

Summer Internship Project Report

On

**Marketing Techniques Adopted by Educational Institutions and
Student Expectation While Selecting the University**

By

**Kunal khandelwal
2019bba016**



Under the Supervision of

Dr. Lokanath Mishra

(Submitted in partial fulfillment of the requirements for BBA degree)

**Institute of Management
JK Lakshmipat University,
Jaipur (2021)**

DECLARATION

I the undersigned solemnly declare that the project report is based on my own work carried out during our study under the supervision of Abhik gupta (Industry mentor) & Lokhnath mishra(Faculty mentor).

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
3. I have followed the guidelines provided by the university in writing the report.
4. Whenever I have used materials (data, theortical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

**Kunal
khandelwal**

2019bba016

Certificate

It is certified that the Summer Internship Project Report on “Marketing Techniques Adopted By Educational Institutions And Student Expectation While Selecting University” submitted by kunal khandelwal is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide
(Dr. Lokanath Mishra)





31st August, 2021

This is to certify that Mr. Kunal Khandelwal has successfully completed summer internship program under the guidance of Abhik Gupta.

The duration of this project was from 25th May 2021 to 30th July 2021.

The internship on evaluation fulfils all the stated criteria and findings are his original work.

I hereby certify his work good to the best of my knowledge.

Best Regards,

Dr. Pankaj Sharma
Director-Admissions and Placements,
JK Lakshmipat University

ACKNOWLEDGEMENT

This project report bears the imprint of those who had rendered their wholehearted support and encouragement without whose help this effort of mine would be in vain. I express my deep sense of gratitude and sincere thanks to my project guide **Dr. Lokanath Mishra** for his directions, suggestion and information provided which were of utmost importance for the successful completion of the project.

I present sincere thanks to Mr. Abhik gupta who allowed me to collect the data and helped in organizing it in a better manner. I would also like to thank the whole Admission Team for their wonderful support & inspirable guidance.

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PROJECT SUMMARY

Education is one among the necessary service of human beings. Now a day, B.Tech, BBA, B.Des and MBA are one of the career choices student make to pursue their graduations & post-graduation studie. The objective of study is to analyze how various factors has influence on the decision of students in selecting any university for graduation & post-graduation. For detail study, the questionnaire was developed and all factors which can affect institute selection decision are divided into categories namely; placement related factors, advertisement related factors & other factors. Study was carried out by use of factor analysis. The study was undertaken with sample of 350 students. While selecting the institute, placement activities done by the institute, suggestion from friends and family, career goal of the students, positive word of mouth, experience of the faculty, brand name are mostly considered by students.

INDUSTRY AND COMPANY OVERVIEW

Industry overview:

Educational Services is widely considered a counter-cyclical industry. That is to say, typically, when the economy is doing poorly and unemployment is rising, more working adults, as their career prospects start to dim, decide to upgrade their education. This, in turn, leads to higher enrollment and increased profit at the schools. We note that traditional undergraduate education for young students is generally non-cyclical. Culinary arts schools, however, can be labeled as moderately cyclical. Also, certain types of educational institutions do perform largely in sync with the broader economy. For example, providers of information technology instruction benefit in good times, when companies are likely to boost related investment.

There is a growth element to this industry. Education companies are reporting a trend of rising demand from working adults. More and more employers are requiring college degrees for a greater range of jobs. Enrollment rates are tracking higher at most schools. To an 18-year old, thinking about the future, or a 30-year old without a college degree, looking for a career boost, diplomas are becoming the standard rather than the exception.

INDIAN EDUCATION INDUSTRY:

India's education sector offers a great opportunity with ~26.31% of India's population in the age group of 0 to 14 years. Education sector in India is expected to reach US\$ 180 billion in FY20. India's higher education segment is expected to increase to Rs. 2,44,824 crore (US\$ 35.03 billion) by 2025. India was ranked 34 among the 100 countries in English Proficiency Index 2019. Increasing internet penetration is expected to help in education delivery.

India has over 250 million school going students, more than any other country. It also has one of the largest networks of higher education institutions in the world. Number of colleges in India reached 39,931 in FY19. As of May 17, 2021, number of universities in India reached 981. India had 37.4 million students enrolled in higher education in 2018-19. In FY20, Gross Enrolment Ratio in higher education in India was 27.1%. Higher education institutes in India are focussing on creating online programmes due to the increasing demand from consumers. In India, the online education market is forecast to reach ~US\$ 11.6 billion by 2026. ICAR is one of the largest national agricultural organisations in the world. It has 102 institutes and 71 agricultural universities across India.

Company Overview

Established in 2011, JK Lakshmipat University (JKLU) is located in the historic city of Jaipur, Rajasthan. Supported by the 125-year-old legacy of contributions to nation building by the JK group, at JKLU we are passionate about building the country's most innovative higher education institution. The 30-acre campus is a modern, environmentally conscious and inviting space designed to help students live, work and play in a setting that is safe, productive and student-centric.

As the world of business and jobs changes rapidly, we are evolving to make our students not just job ready but also life ready, to help them see learning as a continuous process and to become future-ready professionals with 21st century skills.

➤ **Their Vision**

To encourage a value based innovative learning environment that engages deep intellectual, spiritual and moral stimulation and to promote holistic personality development for nurturing leadership.

➤ **Their Values**

1. Caring for people.
2. Integrity including intellectual honesty, openness, fairness & trust.
3. Commitment to excellence.

➤ **Mission**

1. To practice a 'mentoring' based education system with the intellectual, moral and spiritual culture of its own rooted in Indian ethos and in tune with the global vision of the times.
2. To inculcate learning through understanding, knowledge enhancement, skill development, and positive attitude formation.
3. To encourage innovative thinking.
4. To develop a mindset for action without fear, with self-discipline and care for society.

JK Lakshmipat University is promoted by the JK Organisation, one of India's leading industrial conglomerates, with a rich heritage of more than 125 years. Through the Lakshmipat Singhanian Education Foundation and other non-profit entities, JK Organisation has been strongly committed towards nation building, particularly through their contributions in the fields of Education, Healthcare, Social Welfare and Infrastructure Development both in rural and urban areas.

The University is inspired by the vision of the Organisation's key architect, Lala Lakshmipat Singhanian – a visionary, a pioneer, an entrepreneur and a humanitarian. A leader of outstanding quality, Lala Lakshmipat Singhanian considered higher education and management skills essential for the growth and development of the Indian industry and economy, both domestically and globally.

“To my mind, Education is not only reading and writing, and knowing a number of subjects - Education is the education for life, that is, to make a person more understanding and humbler...VidyaDadatiVinayam”.

He's believed in seeking “a society which is proud of its past, conscious of the present and full of hope for the future – a society in which every citizen would be equally conscious of his rights and responsibilities”. Inspired by his noble vision, JK Organisation, through the Lakshmipat Singhanian Education Foundation, continues its mission of spreading education across the country with special emphasis on providing quality education to the masses.

Academic Institute:

1. INSTITUTE OF MANAGEMENT
2. INSTITUTE OF ENGINEERING & TECHNOLOGY
3. INSTITUTE OF DESIGN

Courses Offered:

1. B. TECH
2. M.TECH
3. BBA
4. B.DESIGN
5. PINNACLE MBA
6. PHD
7. BCA

OBJECTIVE

- Expectations of students while selecting the university
- Marketing techniques used by the educational institutes and universities
- Impact of covid 19 in admission procedure of the universities

RESEARCH METHODOLOGY

PROBLEM STATEMENT

Today more and more students who are opting bachelor or master's degree are very conscious regarding selection of the institution. As most of the students prefer premium institutes having reputation in the education field, we want to find out the various factors that generally student evaluated while selecting an institute. This study is done in context of JK Lakshmipat University to know students' expectations & preferences while selecting a university/institute.

DATA COLLECTION

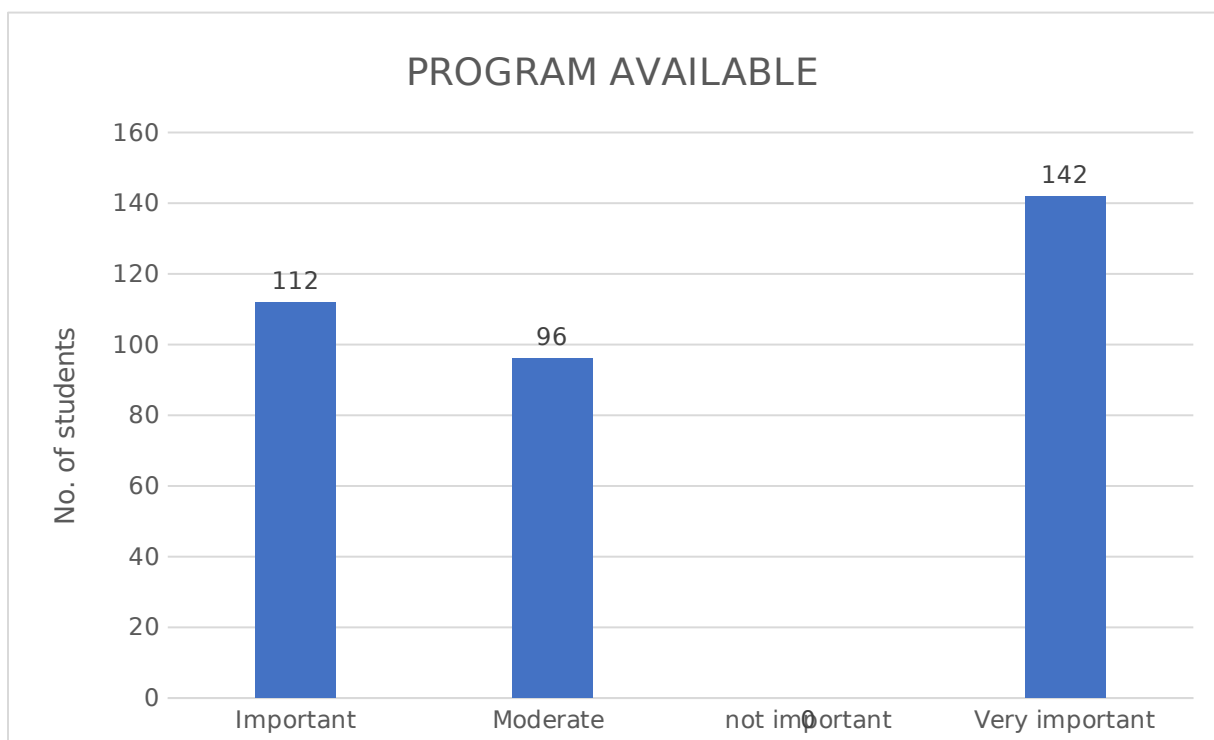
The research was done by the sample of 350 students . Study was carried out by using primary data and questionnaire was structured with open ended and close ended questions. The questions was asked during a telephonic interaction.

Data Analysis and Interpretation

Expectations of students from universities

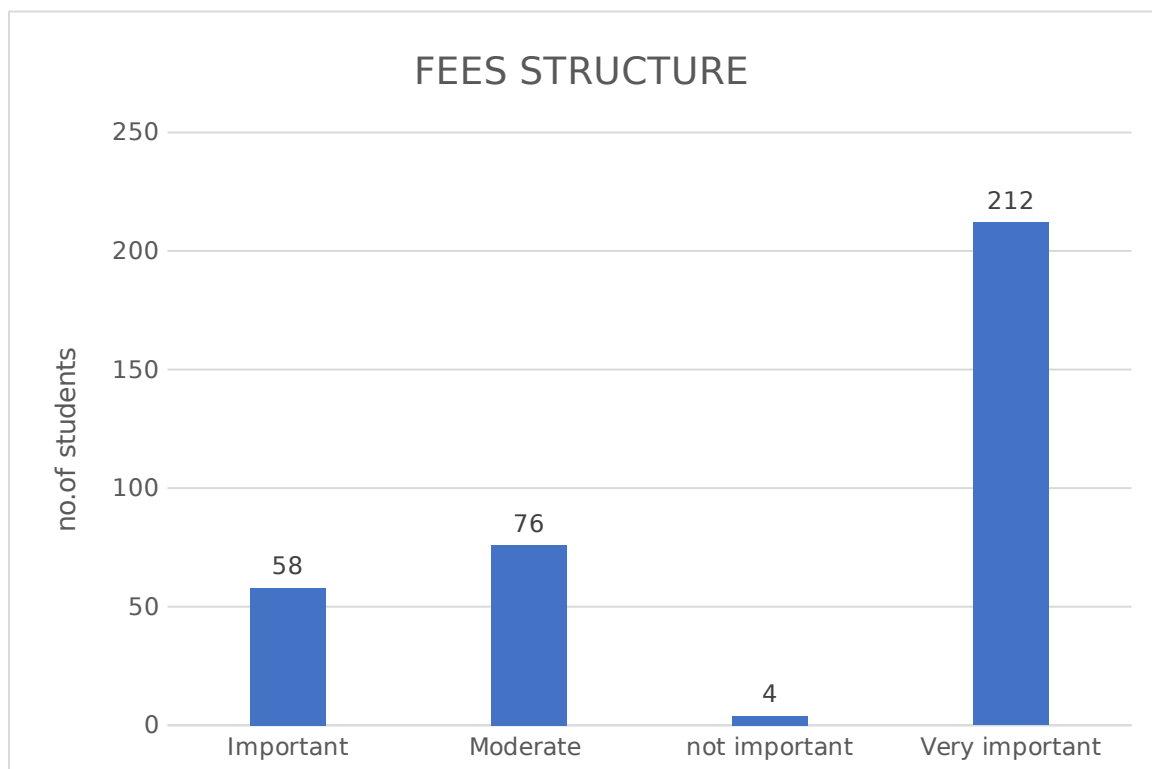
1. PROGRAM AVAILABILITY

Not every university may have the type of program students want to pursue, so it is best to read up on the programs offered by every university. Students also find that you like certain aspects of a program offered at one university, which may not be offered at another. The Admissions Office of universities would be the best bet to learn more about the program, the curriculum, credit requirements and the degree earned upon completing the course. Doing your research on the curriculum is highly recommended as some universities will offer a lot more freedom in the form of a more open curriculum, while others will expect you to take up certain courses.



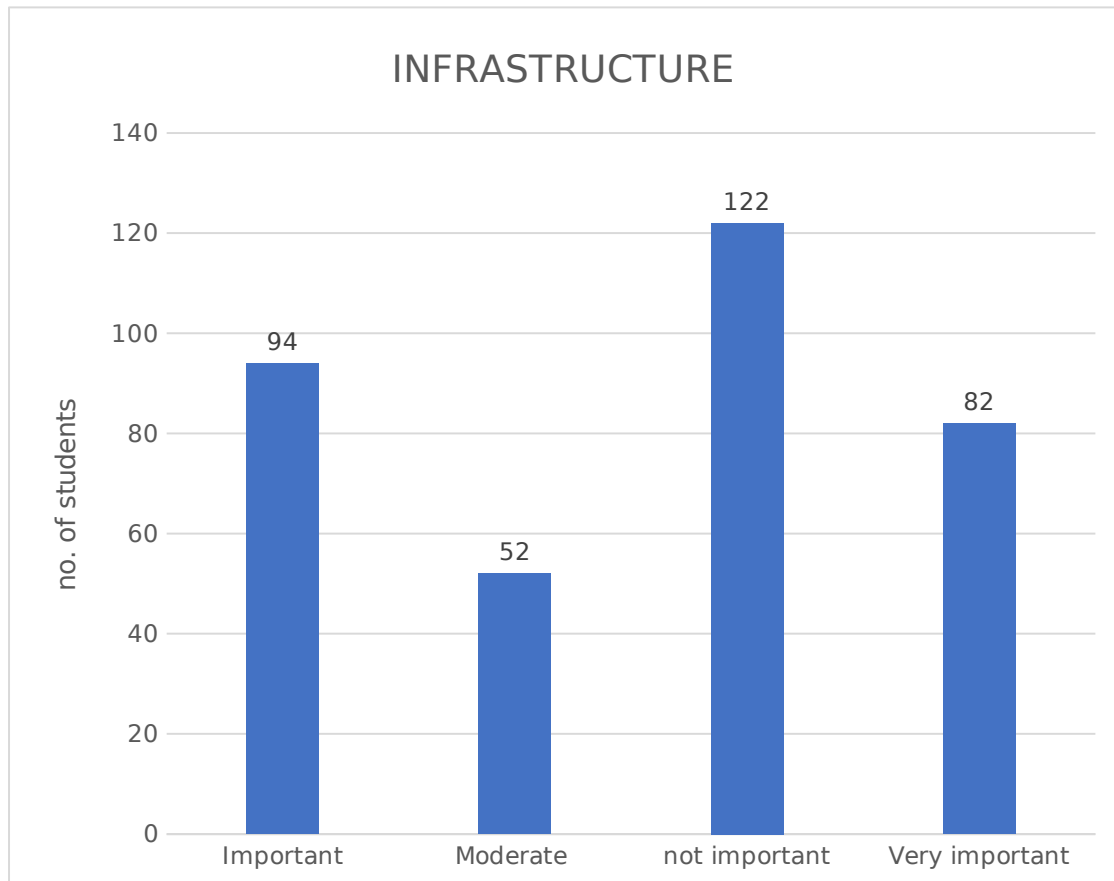
2. Cost

An important factor to consider before selecting universities, is whether the student can afford them. Apart from tuition, they will also have living expenses to consider. All in all, they should have sufficient finances to sustain you through the course of your degree. While cost of living would depend mostly on the location of the university – universities situated in big cities will often have higher living expenses – course fees would depend on other factors such as the duration of the course or whether the university is private or public. Tuition at public universities is usually a lot lower.



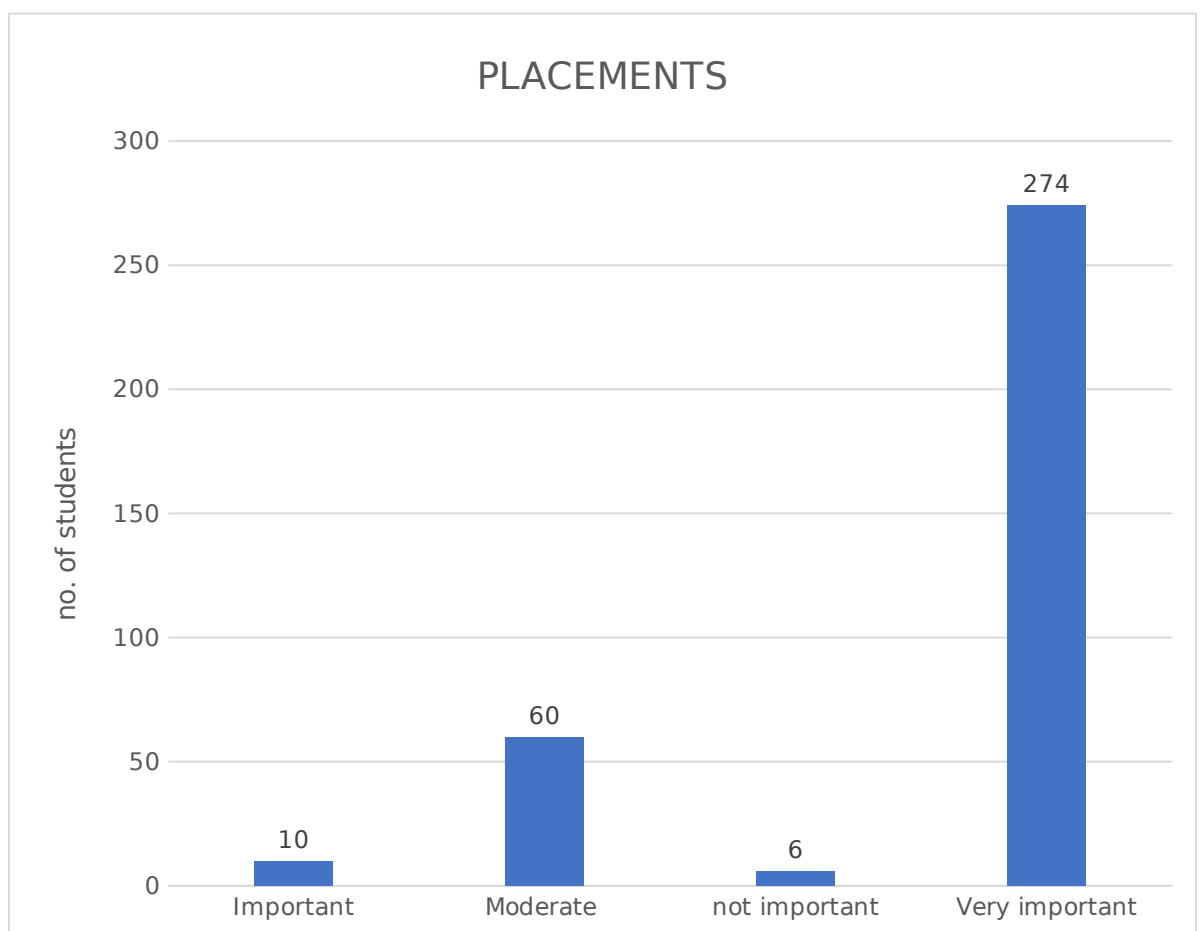
3. Infrastructure

Students look into the campus facilities of each university, especially those facilities that would either help with your program or be of use to you in some other way. These facilities could range from well-equipped laboratories to well-stocked libraries or just sports facilities or dining options that suit their specific needs.



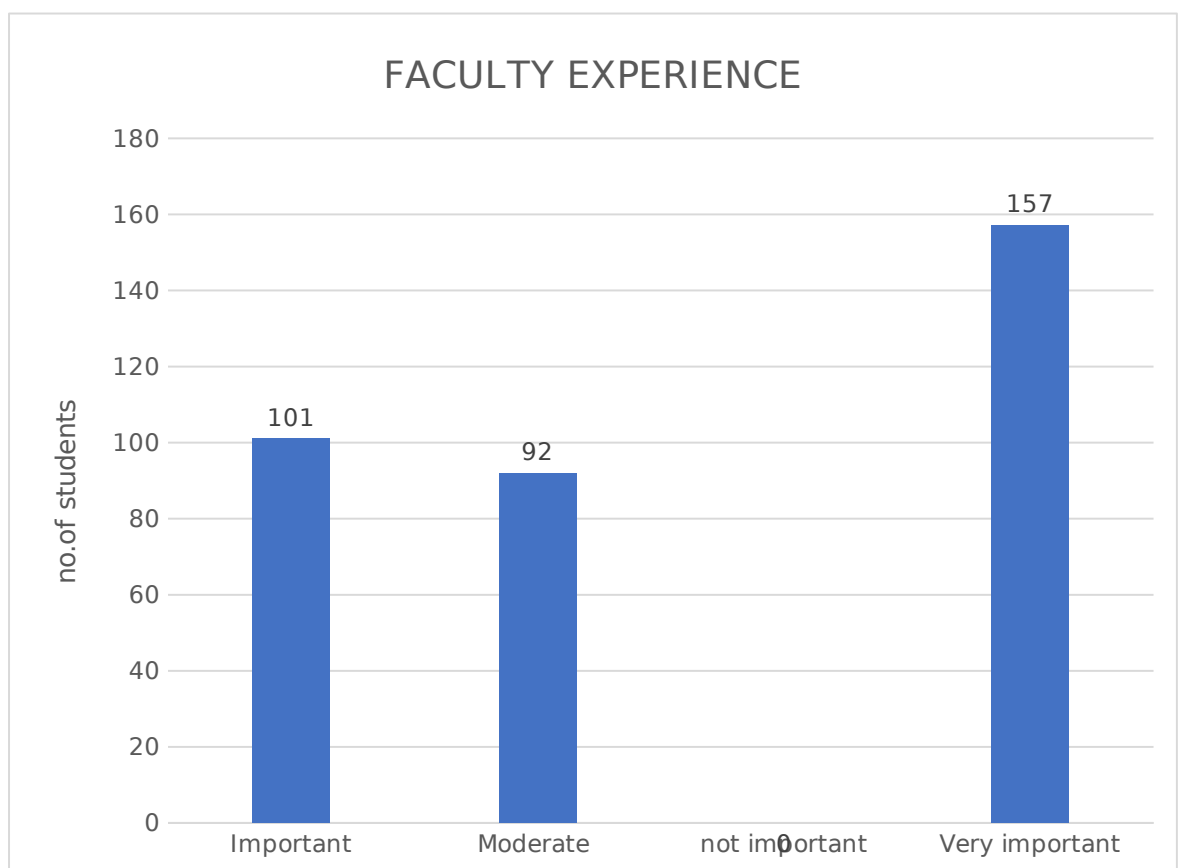
4. Placements

Some universities are more involved with helping their students get placed while others are not. In addition to this, programs from some universities are valued more than the same program from other universities. Students check the university's website or get in touch with the alumni of that particular university via forums or college fairs, etc.



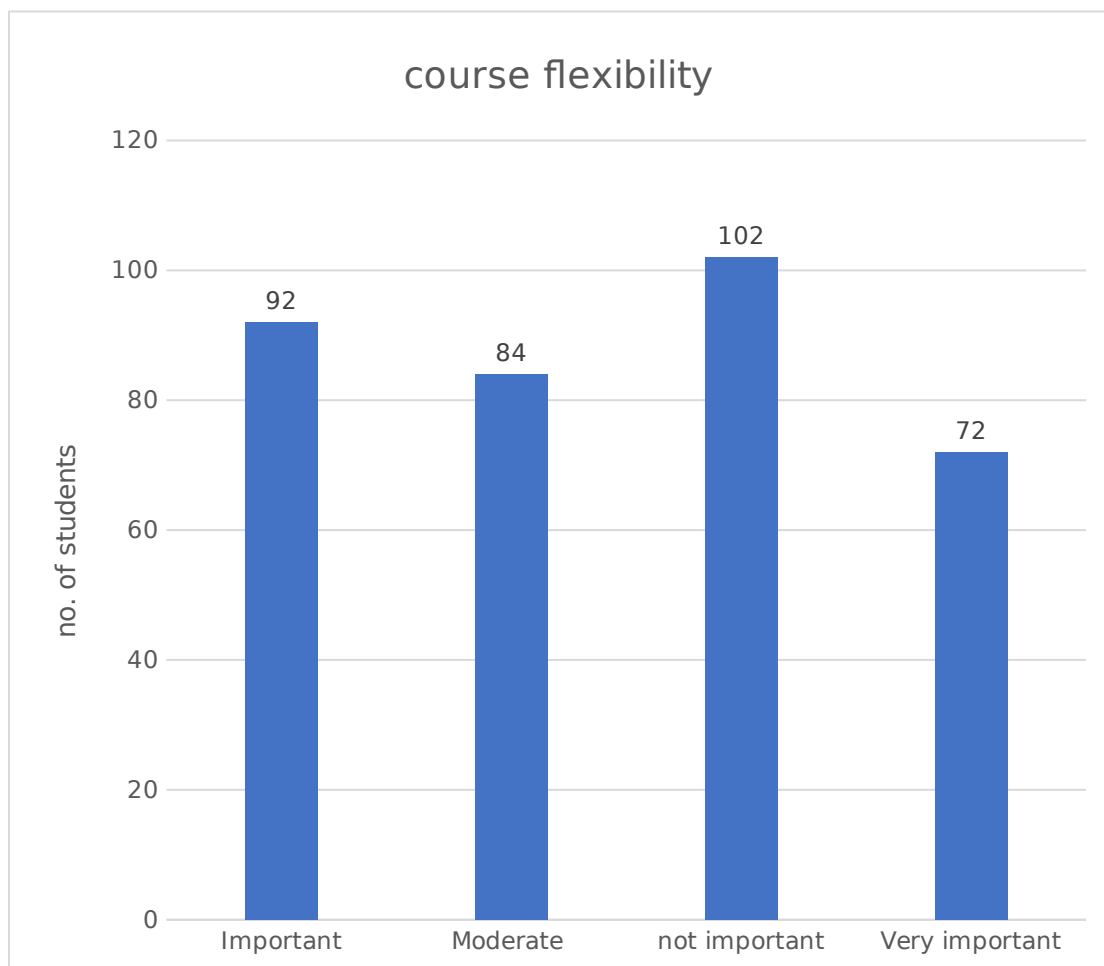
5. Faculty Experience

The caliber of professor is perhaps the strongest indicator of the quality of education students will receive. Some universities may have excellent departments even if their university isn't in the global top 20 or and Ivy League college. Students Make sure that the department will cater their needs and help them get where they want to go.



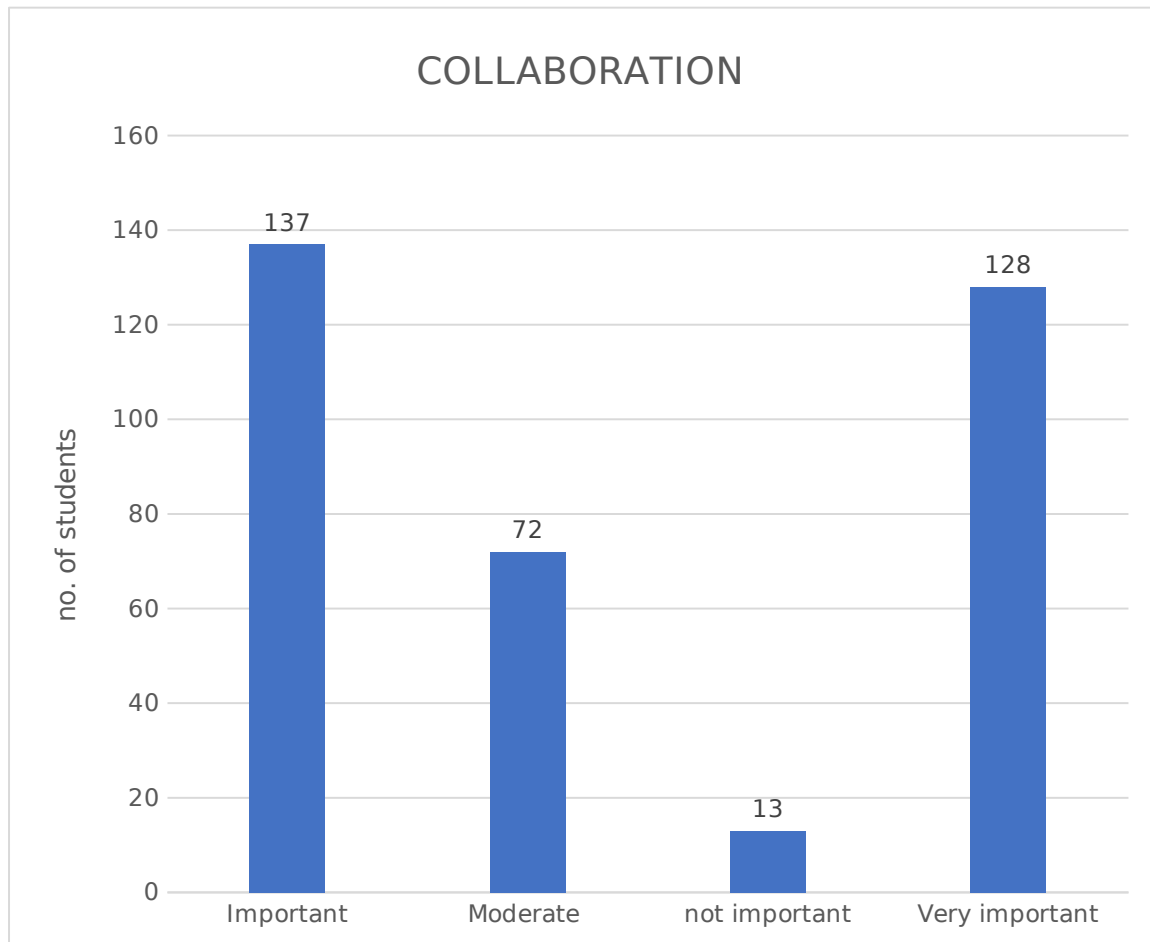
6. Course flexibility

While not the most important factor for students, this is something many students look for, all the same. This factor is usually considered when students need to work at a regular job and prefer to pursue a part-time degree.

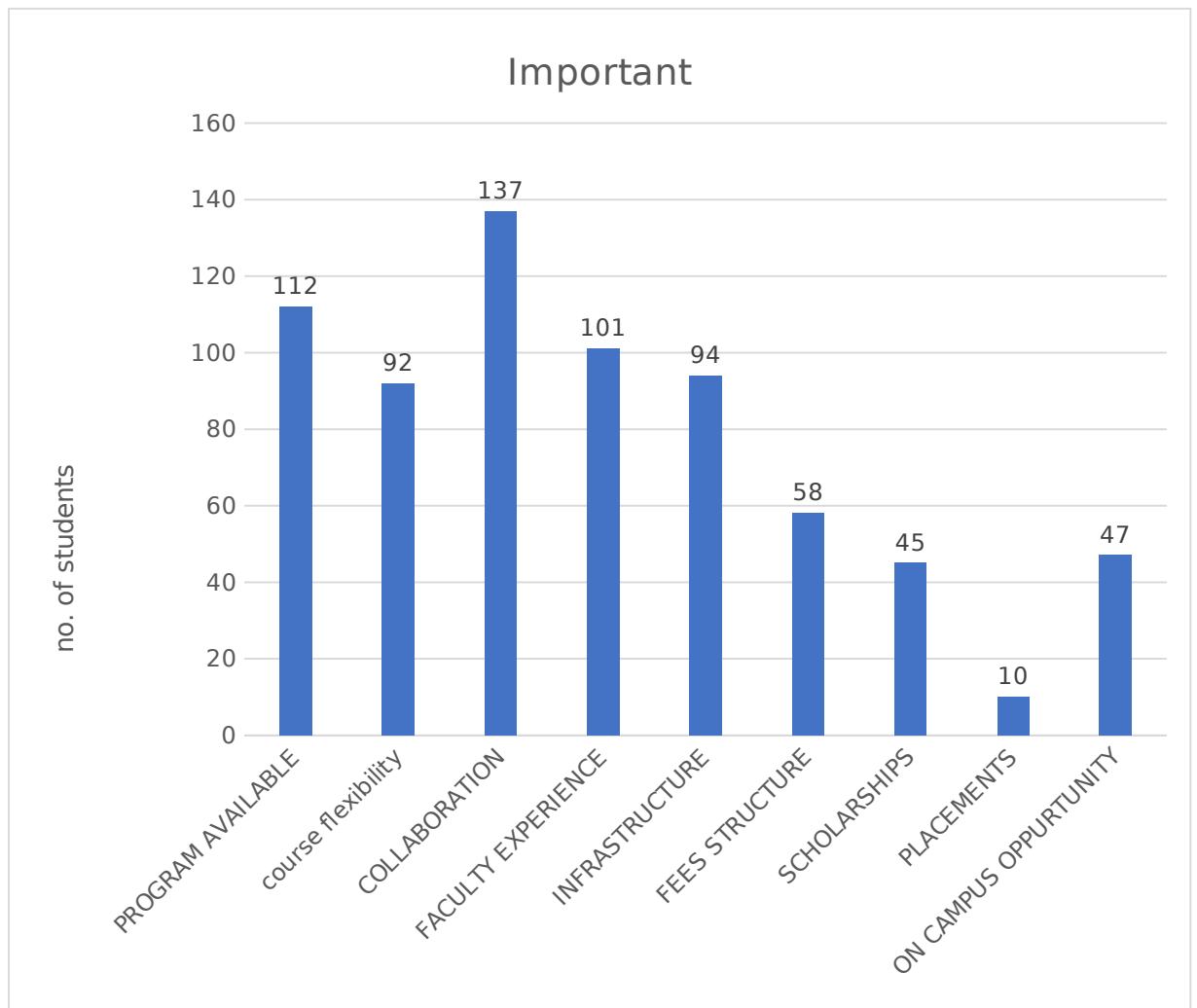


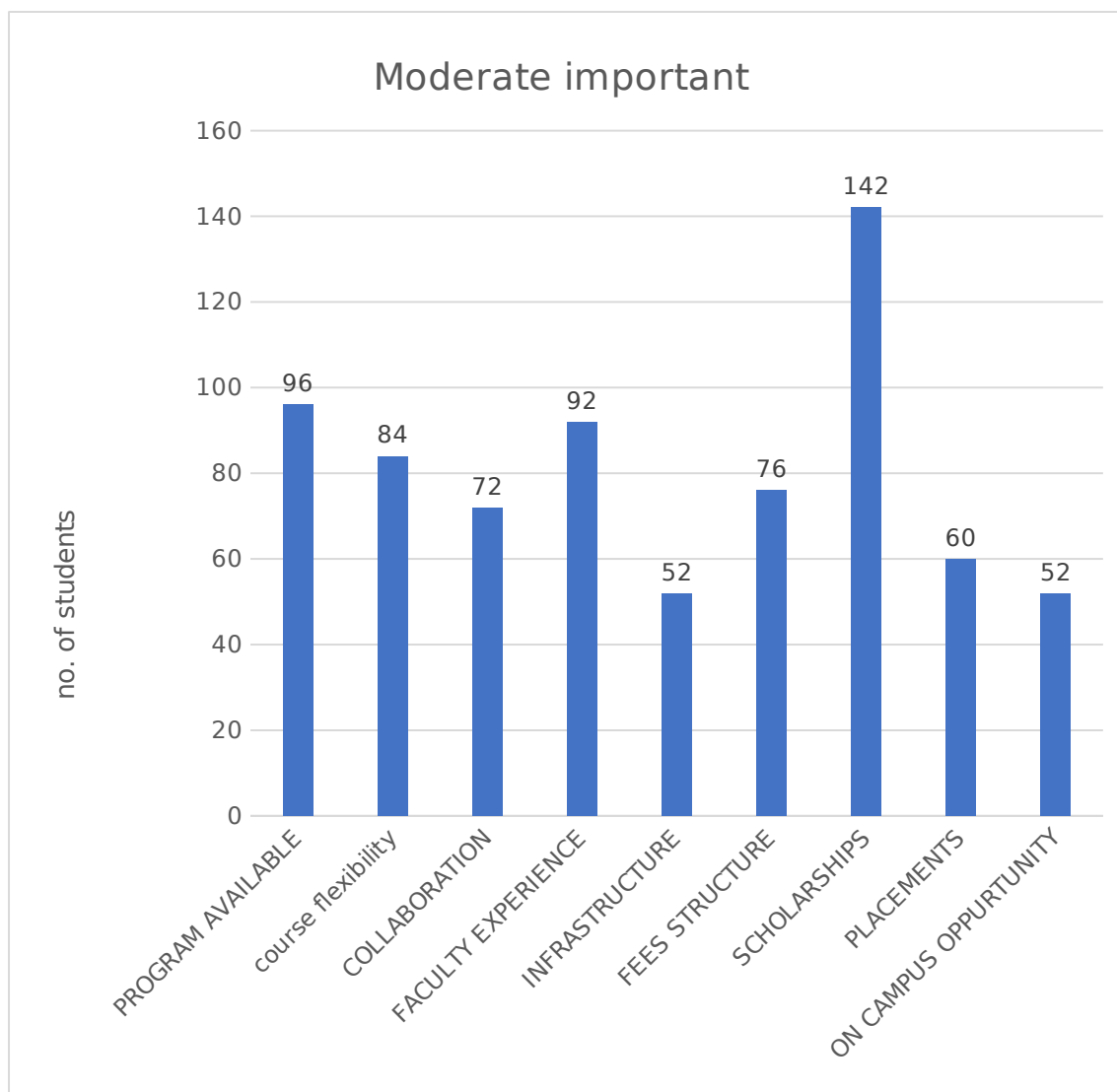
7. Collaboration

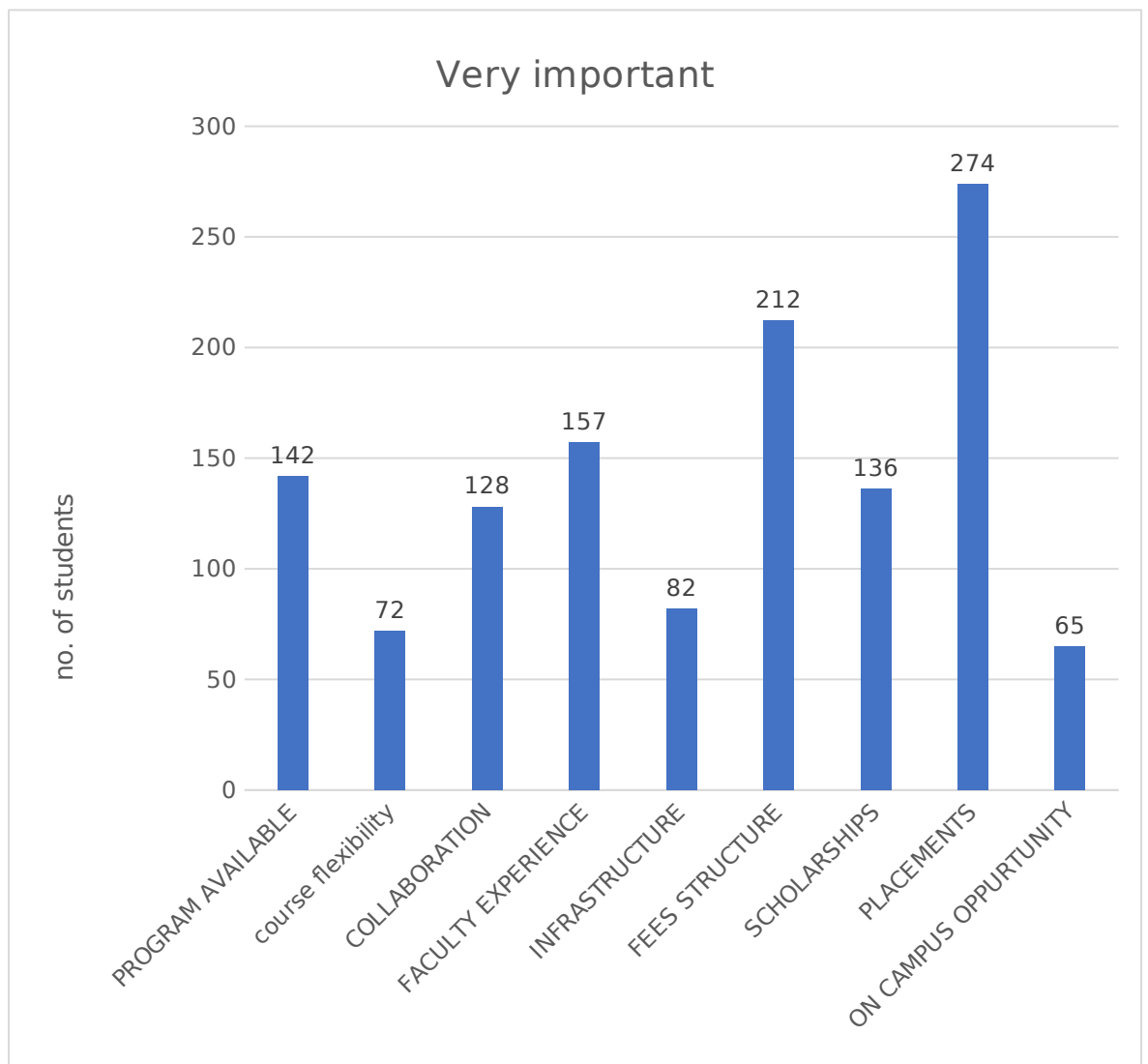
Collaborations of the university is the most attractive factor to the students as they hear that the university have collaborated with some universities from usa and other countries they get excited

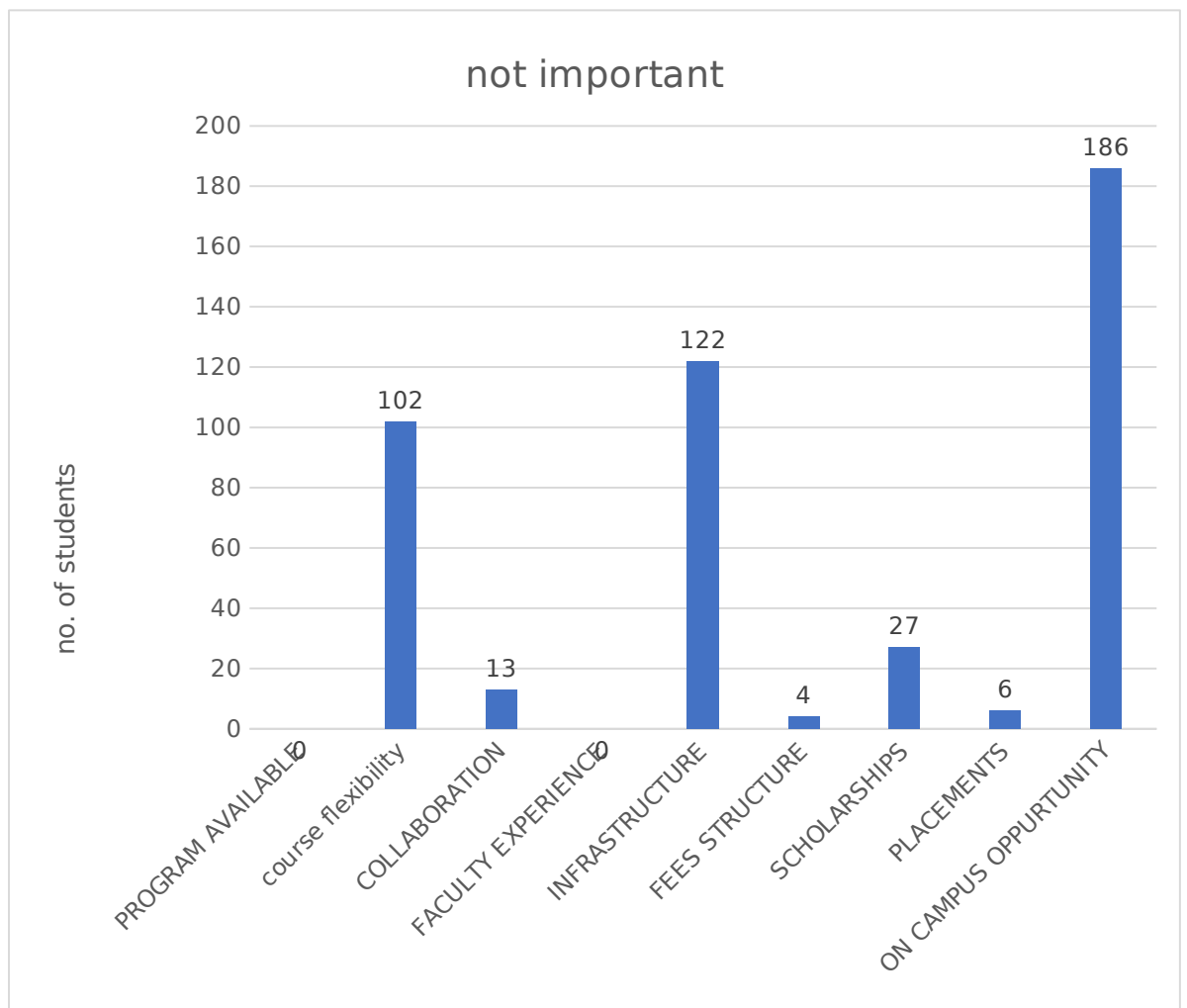


Charts showing total number of students with their priorities









Promotional tools used by universities

1. Social media sites
2. Collegdunia
3. Getmyuni
4. Twigz network
5. Shiksha
6. Collegdekho
7. Word of mouth
8. Radio
9. NewsPaper

1. Social media sites

When universities promote themselves on social media, it provides thier brand with some great recognition. Students will start to notice the university that you have. So, having a profile on social media channels will for sure multifold your returns in the limited possible time.



2. Collegedunia

Collegedunia.com provides a non-conventional platform which focuses on delivering quality leads to enable them for collecting highly motivated candidates. The algorithm for data segregation in the website allows us to segregate the data up to multiple levels, providing an edge to the clients looking for highly specific and active database.



Getmyuni

GetMyUni is a TimesInternet backed ed-tech startup disrupting the college admissions space in India. We are a social college search platform which empowers students with making the most important decision of their life - which college to join. Since its inception, **GetMyUni** has come a long way in understanding the various dimensions of education.



Twigz network

Twig logistics network has created a new network concept in the logistics field. It was necessary to gather together more than 10 years' knowledge in the networking area between independent freight forwarders with a wide knowledge of digital marketing to attain the current formula of Twig Logistics Network.



Impact of covid 19 in admission

Before COVID-19, most colleges and universities had elaborate admissions guidelines that were designed to present holistic pictures of their applicants. Some of the criteria they used to form these snapshots included a student's GPA, test scores, their school's academic rigor, extracurricular activities, letters of recommendation, volunteer and work experience, as well as an essay or essays. But the pandemic changed all of that. For instance, some high schools stopped calculating grades and some extracurricular activities were canceled. In the summer of 2020, students were unable to get internships, participate in summer programs, prep for or take standardized tests, volunteer, and sometimes even work. Consequently, a number of students in the class of 2021 felt like their applications were not as strong as they could be.

In fact, according to a survey by Art & Science Group in collaboration with the College Board, nearly 45% of this class said that COVID-19 has impacted their qualifications or the strength of their applications. For instance, 30% of students were unable to participate in summer educational programs.

What To Expect

Colleges and universities have had to adapt to meet this ever-changing landscape of student applicants. Some have made their application requirements test-optional, created virtual campus tours, and actively engaged in leveling the playing field as much as they could to accommodate the challenges students are experiencing—especially because some areas of the country have been hit harder by the coronavirus than others.

Virtual campus tours

In the past, students showed interest in a college or university by visiting the campus. But with many campuses closed to students in fall 2020, admissions officials offered virtual campus tours for prospective students. Many also reached students through virtual question and answer sessions, personalized emails, and social media.

Conclusion and Suggestions

1. While selecting the institute among all the factors Placement and fees/total cost of the programme opportunity provided by the college is the most influencing factor.
2. Collaboration with international institutes are the most attractive factor to students
3. In getmyuni I observed that 80% leads are invalid

4. In twigz network verified leads only 40% leads are valid otherwise all are invalid
5. Placement activities done by the institute is very important factor. Positive word of mouth and suggestion from friends and family have also influence on the selection decision as well as career goal of the students is also one of the influencing factors in the selection of the institute.
6. Universities should only use that marketing channels which are effective and give true leads.
7. Students consider career opportunity first, cost of the programme second and brand name of institute third so an institute should focus on generating huge career opportunity for their students with maintaining cost of programme affordable as well as should create a brand name.
8. Creating leaders among each student, so whenever they are placed their good deals always highlighting JK Lakshmipat University. “When you’re a manager, you work for your company. When you’re a leader, your company works for you

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