admission requirements.
- Additionally, TCL global offers **workshops, webinars, seminars** for students regarding scholarships, career opportunities and the application process. The students are sure of their career choice and the company becomes an education expert.

TCL Global serves an extensive **client base**, which includes the:

- **High school graduates:** The students wishing to go abroad for the first language learning opportunity.
- **Second-level students:** First-year and second-year students in university who could use assistance in graduate studies such as master's or doctoral programs.
- **Professionals:** Those who wish to further their education and career.
- Parents still play a role in decision-making, especially for younger students.

2.1.4 Organization Profile

TCL Global is the Best Student Consultant in Bangladesh. They are there to help students on such things as work advice, getting to university and studying for tests. Through a company that has made significant inroads in the educational consulting world, students are presented with professional advice and insight to guide them through the nuances of academic and professional development.

- **Mission:** We aspire to provide our students with all-around personalized consultation and assistance to achieve their educational as well as career aspirations.
- **Vision:** To become the most preferred consulting firm in all over the world by delivering excellent services and complete client satisfaction.
- **Company's Structure:** TCL Global has a hierarchical structure, with departments such as marketing, counseling, customer service, and management.

2.1.5 SWOT Analysis of TCL Global

The SWOT analysis of TCL's worldwide marketers' moves would reveal the following:

There are opportunities to the returns of TCL Global. While the increasing demand from prospective students looking to study in Europe could offer an opportunity for the company to expand into that market. TCL Global has yet another opportunity to create campus ambassadors in all the universities of Bangladesh. But the revision of immigration statutes in most Western countries is also a threat for TCL Global, especially in the sense that it could deter students from studying out their education abroad.

TCL Global has growth and expansion possibilities. Because there are more and more people who want to go study in Europe, there are opportunities for the company to expand to Europe. Another opportunity for TCL Global is building campus ambassadors across different universities in Bangladesh. But TCL Global is threatened because most western countries are loosening the rules on immigration, and fewer students may now consider studying abroad.



SWOT ANALYSIS OF TCL GLOBAL

SWOT ANALYSIS OF TCL GLOBAL

Strengths

- TCL Global is known in Bangladesh for providing trustworthy support to students who are willing to pursue their studies abroad.
- **Diverse service provisions:** From career counseling to visa help, students are ensured of the necessary support at all times from the company.
- **Professional personnel:** TCL Global has a professional team of industry's best personnel who assist you to learn how to study abroad.
- **Online marketing:** The business utilizes digital marketing (website, social media and google ads) to connect with students and increase awareness of its services.
- **Personalized technique:** TCL Global offers one-on-one counseling and relentless attention to guide students along their course.
- **Strong university links:** The firm's links to top universities across the globe provides students outstanding opportunities for higher education.

Weaknesses

- **Low marketing budget:** The company has a low marketing budget and too little to get attention the way bigger players can.
- **Heavy reliance on referrals:** TCL Global's primary strategy for growth is through word-of-mouth referrals, which can be inconsistent and stifle growth.
- **Limitation of automation:** The company would increase efficiency by using more automated types of assistance (such as chatbots) for quick breathing or follow-ups.
- **Not enough help on specifics:** The company is broad in scope but could also provide more for students who are looking into a more specialized academic program or a specific college.
- **Generic digital marketing:** Increase the effectiveness of marketing efforts by using more rationalization to reach students and add value to their lives.

Opportunities

- **Geography expansion:** Given increased demand for study abroad, TCL Global is positioned to expand even beyond South Asia to places like Europe and North America.
- **Higher demand for student services:** As candidates look for more than just admissions help, TCL Global may offer other services including career counselling and post-graduation help.
- **Campus ambassador programs:** By setting up these initiatives in Bangladeshi institutions' TCL Global will have access to face-to-face interaction with students, boosting lead gen in these universities.
- **AI application:** by incorporating AI technologies TCL Global will be able to offer smarter and more personalized counselling and follow-up assistance
- **2 More content channels:** To sell their wares in multiple countries, management at TCL Global has to increase content channels to include media such as YouTube and podcasts, to get to a larger more diverse customer base.

- **Widening of university association:** By doing tie ups with other colleges, can open up new clientele for TCL Global in such a way that can draw more students.

Threats

- **Increased competition:** TCL Global could lose a competitive edge as competition in the student consultancy market starts to increase.
- **New immigration laws:** Stricter visas or new immigration regulations could make students less inclined to study outside of their home country and thus reduce demand for services from TCL Global.
- **Economic challenges:** The volume of clients can be less due to economic downturns or high tuition fees which make it difficult for a lot of students to afford to go abroad to study.
- **Federal freight orders:** Changes in education, or visa laws can influence the company services where rapid changes needed were legal with new rules.
- **Limiting opportunity post-graduation:** If countries limit job opportunities for international students, there will be fewer who will study abroad, which could impact demand for TCL Global's services.

2.1.6 Departmental Activities at TCL Global

The following departments are key to the day-to-day operations of TCL Global Advice: Students receive one-on-one counseling which organizes and advises them on choosing the right country and university based on special Features. The Application Team is responsible for the students' application journey. They apply to several universities, apply for visas and pay tuition. In order to ensure that students are eligible, the Compliance Team scrutinizes their papers for genuineness and interviews them to determine if they are ready for UKVI . HR handles Employee questions, attendances, leave status, pay and sick etc. The IT Team manages all the computers and other tech gadgets, keeps the software current, and assists staff who are having trouble with their devices. The most crucial team for the TCL Global's success is the marketing because they devise the plans on how the company can let everyone know about the services. This department also does marketing, outreach and social media. Here are some other key things to do:

- Organizing meetings such as workshops and career exposure.
- Producing promotional pieces such as advertisements, vouchers and flyer.
- Collaborating with the counseling and client services teams to ensure firm services are driven effectively.

2.2 Industry Analysis

Industry analysis operates at the external, or macro, level of the market environment like trends, competitive dynamics, financial markets, and terminological/legal changes all punishments from macroeconomic forces, the mega environment. Businesses have been able to consider potential risks and issues and identify development opportunities and an overall structure of the sector from this study. TCL Global needs to consider these factors when positioning TCL Global relative to the student consulting market.

2.2.1 Specification of the Industry

Student consulting business is a major part of helping students who would like to study overseas. Consulting companies assist students in finding the right universities, applying for courses, preparing for entrance exams and handling the visa procedure, among other tasks. The company makes it more convenient and attainable for students around the world to study abroad.

2.2.2 Size, Trend, and Maturity of the Industry

There's been a lot of growth in the student consulting business in recent years. This is because there are increasingly more people who want to study overseas. This demand is driven by students seeking to understand more about the world, to obtain a better education, to move up in their career post higher education.

1. Market Size: The business is big and growing fast. A market for education consultants around the world is generally considered to be worth billions of dollars. With the increasing number of students studying education overseas, there is an increasing requirement of vetted guidance to guide students through the meticulous admission, VISA and application procedures.

- **Globalization:** With rising demand of students to study abroad, companies such TCL Global entering new territories such as South East Asia, Africa and Latin America are

pushing for a growth in global consultancy. “These are unexplored territories with a large number of people seeking international educational opportunities.

- **Digital Shift:** The more widespread use of technology, such as online platforms, e-counseling and uploading electronic documents, has necessitated new service models. Companies that invest in these new technologies will more easily reach more people, work more efficiently and provide students with more value.
- **Student Mobility:** The preferred destinations for international students are still Canada, Australia, and the US. That's why companies which provide student consulting to these regions are booming. New study spots like Germany, France, and New Zealand are also seeing their popularity grow.
- **Industry Growth:** The student consulting industry has been on a steady rise since the last 10 years and there are reasons behind this growth, such as:
 - **Attracting more international students:** As more students seek to study outside their home country, more of them will also need coaching on how to apply to colleges, prepare for tests and secure visas. Which is why consulting services have never been in greater demand as a result.
 - **Government policy:** Many countries seek to attract foreign students by offering scholarships and making it easier to obtain visas and jobs after graduation. These are the attempts that make the request for consultancy even more powerful.
 - **Opportunities for the economy:** There is still demand for studying abroad because earning a degree from a leading university overseas can help financially and provide job opportunities in developed countries. As a result, more students are turning to professionals for assistance with the application and admissions process.

2. Maturity of the Industry: Very young industry with rapid growth as far as sectors go, the student role in the consulting industry is one of the newest. There aren't as many companies in the field as in other, more traditional types of products just yet, but TCL Global and other companies have already planted their flag in some of the biggest markets, including India, China, Bangladesh and the Middle East. But there is much more work to be done, especially in countries in development.

Some well-developed markets, such as America, Britain and Australia, have a multitude of consultancy firms. On the other hand, new areas not only enable a lot of new entities by bringing in new services.

- **Competitive Pressure:** With the growth of the industry, companies have to innovate in order to differentiate themselves. Firms that do not embrace new technologies, customer demands, or regulations fail.
- **Consolidation trends:** Once a company is more established, larger companies will sometimes buy up smaller ones, either to cover more areas or to offer additional services. This would not be the first time this trend has been observed in other types of counseling fields and it may do the same with student consulting if the industry continues to grow.

2.2.3 Competitive Landscape

It's a very competitive space in the student consulting space as there are many companies out there who do similar things. In order to survive in this difficult market, you must differentiate yourself by providing personalized services, by having strong connections to universities and by coming up with new digital ideas.

Important rivals: Getting tremendous across the globe in student consulting services and lot of presence in countries like India, China and Australia is

I. IDP Education. Famed for helping students get into top colleges and for its excellent counseling services.

II. Study Group: Study Group is a company that partners with universities in the UK, Australia and New Zealand and has a reputation for its pathway offerings. Their niche focus on getting kids ready for college by concentrating on them fills a void in the marketplace.

III. The Chopras The Chopras has 21 branches in India, with the reputation of being a very good consultancy where you can get personalized consultancy if you are planning to study in Australia, US, or UK. Complementing their services is their vast network of partner universities.

2.2.4. Industry SWOT Analysis

A SWOT analysis of the student consultancy industry can then provide some insight into this market.

Industry SWOT analysis	
STRENGTHS	WEAKNESSES
• Growing Demand • Technological Advancements • University Partnersh	• External Factors • Economic Sensitivity • High Competition
OPPORTUNITIES	THREATS
• Market Expansion • Innovative Services • Technological Integration	• Immigration Policies • Economic Uncertainty • Increasing Competition

Strengths

- **Increasing Demand for International Education:** The sector is ready for expansion as more and more students are looking for prospects abroad. The United States, Canada and Australia remain the top three destinations of foreign students, but that means there is a lot of demand for consulting services.
- **Technological changes:** There also are more tools that use artificial intelligence to streamline a client's experience, and the move toward digital platforms, as well as virtual counseling, have enabled consulting companies to reach more people and deliver more targeted services.
- **Partnerships with colleges:** Consulting companies who form great partnerships with excellent universities get to be one step ahead of their competitors. Which facilitates the students for good education.

Weaknesses

- **Dependent on External forces:** The student consultancy industry is very sensitive to immigration policy, visa restrictions and economy that are not stable and change people's (demand for service
- **Higher educational costs** or a downturn may have a similar effect on the affordability of studying abroad, and thus service consulting demand.
- **Intense Competition:** If more firms enter the market get crowded which makes it harder to differentiate in the competition. To stay ahead the company must bare expenses of constantly innovating its services

Opportunities

- **Modern communities** in developing world such as Africa, South East Asia and Latin America: Countries that regularly open up slots for overseas higher education and loose them.
- **Creative benefits**, like career coaching, continuing education assistance and internships are all methods by which employers can create a long-term relationship with students.
- **Technology Adoption:** Those that adopts AI, big data and machine learning to personalize service as well as automate office activities will win.

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Threats

- **Shifting Immigration Policies:** Meaning that the visa requirement, immigration policy and post-study work options could easily be changed by governments hindering students' chances of studying outside their country.
- **Economic Uncertainty:** If the total number of students who could afford international studies declines due to either economic crisis or expensive fees then demand for consultants will in turn reduce.
- In order to compete and grow, consulting firms must differentiate themselves with unique offerings and specialized solutions in a hard-fought business landscape.

CHAPTER 3: METHODOLOGY

3.1 Introduction

Methodology is about how information collection, processing, and analysis are performed in research. Based on the study from TCL global, actual research in reality was restricted to secondary data. It is essential since the general academic aspect and the particular practical aspects can join forces in a comprehensive interpretation of how firm's marketing practices operate. This chapter outlines the research methodology used in this report.

3.2 Research Design

This outlines how the research will be conducted, which methodologies will be applied and how data will be analyzed. It is from the research plan that the entire study can be followed, like a plan of action. In general, research designs have three major types.

- **Exploratory research:** Exploratory research is conducted to gather initial information that will help define problems and suggest hypotheses.
- **Descriptive Research:** Is used to describe marketing problems, situations, or markets, such as the market potential and demographics of service.
- **Causal Research:** Marketing research to test hypotheses about cause and effect relationship.

This research is descriptive in nature.

3.3 Data Collection

There are two types of data: primary and secondary. This report uses secondary data for analysis.

Secondary Data Sources

Internal Documents

- Company brochures and marketing materials: provided by TCL Global

Company Website

- Social media & Online content
- Industry News and Reports

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Market

TCL appliances Global are currently prospecting the market of supporting people, who need help to go to school abroad – international students, who plan to study in UK, US, Canada, Australia and even consumers and professionals, who are willing to learn English and receive internationally recognized qualification. It is About TCL Global The primary target students of TCL Global are high-school students, undergraduate students and graduates, and workers (especially those who's at work are negative that they want a more attractive qualification). One aspect of decision-making for students who are younger are less independent and their parents are the only real relevant stakeholder in the decision-making process and that the company provides services of great benefit to these people.

TCL Global has a strong presence in Bangladesh, India, Sri Lanka and the UAE where it helps students with university selection, application counseling, visa assistance, and test preparation among other services. TCL GLOBAL is catering to a growing market, aspiring students to study abroad; Driven by an increasing need for an international education and more importantly TCL GLOBAL is catering to a growing market, aspiring students to study abroad.

4.2 Segmentation, Targeting, Positioning (STP)

Segmentation

The process of dividing up a broad and varied market into smaller, more uniform groups of customers that have like wants, traits, or habits is known as segmentation. This enables a company to create tailored marketing tactics for every target category and gain a deeper understanding of the diversity of its audience.

- **Demographic Segmentation:** TCL Global has demographic customers of youth, prospects of students, undergraduates as well as graduates and working professionals. The firm also segment markets based on age, education and experience.
- **Geographic Segmentation:** TCL Global operates across various countries such as Bangladesh, India, Sri Lanka and the UAE. This market is geographically segmented,

which means that the business can serve students from many areas looking for an international education.

- **Psychographic Segmentation:** TCL Global aims to cater students who wish to pursue global education for a better career. This is true for students who want to study in prestigious institutions abroad motivated by academic inclination, career ambitions, and the urge to go global.
- **Behavioral segmentation:** The company segments its customers according to where they find themselves in the study-abroad process. There are potential students, prospective students already admitted to universities for further visa and application assistance, as well as recently graduated graduates looking for career counseling.

Targeting

Following segmentation, targeting is the next strategic stage in which an organization determines which group or groups to target based on the attractiveness of each determined segment.

TCL Global focuses its target audiences as follows:

- **High School Level Students:** Those interested in undergraduate studies overseas and needing help for choosing a university and application procedure, finding scholarship options.
- **Undergraduate and Master Students:** Prospective for postgraduate study on top international-ranking universities with a focus on degrees in the level of Master and Doctoral programs.
- **Career Advancement:** Professionals Involved in higher studies for career upgradation following the higher education or certification abroad.
- **Parents of Students:** Parents who are stakeholders and decision makers (sometime in case of the junior classes at school) in determining the consultancy services.

Positioning

Positioning is defined as the developing a distinct image of a brand, service or product in the mind of the targeted audience. This means making the brand stand out from the

competition by showcasing its unique features, values, and advantages. Positioning is all about creating a positive perception in the mind of the consumer and making the brand the best fit for the needs and wants of the consumer.

Positioning is usually done by:

- Identifying the target market.
- Highlighting the unique selling propositions (USPs) of the brand.
- Communicating these qualities clearly through marketing messages and strategies.

TCL Global positions itself as a personalized and reliable student consultancy that offers comprehensive services to help students pursue higher education abroad.

4.3 7Ps of Service Marketing

Marketing mix is a core model that decision-makers and managers frequently consider in graphical form (for example, on 7P). The marketing mix of TCL Global The definition of product, price, place, promotion, people, process and physical appearance are the following for TCL Global in attracting students who are the customers seeking overseas educational opportunities.

4.3.1 Product

TCL Global is a full package of services directed at students who are studying abroad; from start to finish.” The company’s product mix includes:

- **Career Advice:** Individualized career advice to help students determine their academic goals, career interests and best fit universities.
- **Scholar College Selection and Application Guidance:** Assist in selecting the right University and provide you the guidance from application procedure to issuance of visa.
- **Visa filing and Processing:** Assisting in visa application, ensuring all documents and eligibility criterion is fulfilled.

- **Test Preparation:** Preparation for standard tests like IELTS, TOEFL, GRE, GMAT, etc., to make sure they do well on university exams.
- **Post-Graduation Assistance:** Providing career advising that helps graduating students transition into the entry-level workforce by offering career advising, job placement, and internship.

TCL Global may be able to complement their product mix having niche-based or region-specific workshops e.g., STEM programme or few universities in Europe. It might also delve into expanding services to provide financial advising on how to avoid the college debt in the first place in tuitions, scholarships, and student loans.

4.3.2 Price

At TCL Global the pricing model is value-based, meaning the price has been developed in direct relation to the value received through TCL Global in achieving students' goals. Because students differ in the service they need, this approach means TCL Global can effectively offer pricing depending on what service is required per student whilst providing flexibility and accessibility.

Pricing Strategies

- **Price Transparency:** At TCL Global, the costs are communicated transparently with no hidden charges, thus enhancing the ease for students when it comes to understanding the total expenses concerning the consultancy services.
- **Flexible Payment Plans:** The company offers flexibility in payment, allowing students to pay in installments or based on the specific services they choose, making it easier for students from various financial backgrounds to access its services.
- **Tiered Pricing:** TCL Global can implement a tier-based pricing where they can offer basic packages on lower rates and high-end or premium services at higher prices. This would help the company to serve students of different socioeconomic status.
- **Discounts:** To incentivize student behavior and customer acquisition, TCL Global can also provide student discounts for a referral or an early application.

4.3.3 Place

The place element of the marketing mix of TCL Global relates to the manner and location at which they offer their services to the students. TCL Global relies on a combination of physical and virtual outlets so candidates will never have a hard time finding them and availing of their services in most places.

Placement of TCL Global

- **Regional Presence:** TCL Global has physical office support in prime locations across Pakistan, India, Sri Lanka and Nepal. These offices addresses are all comfortable reachable within locations of Bangladesh, may it be places like Gulshan, Dhanmondi, Uttara, Rajshahi and Sylhet, or anyplaces else one feel comfortable to reach for face-to-face discussion. They are areas where students can meet with counselors, attend events or gain advice about choosing universities, applying to them and getting visa assistance. Our office gains more credibility with the presence of office from TCL Global it will do a lot of good from human connect factor with students and parents.
- **Strong Online Presence:** Being effective with its locations, which is a good as it ensures it can reach other market, reach advanced one, reaching students from others geographical area Official portal, mobile app and social media (Facebook, Instagram, Linked-In, etc.) are crucial digital touch points. Through these channels, students can receive information, access webinars, schedule one on one consultations and even have counselling. It allows TCL Global to tap into the growing volume of students across the world who value digital presence, especially now in a post-Covid world.
- **University Collaborations:** In addition, TCL Global works closely with its international university partners to expand TCL market focus. This has helped the devices support TCL Global to build relationships with universities and expand the number of countries students can be counselled to study abroad in — the UK, US, Canada and Australia. Such partnerships make admissions easier and more direct, with clear access points for students to flagship institutions. TCL Global as well facilitates university meet-and-greet events, online or offline, enabling students to

directly interact with university representatives, ask questions and obtain information on the programs.

4.3.4 Promotion

TCL Global's marketing approach is to combine classic and digital marketing steps to attract future students.

- **Digital Marketing:** TCL Global utilizes online platforms such as Facebook, Instagram and Linked-In to target students. They post targeted ads and shares content about overseas education.
- **SEO:** The company's website is optimized to include search terms for study abroad services, and is designed to rank highly in search engine results so that students are able to easily find it online.
- **Referral:** Word of mouth and referrals are primary growth drivers. Students that TCL Global has helped enroll who have been successful so far, can refer a friend.
- **Webinars and events:** TCL Global hosts a series of webinars, seminars, and Meet and Talk events where prospective students can chat with university representatives, learn about the application process, and get expert advice.

Promotional strategies

- **Content marketing:** Through blogs, success stories and educational videos, TCL Global positions itself as an expert in the education consultancy space.
- **Targeted Advertising:** Using social media ad and Google PPC ad, TCL Global targets potential students seeking for study abroad opportunity.

4.3.5 People

All of the people who provide and support the service experience are referred to as "people" in the marketing mix. People are at the center of TCL Global's operations since professional experience, personal engagement, and advice are crucial to the consultancy's success.

Employees from these areas influence the entire student experience:

- **Counselors:** Offer personalized advice to students on university selection, applications, scholarships, and career guidance.
- **Application Team:** Manages the application process by preparing, submitting, and tracking student applications to ensure accuracy and timely delivery.
- **Marketing Team:** Designs and executes promotional campaigns, manages social media engagement, and enhances the brand's visibility.
- **Support Staff:** Provides day-to-day assistance, handles student queries, and coordinates between departments for smooth service delivery.
- **Compliance Team:** Reviews and verifies student documents, ensuring accuracy in visa applications and alignment with partner university requirements.
- **HR Department:** Manages recruitment, staff training, performance evaluation, and employee well-being to maintain an efficient workforce.
- **Finance & Accounts Department:** Oversees financial operations, budgeting, and payment processes, ensuring transparency and smooth handling of student service fees.
- **Training & Development:** Regular training sessions improve employees' knowledge, counseling skills, and customer service effectiveness.
- **Relationship Builders:** All staff members contribute to creating trust-based, long-term relationships with students and parents, which enhances referrals and brand loyalty.

4.3.6 Process

TCL Global has developed structured processes to provide students with consistent and high-quality services. The major processes include:

- **Initial Inquiry Handling:** Students can reach TCL Global through walk-ins, phone calls, social media, or the website, where inquiries are logged and assigned for follow-up.
- **Counseling Sessions:** Counselors conduct one-on-one sessions to assess students' academic background, career goals, and preferred study destinations.
- **Application Process:** The Application Team guides students in preparing and submitting documents, ensuring accuracy and meeting university deadlines.

- **Compliance Verification:** The Compliance Team carefully checks all documents, such as transcripts, financial papers, and visa requirements, to ensure eligibility and reduce rejection risks.
- **Visa Assistance:** Students receive end-to-end support in preparing visa applications, arranging documents, and preparing for interviews.
- **Training & Preparation:** Support for test preparation (IELTS, TOEFL, GRE, GMAT) and workshops/webinars to prepare students for their academic journey abroad.
- **Financial Transactions:** Fees and payments are managed through the Finance & Accounts Department with transparency and clear communication to students.
- **Continuous Communication:** Regular follow-ups through phone, email, and digital platforms ensure students are updated about their application status.
- **Post-Enrollment Support:** Assistance continues even after admission, including advice on travel, accommodation, and cultural adaptation

4.3.7 Physical Appearance

TCL Global uses a variety of physical and digital evidence to reinforce its reliability and professionalism:

- **Office Locations:** Well-furnished offices in Gulshan, Dhanmondi, Uttara, and Sylhet provide students with a professional environment for counseling and consultations.
- **Branding & Signage:** Clear branding, logos, and promotional materials across offices and events reinforce the company's identity and visibility.
- **Official Website:** A user-friendly, SEO-optimized website serves as a primary source of information on services, partner universities, and application procedures.
- **Social Media Presence:** Active platforms such as Facebook, Instagram, and LinkedIn provide digital touchpoints and serve as evidence of active engagement with students.

- **Brochures & Flyers:** Printed materials distributed at events and offices highlight TCL Global's services, partner institutions, and student success stories.
- **University Partnerships:** Certificates, banners, and collaboration documents with international universities serve as tangible proof of credibility.
- **Webinars & Events:** Organized seminars, workshops, and meet-and-greet sessions with university representatives provide direct evidence of TCL Global's strong connections.
- **Student Testimonials & Case Studies:** Published success stories, videos, and feedback from alumni serve as powerful evidence of service quality and outcomes.
- **Digital Tools & Mobile App:** The use of AI tools and the TCL Global app adds technological support to the organization's service delivery.

4.4 Findings

After analyzing TCL's global marketing strategies, the following findings have been identified.

- **Target Market:** TCL Global serves international students, targeting high school graduates, undergraduates, professionals.
- **Effective Market Segmentation:** It divides the market as per the academic background and working ambitions.
- **Comprehensive Service Offering:** Offers services like university selection, visa assistance, test prep, and career counseling.
- **Customized Services:** Individual services suited for every student.
- **Digital and Physical Presence:** Combines physical offices with a strong online presence.
- **Lead Generation:** Standard practices such as PPC, SEO, and other social media platforms for lead generation.
- **Referral Program:** It is a lead generation and trust depend on a student reference

- **Webinars and Educational Events:** Organizes seminars and webinars to engage prospective students.
- **Strategic Partnerships with Universities:** Have a tie-up with universities to ease the admission process.
- **Content Marketing:** Utilizes blogs, case studies, and videos to engage students.
- **Price Transparency and Flexible Payment Plans:** Offers clear pricing and flexible payment options.
- **Process Efficiency:** Structured processes for inquiry handling, counseling, application, visa assistance, and post-enrollment support create a seamless student experience.
- **Physical Evidence:** Well-designed offices, brochures, branding materials, and university collaboration certificates reinforce TCL Global's credibility.
- **Internship Insight:** Intern-led digital marketing campaigns and lead follow-ups were effective in generating conversions, highlighting the importance of active campaign management.
- **Community-Building Potential:** The opportunity to strengthen referral networks through alumni groups, influencers, and online student communities.
- **Content Diversification:** Emerging need to expand into new formats (podcasts, YouTube, and alumni testimonials) for higher engagement.
- **Niche Service Development:** Introducing specialized services (e.g., STEM-focused counseling or postgraduate career guidance) could differentiate TCL Global from competitors.

CHAPTER 5: INTERNSHIP EXPERIENCE

5.1 Position, Duties, and Responsibilities

I was an intern for the Student Counseling Department in TCL Global. Here, I completed various work that contributed to the purpose of the firm which is –to provide assistance to students to get into great UK universities like Portsmouth University, Nottingham University, and Trent University (USA). My responsibilities were not limited to:

- **Sales Operations and Student Counseling:** My work concentrated on encouraging students, (particularly those intending to study abroad, especially in the UK), to get in touch with me. I was reaching out to other people, taking student questions and connecting with leads to make sure they knew everything that needed knowing about the schools, their programs, and the application process. This consisted of lengthy discussions regarding the students' interest, career plans, and which colleges they would best fit into.
- If you attend one of our **"Meet and Talk"** dates, you will have chance to talk to delegates from Portsmouth, Nottingham and Trent Universities. I received a great deal of support in the organization and administration of those events. Such events allow students to find out about scholarships, understand the application process and explore university offerings. It fell under my domain to coordinate the event and propose the students, assign my university staff and ensure that the day passed without any glitch. These skills developed helped me refine my planning and my organizing.
- Working with the **marketing team**, I contributed to leading via email campaigns, social media ads, web promos--all different places. It was my responsibility to collect leads from a myriad of sources so that we can follow up with each potential customer personally with the correct contact's name and information for every lead.
- I was to inform the prospective students about the **scholarships** offered by the universities, about their expositions, course and eligibility list, scholarships offered and program's requirements and other details. As part of that, they needed to teach students what class was like, how to apply to college (including how to get an IELTS or TOEFL score), and how to fill out their college applications with all the steps.

5.2 Training and Development

- Especially so when you consider UK universities, the training I received during my internship was very informative with regard to every stage of the student counselling process. I was trained in the following areas:
- **University and Course Knowledge:** TCL Global has taught me many aspects of the education system in the UK, things like what universities are looking for, how grades work and when new students can join. I became well versed with the undergraduate, postgraduate courses of Portsmouth, Nottingham, Trent University and many more top ranked universities in the UK. And knowing about tuition and subsidies and student visa requirements also allowed me to be accurate and helpful to students.
- I trained how to employ digital marketing tools to spread the word about university programs and attract new students. This included the ability to develop and manage social media campaigns on Linked-In, Facebook and Instagram. I managed to continue running Google Ads and track ad stats, and I could interact with potential new students.
- **Documentation and Application:** I was well trained to assist students in navigating the university application process. For those who don't understand the viva, importance of your personal statement and applying for a visa all provided as part of that. I was also told that I was to assist students in getting all of the papers they needed and to make sure they did what they had to do so that their university got what was required.

5.3 Contribution to Organization

During my job I've been involved in many different projects which directly improved TCL Global and assisted them with bringing in more students to study at UK universities:

- **Get "Meet and Talk" Events Scheduled:** Doing all of the work necessary to set up and run "Meet and Talk" events was possibly the most important task I did. It was a perfect opportunity for students to meet the head of the university for the region in person, ask questions and find out more about the classes they wanted to study, and I was responsible for all the related logistics — from booking the venues and sending

out the invites to promoting the events on email and social media, and making sure everything ran smoothly. These events provided TCL Global with considerable opportunities for face-to-face contacts with potential customers and supported the development of trust among students.

- **Lead generation and Follow-Ups:** I helped sales and marketing teams a lot while helping in their lead generating campaign. We targeted these prospective students using paid advertising, social media and email marketing to encourage them to inquire about studying abroad. Once I got leads, I made sure to follow up promptly, answer any questions and advise students on what to do next — whether by scheduling meetings or attending information sessions.
- As part of the app team, I worked with them to help them find key information such as **lists of courses, university applications, course fees**, and other practical information. And by checking they were submitted in time and organizing student records in a way to ensure all criteria for the application were met. To facilitate the application process for students, my role was helping students in producing their documents accurately and effectively.

5.4 Evaluation

I discovered how a well-coordinated marketing, student counseling, and application processes could benefit both the company and students in my job. And here is my own judgment based on my own experience:

- **Students Communication and Counselling:** I used to tell the students and communicate with them all the time, which helped me to enhance my speaking ability. I learned the art of concisely communicating difficult material in lay language. Assisting students with the application process and what various universities look for would offer students an improved overall experience, and ensure them being content.
- The **Plan and Talk Meet** features really helped me to organize events; not only to be able to juggle more than a few things at once, but also under pressure. This job made me a better problem solver and a better team player to ensure the success of each event.

- **Marketing Success:** I've witnessed firsthand how successful well-executed digital marketing campaigns generate great leads. More student inquiries and conversions were the outcome of my marketing strategies that I tracked through my campaign metrics, student engagement tracking and adjusted strategies accordingly.

5.5 Skills Applied

At my internship I utilized countless skills that were crucial in performing well at my role

- **Digital Marketing:** I leveraged some digital marketing I know how to do and made social media ads that helped me. I also figured out how to target digital ads, organize email marketing campaigns and monitor metrics for engagement. That made me see how cause and effect digital marketing here! Here is an example of promotional materials for the company that I created.
- **Managing several events,** Event Planning on the Board for several events, I was able to apply my organizing and event planning skills. That included everything from planning post-event follow-up to marketing the events to handling orders. These brushes with miss-fortune serve to remind me that one must be a good time manager and very detail oriented.
- **Team player:** I also worked with a variety of teams as an intern—even though I was a marketing intern I worked closely with counseling and applications.

CHAPTER 6: CONCLUSION AND KEY FACTS

6.1 Recommendations

Based on the study findings and my experience during the internship, I offer the following suggestions for improving TCL Global's marketing strategies in the near future.

- **Personalized and Targeted Marketing Campaigns:** Focused on marketing campaigns personalized to target students for upcoming sessions, designed to reach the right customer through data insights for target ads, emails, and social media content to help drive engagement and conversion.
- **Collaborate Influencers and Alumni:** Collaborate with influencers and successful alumni to build brand trust and credibility through shared success stories on social media.
- **Integrate Singular channel Marketing:** The process of integrating marketing practices across the board of social, email, webinars, and the website needs to continue in order to ensure seamless, consistent experience and recall of brand.
- **Invest in CRM and Automation Tools:** Adopt advanced CRM and automation systems for streamlined lead management, follow-ups and communications, for team efficiency.
- **Expand Digital Marketing Strategies:** Enhance SEO and PPC efforts while exploring new platforms like YouTube and podcasts to reach a broader audience and target specific student segments.
- **Broaden Geographic Reach:** Identify new markets such as Europe and North America and grow the company to cater for a wider body and base of international students together with their funds.
- **Enhance Referral Program:** Set up a structured alumni referral program with incentives such as discounts on fees for any successful referral and encourage alumni to spread the successful stories to build trust.
- **Increase Collaboration with More Universities:** Establish new partnerships with more high-ranking overseas universities to provide students with a more wide range of study options and further strengthen TCL Global as a reputable consultant agent.
- **Data-Driven Decision Making:** Use analytics dashboards to track student journey stages, campaign ROI, and counseling effectiveness for better strategic planning.

- **Post-Enrollment Services:** Expand support for accommodation, cultural transition, and career mentoring abroad to retain long-term loyalty and alumni advocacy.

6.2 Key Understandings

Below is a summary of the key understandings:

- **All-rounded Services:** TCL Global offers many services such as career intention, university application, visa application and test preparation to make sure students get helped in every step of studying abroad.
- **Personalized Counseling:** The company's emphasis on personalized, student-specific counseling is a major asset in the industry and differentiates TCL Global from other competitors, helping to foster strong relationships with clients.
- **Good utilization of digital marketing:** TCL Global is actively using digital marketing tactics such as social media, SEO, PPC, and content marketing for brand building and to generate leads for attracting students.
- **Powerful Referral Program:** Referral program of TCL Global helps in generation of leads as they motivate their satisfied clients to recommend to others and hence increases firm's authenticity and business.
- **Global Reach with Regional Presence:** Even though TCL Global operates mostly in Bangladesh, India, Sri Lanka, and the UAE, its associations with online platforms and universities make it accessible to the world.
- **Competitive landscape:** TCL Global has a strong understanding of the competition in the industry and are relentlessly pursuing innovation in their services to keep stay ahead in the race with their competitors
- **Improving opportunities:** The firm is developing special service, improving digital content service, adopting tiered pricing, extending to other niche markets in exploration and other markets to further expand market share.

6.3 Conclusion

The TCL Global internship has been an exceptional learning experience allowing me a firsthand insight into the education consultancy and marketing strategies. Being part of a team that is committed to helping students go abroad for their studies and ultimately reach their pursuits and ambitions has provided me with a greater insight into how digital and traditional marketing practices are executed in reality. This has enabled me to observe how TCL Global's strategic marketing initiatives are purposefully crafted to help recruit potential students and increase both brand exposure and trust. I look forward to applying the experience and lessons of this internship towards my marketing career.

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Appendix: Cooperate Evidence



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Internship Service Certificate

February 17, 2025

To whom it may concern

This letter serves as a confirmation that Mr. Maskat Kabir Anik was employed by TCL Global Limited in the Service Operation as an Intern. He began working for the company on October 15, 2024 and continued until January 18, 2025.

We wish all the best for his future.

Best Regards,

A handwritten signature in black ink, appearing to be "Hemamalini L. J.", written over a horizontal line.

Hemamalini L. J.
Receiver
Chief People Officer

Signature of

Talib Consultancy Limited trading as **TCL Global** Registered in England and Wales No: 7762545. VAT No: 175 1667 88

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