Thesis Report

On

"Promotional Strategy of Private Universities in Bangladesh: A Case Study on Sonargaon University (SU)"

Submitted by:

Md. Ashiquer Rahman Bhuiyan
ID: MBA2103024017
Program: Master of Business Administration
Major in Marketing
Semester: Summer 2022

Submitted to:

Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Master of Business Administration



Sonargaon University (SU)
Dhaka- 1215

Date of Submission: September 05, 2022

Thesis Report

On

"Promotional Strategy of Private Universities in Bangladesh: A Case Study on Sonargaon University (SU)"

Submitted by:

Md. Ashiquer Rahman Bhiuyan
ID: MBA2103024017

Program: Master of Business Administration
Major in Marketing
Semester: Summer 2022

Submitted to:

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Master of Business Administration



Sonargaon University (SU)
Dhaka- 1215
Date of Submission: September 05, 2022

Letter of Transmittal

September 05, 2022

Sharmila Sikder

Lecturer

Department of Business Administration
Sonargaon University (SU)

Subject: Submission of thesis report.

Dear Madam,

With humble honor and respect, I am submitting my thesis report on "**Promotional Strategy of Private Universities in Bangladesh: A Case Study on Sonargaon University (SU)"** As per partial accomplishment of the requirements for the MBA degree, I have completed thesis from "Sonargaon University, Dhaka" [As per partial accomplishment of the requirements for the MBA degree, this report has been carried out] under the supervision of you.

This report is an integral part of our academic courses in completion of the MBA program which has given me the opportunity to have an insight into the (Promotional Strategy). I hope this report reflects on the contemporary issues on the (Marketing) that are being practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report. I humbly request you to accept this report for your kind evaluation.

Sincerely, Yours

Md. Ashiquer Rahman Bhuiyan

ID: MBA 2103024017

Program: MBA

Major: Marketing

Semester: Summer 2022

Certificate of Supervisor

This is to certify that the thesis report "**Promotional Strategy of Private Universities in Bangladesh: A Case Study on Sonargaon University (SU)"** has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Ashiquer Rahman Bhuiyan, bearing ID: MBA2103024017

Under my supervision. The report or the information will not be used for any other purposes

……

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

I am Md Ashiquer Rahman Bhuiyan, a student of Master of Business Administration, ID: MBA2103024017 from Sonargaon University would like to solemnly declare here that this report on "**Promotional Strategy of Private Universities in Bangladesh: A Case Study on Sonargaon University (SU)"** has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours

Md. Ashiquer Rahman Bhuiyan
ID: MBA2103024017
Program: MBA
Major: Marketing
Semester: Summer 2022

Letter of Authorization

Certified that this project report titled "**Promotional Strategy of Private Universities in Bangladesh: A Case Study on Sonargaon University (SU)"** is the bonafide work of Md. Ashiquer Rahman Bhuiyan, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation based on which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

I wish to extend my gratitude to all the people who helped me accomplish my report title "**Promotional Strategy of Private Universities in Bangladesh: A Case Study on Sonargaon University (SU)"** at Dhaka. At the very beginning, I want to thank my faculty advisor and thesis supervisor in Sonargaon University, Sharmila Sikder. Who has given me precious guidance from her busy schedule. I am very grateful for all her advice in order to make my report more effective.

I also would like to thank our entire course mate in Sonargaon University, who took part in this discuss while completing the Internship Report. I am amazingly paying my isolation to all the authors and journalists whose works offer assistance me to draft this unique thesis Report.

Abstract

The core objective of the thesis is to fulfill the requirement of the MBA program as prescribed by the SU. An intern has to prepare project report at the end of the thesis period but the main objective of the thesis is to get the hands-on experience of the Sonargaon University. The internship was completed with the objective of getting practical knowledge in the Promotional Strategy while working at the Marketing department of Sonargaon University.

The thesis is designed to have a practical experience while passing through the theoretical University. This University Committed to making the learning of its student well augmented in faculty members coming from the best institutions of home and abroad.

In the First chapter I have discussed the introduction. In Chapter 2 I have discussed about Organization Profile. By which we will know the organization, important mission and. Value and their location. On next Chapter, I have discussed Sonargaon University Activates. Basically I have discussed my work related activities I Sonargaon University. On next, discussed Sonargaon University Promotional Strategy. I have mentioned analysis and findings associated with the Organization and this report. I have also discussed about what I have learnt during the thesis at Green Road Branch.

List of Acronyms

SU- Sonargaon University

UGC- University |Grants Commission

FDT- Fashion Design and Technology

AMT- Apparel Merchandising

BBA- Bachelor of Business Admiration

MBA- Master of Business Admiration

EMBA- Executive Master of Business Admiration

MBM - Master of Bank Management

MBA in Supply Chain Management

MAM- MBA in Apparel Merchandising

MTFM- MBA in Textile & Fashion Marketing

CSE- Computer Science & Engineering

	Table of Contents	
Serial No	**Name of Topic Promotion Strategy of Sonargaon University**	Page no
	Cover Page	
	Inner Page	
	Letter of Transmittal	**III**
	Certificate of Supervisor	**IV**
	Student's Declaration	**V**
	Letter of Authorization	**VI**
	Acknowledgment	**VI I**
	Executive Summary	**VI II**
	List of Acronyms	**I X**
	Table of Contents	**X- X II**
	CHAPTER ONE: INTRODUCTION	
1.0	**Introduction**	**2**
1.1	**Origin of the Report**	**3**
1.2	**Objective of the Study**	**3**
1.3	**Methodology**	**3**
1.3.1	**Primary Sources**	**4**
1.3.2	**Secondary Sources**	**4**
1.4	**Limitations of the Reports**	**4**

	Chapter two : Literature Review	
2.1	**Literature Review**	**6**
	CHAPTER THREE: ORGANIZATION PROFILE	
3.0	**Organization Orientation**	**9**
3.0.1	**Faculty of Science & Engineering**	**9**
3.0.2	**Faculty of Business Department of Business Administration**	**9**
3.2.3	**Faculty of Arts and Humanities Department of Law**	**10**
3.1	**Mission and Vision**	**18**
3.2	**Value**	**19**
3.3	**The Logo**	**19**
3.4	**Location**	**20**
	CHAPTER FOUR: JOB RESPONSBLITY	
4.0	**Learning From organization**	**22**
4.1	**Admission requirements**	**22**
4.2	**Financial Aids**	**22**
4.3	**Student Services**	**23**
4.4	**Learning From thesis Program**	**23**
	CHAPTER FIVE : PROMOTIONAL STRATEGY	
5.1	**PROMOTIONAL STRATEGY**	**25**
5.2	**Produce Original Content**	**25**

5.3	**Host Easy-to-Enter Contests**	**26**
5.4	**Get Students and Staff Involved**	**27**
5.5	**Use Online Channels Correctly**	**27**
5.6	**Host and Publicize Events**	**28**
5.7	**Website**	**29**
5.8	**Go Mobile**	**29**
5.9	**Career Development**	**30**
	CHAPTER SIX :ANALYSIS AND FINDINGS	
6.1	**Analysis & Findings**	**33**
	CHAPTER SEVEN : RECOMMENDATIONS & CONCLUSION	
7.1	**Recommendation**	**35**
7.1	**Conclusion**	**35**
7.3	**Bibliography**	**36**
7.4	**References**	**36**

CHAPTER ONE
INTRODUCTION

INTRODUCTION

Sonargaon University started its journey in 2012, spurred in action by an oath to radically change the picture of tertiary education of the country in private universities by administering pragmatic and uniquely engrossing programs that no other private university y ever attempted to offer. Since the very first day of operations entered the scene of academia with nineteen exclusive programs spanning over full-fledged faculties.

Today, Sonargaon University stands proudly with its location in the epicenter of Dhaka, offering courses ranging from engineering to arts. SU took its bold steps in putting forward to the people a plethora of highly demanding engineering subjects encompassing almost all the facets of engineering and technology.

Similarly, SU Is providing a unique blend of majors for course in business and arts to better serve the demands of the country. SU has not kept its domains encapsulated by typical profit diased motive which is duly reflected in its decision to offer well suited courses for the country which are not offered elsewhere. with that in has its distinctive courses in law Criminal Justice.

SU is committed to making the learning of its students well augmented in this fast changing world. in order to achieve that's has been able to recruit a team of highly qualified faculty members coming from the best institution of home and abroad. It is in SU's mission to exploit the genius in its competent workforce to assist further in the development of the university education is best disseminated through intricate integration of teaching & research. With that in minds has established state of the art research and laboratory facilities to aid its students & teachers in their quest of knowing more, beyond the boundaries of the class room. SU also take pride in their board of trustees whose visionary initiatives have been able to put a marked impression by now. The activities of SU are presented in the nutshell.

In the concluding statement would like to wish Sonargaon University all the best and hope that I would be able to put in my expertise to further support the growth of this promising institution.

1.1 ORIGIN OF THE REPORT

The internship program is a mandatory requirement for the students who wish to a BBA graduate. In the internship program was attached to host organizational name Sonargaon University (SU). This report prepared on my personal experience on the day to day organizational activities, theoretical experience and under close supervision of my internal support as well as my official supervisor.

1.2 OBJECTIBVES OF THE STUDY

The main objectives of the report will be to provide an overview the Sonargaon University. A study on the main campus situated at 147/I Green Road with fulfilling the requirement of BBA program. However, the objective behind this study is something broader. Objectives of the report are summarized in the following manner-

*Presentation of an introduction about Sonargaon University.

*To gain knowledge and view the application of theoretical knowledge in the real life

*Sonargaon University. Competitive within the industry.

* To review the strengths and weaknesses of Sonargaon Universities.

* Current assessments and future directions.

* To analyze organization activates of Sonargaon Universities.

1.3 METHODLOGY

From me educational background I have learned different methodology in research process. So in this study I had the opportunity to implicate may educational knowledge in practical field have to collected data from many sources.

1.3.1 PRIMARY SOURCES:

Personal Interview face to face conversation and in depth interview with the respective officers of the branch.

Personal observation observing the procedures of organizational activities followed by each department.

Practical work exposure on different areas of the branch.

Informal conversation with the students.

Consulting with supervisor.

Close conversation of the task by different department officers.

Study of different files of different sections of this organization.

1.3.2 SECONDARY SOURCES

Annual report of Sonargaon University.

Prospectus Published by Sonargaon university.

Intern is also used as a theoretical source of information

Website and newsletters are also used as a major source.

1.4 Limitations of the Report

To prepare a report on the achieved practical experience in a short duration (only three months) is not an easy task. In preparing this report some problems and limitations have encountered which are follows:

The main constraint of the study is insufficiently of current information, relevant to the study.

All the required information is not available in any specific branch of the organization and there is also limited opportunity to visit more than one branch.

Due to time limitations many aspects could not be discussed in the present report.

Lack of experience in internship report writing.

CHAPTER TWO: LITERATURE REVIEW

Literature Review

Higher education sector of Bangladesh has been intensively researched. This study reviewed the literatures focused on comparative study of public and private universities in Bangladesh. Among those, some relevant studies are reviewed and summarized as follows

Islam and Jahur (2007), studied on identifying the influential factors of private university education. They identified six factors, namely, course curricula, cost, exposure, human resource, competitive and image, which are influencing factors for the students to be, admitted into the private universities

A study by Fahmeda Yeasmin and et.al (2018), A Comparative Analysis between Public and Private University students regarding fear of English Language in Bangladesh. She attempts to bring the light on to identify the causes of fear in English Language at the university level of Bangladesh; to compare the causes of fear in English Language among the students of public and private university in Bangladesh; and to find out its effect.

Bhuiyan and Hakim (1995), showed that the cost of higher education in public universities is lower (very insignificant) than the private universities. The study further shows that this cost is even cheaper compared to the cost of the same in other developed countries

Quamrul H. Mazumder (2014), showed that the students in public universities of Bangladesh had lowest level of satisfaction and the private universities of Bangladesh had highest satisfaction

Husain and et.al (2012), revealed that both administrative and faculty characteristics jointly express quality of education to a higher extent, whereas institutional features and students' characteristics express quality of education to a moderate extent. The study also showed that perceptions toward quality of education depend on students' current status and socio-economic background

Lameck Ondieki Agasa and et.al (2018), used factor analysis and they found that three behavior changes factors; pupils engaging in drugs, pupils being disobedient and pupils engaging in early marital sex explained 58.09% variance of the behavior changes

Mohammad Nur Nobi (2012), revealed that confrontational student politics, session jam, limited enrollment opportunity and lack of modern class room facilities in public universities are responsible for increasing students' enrollment in private universities

There have been several studies related to comparative study on public and private universities in Bangladesh, but none of these studies have dealt with factor analysis. In this respect, the present study can have an important contribution in filling this research gap by using factor analysis. The present study mainly focused on the endeavors to develop insights into comparative estimations of both public and private universities from a student's perspective in areas of satisfaction and quality.

CHAPTER THREE: ORGANIZATIONAL PROFILE

Organizational Orientation:

Sonargaon University (SU) is a private university located at Dhaka, Bangladesh. The university was established in 2012 under the Private University Act, 1992. It has been accredited by the Government of the People's Republic of Bangladesh, curricula and academic while its programs have been approved by the University. Grants Commission (UGC). it was established under the private University Act 2010 with the approval of the Government of Bangladesh on December 2012 for awarding degrees in various fields. The President of the People's Republic of the Bangladesh is the Chancellor of Sonargaon University (SU). The main campus situated at 147/I Green Road, Dhaka, Bangladesh. Other campus is located at 146 Wirlessgate, Mohakhali, and Dhaka.

The University has three Faculty. They are:

3.0.1 Faculty of Science & Engineering

- Dept. of Civil Engineering
- Dept. of Architecture
- Dept. of Naval Architecture and Marine Engineering
- Dept. of Electrical and Electronic Engineering
- Dept. of Mechanical Engineering
- Dept. of Computer Science and Engineering
- Dept. of Textile Engineering
- Dept. of Fashion Design and Technology (FDT)
- Dept. of Apparel Merchandising (AMT)

3.0.2 Faculty of Business

Department of Business Administration

- Program Bachelor of Business Admiration (BBA)
- Program Master of Business Admiration (MBA)
- Program Executive Master of Business Admiration (EMBA)
- Program Master of Bank Management (MBM)
- Program MBA in Supply Chain Management

- Program MBA in Apparel Merchandising (MAM)
- Program MBA in Textile & Fashion Marketing (MTFM)

3.0.3 Faculty of Arts and Humanities

Department of Law

- Program LLB (Hon's)
- Program LLM (1 & 2 year)

Description of Science and Engineering Faculty:

Dept. of Civil Engineering

- Civil Engineering is the oldest and broadest of the engineering disciplines. As the name implies, Civil engineers serve people, and thus they have been called "the engineers and architects of out constructed world. "
- Civil engineers conceive, plan design, construct, operate and maintain the facilities and systems that serve the basic needs of our society. This infrastructure includes building's, bridges, water tanks, transmission lines, pipelines, highway's, railroads, airports, water and wastewater collection/treatment/distribution systems, dams and power plants. More than any profession, civil engineers can have a positive effect on the protection of our environment.

Degree Requirements:

The B.Sc. in Civil Engineering degree

Requirements will be as follows:

- Completion of 163 credits
- Completion of the project/thesis with at least a 'D' grade.
- The minimum GPA requirement for obtaining a bachelor's degree in civil engineering is 2.25.

Dept. of Architecture

- The Department of Architecture is one of the pioneer departments that launched the first academic activity of SU at its own campus in Mohakhali, Dhaka.
- The Department of Architecture aims at a curriculum befitting the contemporary at a curriculum befitting the contemporary needs providing a student with reasonable flexibility in selection of courses to move horizontally and vertically to suit his/her aptitude and interest.
- The academic atmosphere is characterized by rich co-curricular activities and a lively culture life. The program is pragmatic in the sense that it is cut to the needs of the profession, keeping intact all the skills demanded from a professional B.Arch. degree, but not to unnecessarily burden the students. The design studios, the vital part of the curriculum are taught by 2 to 3 teachers.

Dept. of Naval Architecture and Marine Engineering:

- The Department of Naval Architecture and Marine Engineering offers to study in the exciting field of engineering for the marine environment and will help to prepare the individual for a career in many aspects of the field
- Degree Requirements
- Completion of 155.25 credits
- Completion of the project/thesis with at least a 'D' grade.
- The minimum GPA requirement for obtaining a bachelor's degree in Naval Architecture and Marine engineering is 2.25

Dept. of Electrical and Electronic Engineering

- Dept. of Electrical and Electronic Engineering is one of the major department in terms of its multi-disciplinary nature at teaching and research activities in Sonargaon University (SU). The department educates the students to acquire learning skills, creativity, team-work and leadership abilities in a wide range of industries and engage themselves in research and development activities. The courses offered by the department may seem

rigorous syllabi as a passion for knowledge, but actually, it is and attempt to teach how to apply the knowledge to the basics as well as advanced level by offering variety of discipline electives that cover most of the modern technologies.

Degree Requirements

- The B.Sc. in EEE degree requirements will be as follows:
- Completion of 157.50 credit hours
- Completion of the project with at least a 'C' grade
- Passing all the courses individually and maintaining minimum CGPA of 2.25

Dept. of Mechanical Engineering:

Mechanical Engineering is one of the oldest branches of engineering and hence is sometimes rightly titled as the 'mother of engineering' it is a very pervasive field in our daily lives. Starting back from the very first invention of the pre-historic wheel to the intricacies of futuristic aircrafts, mechanical engineering is omnipresent. MD at SU pledges to take its students to such erudite extents, through its widely acclaimed course curriculum, highly qualified teaching staff, research and laboratory facilities**.**

- Degree Requirements:
- The B.Sc.in Mechanical Engineering degree requirement will be as follows:
- Completion of 160.5 credits
-
- Completion of the project/thesis with at least a 'D' grade
- The minimum GPA requirement for obtaining a bachelor's degree in Mechanical engineering is 2.25

Dept. of Computer Science and Engineering:

- The Dept. of Computer Science and Engineering offers a 4 4-year Bachelor of Science degree program for prospective undergraduate students. Computer Science is the study of information and computation, and of practical techniques for using machines to process information and perform computation. As the demand for new technology grows and changes, Computer Science is always at the forefront of developments in the field. The graduate should not only be well conversant with the computer as a problem solving tool, he/she should be aware of the problems of today's world, have good communication skills and should also think of his/her work in business efficiency terms.
- Degree Requirements:
- The B.Sc.in CSE degree requirements will be as follows:
- Completion of 163 credit hours
- Completion of the project/thesis with at least 'D' grade.
- Passing of all course individually and maintaining a minimum CGPA of 2.25

Dept. of Textile Engineering:

- The large an expanding textile and apparel industry in Bangladesh has been placing an increasing demand of highly skilled manpower with technological and managerial background.
- There are demands for textile graduates in other areas of economic activates.
- With the aim to meet the demand and also to strengthen the technological base of the industry.
- Degree Requirements:
- The B.Sc.in Textile Engineering degree requirements will be as follows:
- Completion of 16.0 credit hours
- Passing of all courses individually and maintaining a minimum CGPA of 2.25

Dept. of Fashion Design and Technology (FAD):

- Today the textile and apparel industry is the most important industrial sector in Bangladesh.
- The large and expanding textile and apparel industry in Bangladesh has been placing a These are demands for textile graduates in other areas of economic activates.

- With the aim to meet the demand and also to strengthen the technological and managerial background.
- These are demands for textile graduates in other areas of economic activities.
- With the aim to meet the demand and to strengthen the technological base of the industry over the years we have established state-of-the -art textile testing and garments technology laboratories.

Degree Requirements:

- The Fashion Design and Technology degree requirements will be as follows:
- Completion of 164 credit hours
- Passing of all courses individually and maintaining a minimum CGPA of 2.25

Dept. of Apparel Merchandising (AMT):

- Over the years, we have established state of the art textile testing, fabric manufacturing, wet processing and garments technology laboratories.
- Degree Requirements:
- The Apparel Merchandising degree requirements will be as follows:
- Completion of 164 credit hours
- Passing of courses individually and maintaining a minimum CGPA of 2.25

Faculty of Business:

- Department of Business Administration
- Bachelor of Business Administration (BBA)
- The degree Is designed to give a board knowledge of the functional areas of a company and their interconnection, while also allowing core specialization in a particular area. BBA programs thus expose students to a variety of core subjects allow student to specialize in a specific academic area. The degree also develops the student's practical managerial skills, communication skills and business decision making capab**ility**. Many programs thus incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

Degree Requirements:

- The BBA degree requirements will be as follows:
- Completion of 136 Credits hours
- Completion of the project/internship with at least a 'D' grade
- The minimum CGPA requirements for obtaining a BBA degree is 2.25

Master of Business Administration (MBA)

- The master of Business Administration program is a professional graduate program for individuals who plan career as managers. The primary emphasis is on the management of business organization in the private sector. The program also prepares individuals who plan careers in government, semi-government, NGO and social and Private organizations.

Degree Requirements:

- The MBA degree requirements will be as follows:
- A student must have to complete at least 20 courses

- The student must secure a minimum CGP
  A 2.25 to be awarded MBA degree.
- Executive Master of Business Administration (EMBA)

- The executive program is designed for people, who are in managerial positions and feel the need for additional education in order to improve their executive skills. This program requires 48 credits, which should be completed within 4 semesters. A student has to take minimum 2 course, which equivalent to 6 credits and may take maximum 5 courses in a single semester.

Degree Requirements:

- The EMBA degree requirements will be as follows:
- Successful completion of 48 credit hours
- Passing of all courses individually and maintaining a minimum cumulative grade points average of 2.25
- Masters of Bank Management (MBA)
- Sonargaon University is offering MBA program to provide skill man power for the development of financial sector. The MAB program is a professional postgraduate program for bank officers and others who plan career in banking and allied fields.
- The MBM program constitutes a total of 66 credit hour. A student shall have to complete 20 courses with 3 credit hour for each course.

MBA in Supply Chain Management

MBA in supply chain management a post graduate program, focuses on supply, delivery and management and financial strategies. Those planning taking the degree will be a master degree in a business-related subject.

Degree Requirements:

- A student must have to complete at least 20 courses
- The student must secure a minimum CGPA 2.25 to award MBA to supply Chain.

MBA in Apparel Merchandising (MAM)

The MBA in Apparel Merchandising program is a professional graduate for individuals who plan careers as managers. The primary emphasis is on the management of business organizations in the privet sector. the program also prepares individuals who plan careers
in government, semi-government, NGO and social and private organizations.

Degree Requirements:

A student must have to complete at least 22 courses
The student must secure minimum CGPA 2.25 to award the degree.

MBA in Textile & Fashion Marketing (MTFM)
The MBA in textile and fashion
Marketing programs a professional graduate program for individuals who plan careers as managers. The primary emphasis is on the management of business organizations in the private sector. the program also prepares individuals who plan careers in government, semi-government, NGO and social and private organizations.

Degree Requirements:

- A student must have to complete at least 22 courses
- The student must secure minimum CGPA 2.25 to award this degree.

Program of Law

LLB (Hon's)

Today LLB program all over the world has been adapting to the changing circumstances, and it is undergoing a gradual change in content and method. Moreover, the world is fast moving towards a situation like judiciary to

ensure their right to get the justice. The faculty of law in Sonargaon University is a pioneer of this trend in Bangladesh.

Degree Requirements:

- Completion of 138 credits
- Completion of the project/internship with at least a 'D' grade The minimum CGPA requirements for obtaining a LLB degree is 2.25

LLM (1 & 2 years)

Today legal education has been adapting to the changing circumstances all over the world is fast moving towards a situation in which the interest of the common people is supposed to projected by in particular institute like judiciary to ensure their right to get the justice. The department of lea in Sonargaon University is pioneer of this trend in Bangladesh.

Degree Requirements:

- Completion of 62 credits for two years and 36 credits for one year.
- Completion of the project/internship with at least a 'D' grade The minimum CGPA requirements for obtaining a LLM degree is 2.25
  Mission and Vision

3.1 MISSION:

The mission is to impart world class education and to provide research facilities so that the students can attain their full intellectual, social and personal potentials.
SU also wants to create facilities for higher education to the students of Bangladesh at an affordable cost, keeping in view the challenges of the twenty first century. SU is offers education through both campus and ICT-based online modes of teaching.

Vision:

The vision of Sonargaon University (SU) is to become a leading university and remain as a top center of excellence in higher education and research. It aims at attracting brilliant students, teachers, scholars from all over the world.

3.2 VALUE:

- Integrity and Honesty
- Respect for individuals
- Transparency and Dedication
- Concern for Quality
- Passion for innovation and Performance
- Social, Ecological and Ethical Sensitivity

The Logo

This Candle of knowledge, with its suggestion of enlightened guidance, thus affirms the value we place on wisdom and understanding as the basis for leadership in life, including leadership in personal and professional affairs. The book and pen are the symbols of wisdom and excellence. All the elements of the logo are surrounded by "S" and "U" of Sonargaon university (SU), which means the home of intelligence.

3.3 The Logo

3.4 Location

Sonargaon University is positioned at Green Road. It is linked by several streets of Dhaka city. A good number of transport facilities people get at their ease. A multi-way eye-spectacle communication gateway "Hatirjheel" is adjacent to Sonargaon University (SU). SU has one campus at 147/I Green Road, Dhaka. The University has another campus at GPJA 146 Mohakahli, Dhaka-1212. All campuses are duly Approved by University Grants Commission of Bangladesh (UGC)

CHAPTER FOUR: JOB RESPONSIBILITY

4.0 Learning from Organization:

In the processing of collecting, gathering, synchronizing several information and preparing this report have learned many organizational procedures, facts such as Admission requirements, student services, Program and course, Financial Aids and also dealing with different types of Situations.

4.1 Admission requirements:

You can choose a course that matches your skills, interests and career goals. These courses offer flexibility, so you can vary the amount of time you spend studying each year, or even take a break for a while.
A course is a sequence of units (or subjects) that you need to completer to receive your qualification.
Most courses have a mix of compulsory core units, and optional elective units that you can chose to complete based your area of interest, expertise or experience.
Prerequisites and co-requisites:
Prerequisites are units that you must complete before you can enroll into a specific unit.
Co-requisites are units that you must complete at the same time as another unit.

4.2 Financial Aids:

It's a good idea to understand how much your course may cost before you apply so that there are no surprises.
About Fees How much you pay for your course depends on a number of factors.
Course tuition fees: The amount you pay for your course, as well as any fee assistance you may services & Amenities Fee (SSAF): The SSAF is a fee that all students need to pay for services and amenities not directly related to your course, such as sport, counselling…
Fee assistance & advice: we offer you a wide range of assistance, referrals and advice e to help your finances while studying.

Scholarship we offer many scholarships including for students from secondary schools in western Melbourne and overseas.

4.3 Student Services:

Timetable
Most units have a fixed weekly timetable and include lectures and tutorials. Your curse may include:

- Lectures
- Tutorials and/or labs
- Classes
- Seminars
- Workshop and group assignments.

Lectures:

Lectures are large, formal classes taught by a lecturer or professional and are usually one to two hours long.

Key course material is presented to all students enrolled in the unit, so the class size can be very large.

Labs:

During labs you put your knowledge into practice with hands-on work. Not all courses have a practical component.

4.4 Learning from thesis program:

The learnings from internship program was a new experience since such events is very new in a student's life.
I have learned how students get admitted, universities running process, how their accounts work and all. In this up and down, I have come to know what the environment of an organization is and how to deal with it. This experienced surely made me prepared for my nest corporate life.

CHAPTER FIVE: PROMOTIONAL STRATEGY OF SONARGAON UNIVERSITY

5.1 PROMOTIONAL STRATEGY:

Marketing a college or university can feel like a daunting task at times. Promoting the mission of such a large institution while appealing to prospective students, current students, and alumni — there's a lot to take into consideration! But with the right ideas, you'll breeze through your strategy. Follow some of the top university marketing tips to effectively increase awareness of your school and its prestigious programs.

Students will go out of their way to get their hands on some free swag. So give away promotional items that are most relevant to college-aged individuals! Drawstring bags, flash drives, or ID holders, for example, will likely get day-to-day use. Then, watch as your campus fills with students proudly sporting your logo! You can't go wrong with widespread brand awareness and student satisfaction!

5.2 Produce Original Content



You've heard it time and time again: content is king. And no one likes boring content! Hype up your prospective and current students with relatable themes. Humorous or eye-catching images will capture attention, while ensuring viewers remember your message. Funny memes, campus photos, or unique promotional videos get students excited about what your university has to offer. No matter

what type of content you put out there, always strive to separate yourself from the competition!

5.3 Host Easy-to-Enter Contests



Both Millennials and Generation Z value convenience above all else. Luckily, hosting a contest offers a convenient way for both students and alumni to get involved with your university. But if you implement a complicated entry process, viewers will most likely ignore the sweepstakes altogether. Try simply asking audience to follow your social media accounts for the chance to win a prize. Increase your following while doing something to show past, present, and future students how much care!

5.4 Get Students and Staff Involved



students and professors build important and unique experiences with your university every day. Ask permission to leverage their stories for promotional purposes! Feature some of the most interesting people around campus in your videos, social media, and collateral. These real, believable anecdotes will capture prospects' attention with their authenticity. Creating a team of on-campus photographers, writers, and media specialists to work with your marketing department can help your university stand out from the rest.

5.5 Use Online Channels Correctly



Take the time to thoroughly strategize your digital presence. By promoting university on the right channels, you'll build a marketing plan that's sure to

succeed in the long run. Discover where your target audience lives online through research, focus groups, and demographic data. Then, use these platforms as often as possible! If most of your viewers spend time on Twitter, for example, set up an account that's active and accessible. Tweet frequently, answer questions, and interact with students and alumni in real time to enhance your brand image.

5.6 Host and Publicize Events









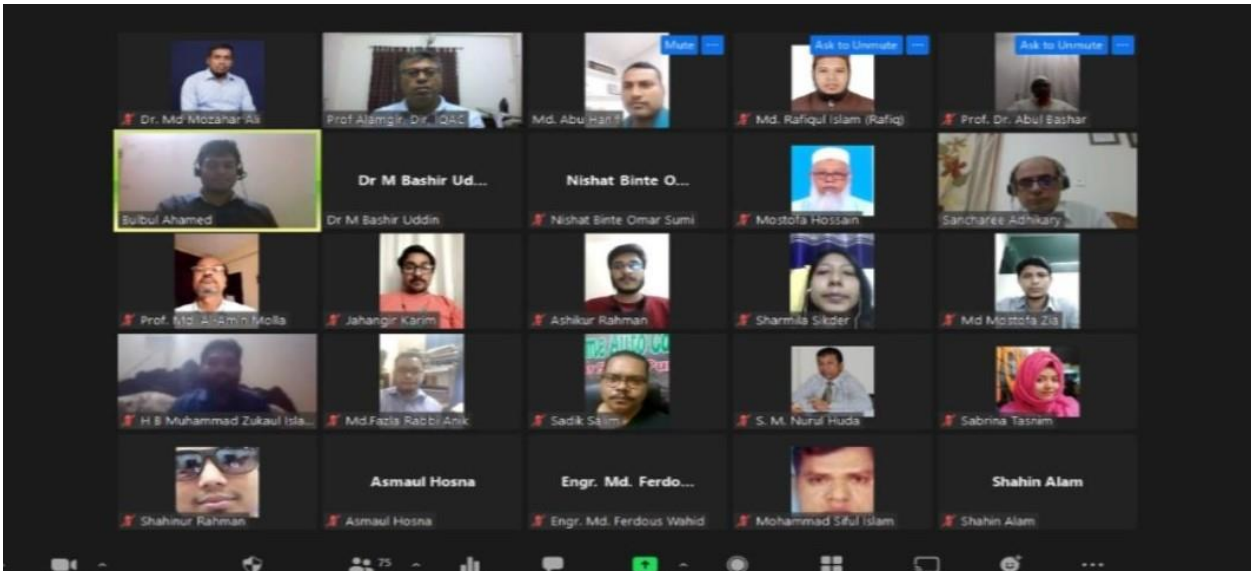
Give student body something to get excited about! Events are a great way to bring campus community together for a few hours of stress relieving fun. As we've mentioned, a happy student body increases the likelihood that they'll promote institution to friends and family. Plus, events provide the perfect excuse to mail invitations, send email blasts, or update your social media page. Any reason to grab your audience's attention (without bombarding them with sales-y collateral) keeps your university top of mind.

5.7 Website

https://su.edu.bd/

All promotional efforts will ultimately draw your target audience to one of the best marketing assets: your website! university's website should not only cater to students, but also to parents who wish to stay involved in their children's education. Create a welcoming, simple design with tabs that are easy to navigate through no matter how tech-savvy the user may be. Above all else, organize your content in a way that thoroughly explains basic, need-to-know information. Anyone who has to mine for info may mentally write off your institution — visitors should be able to find what they're looking for without hassle!

5.8 Go Mobile



Mobile technology advances more and more each year. And as phone size, memory, and capabilities increase, the need for desktop use decreases. So it's no wonder that many Millennials and Gen Z target markets prefer to use their smartphones to access the Internet. What does this mean for your institution? Put time into making your website, emails, and newsletters as mobile-friendly as possible. You don't want to turn viewers away from your collateral because the file took too long to load!

Looking to get your marketing off the ground? Start by consulting these top tips to stay on-trend and ahead of the competition. Once you're ready to implement your strategy, contact the experts at Print Tech! From mailing to marketing and everything in between, we offer services that'll help your university shine.

5.9 Career Development



The teaching method of Sonargaon University is very practical. A large part of the student's complete higher education in the hope of getting a job and a part for self-employment. The big market for employment in Bangladesh is the private sector. Private companies generally do not want to employ unskilled manpower. Because, unskilled workers cannot show professional work skills in a very short time. It takes a long time to get service / production from them. The company's profitability is linked to service / production time. With this in mind, our teaching methods have been developed.

Sonargaon University has taken several initiatives to enable students to secure employment and create self-employment.

1. Practical practice of theoretical subjects.
2. Direct follow-up of thematic work through industry inspections.
3. To organize a meeting about job placement in the presence of the representative of the employer organization.
4. Conduct training for skill building.
5. Links have been created on the website for easy access to job advertisements.
6. Initiatives have been taken to recruit trainee staff as per the demand in Sonargaon University and its affiliated institutions.

CHAPTER SIX: ANALYSIS AND FINDINGS

6.1 Findings

- Students appreciate the value of a university degree, indeed many of them seeing it as an absolute necessity for career success.
- They, often reluctantly, state they would be prepared to pay whatever was asked to get a degree
- However, many question whether the current delivery of the degree represents value for money; common complaints are: lack of close contact with tutors and lecturers, boring lectures with lecturers simply reading from notes or summarizing textbooks, inappropriate timetabling, no contact with leading researchers, coursework no being marked.
- When asked what universities should be spending scarce resources on there was a strong preference for more staff and better library resources, while there was a much lower rating for improved teaching accommodation and student union/leisure facilities.
  As one student put it, we are here to get a degree not to have fun'
- Most students found the switch to university teaching and learning styles hard, especially the switch from what many described as 'spoon-feeding' at school to Independent learning.
- Large impersonal first-year classes exacerbated the problem
- Student from disadvantaged backgrounds struggle to pay living expenses, leading many to take up term-time work which effects their performance' others choose to live at home a miss out on student social life.
- Competition for internships and vac schemes is fierce and depends a lot on 'who you know'
- Students from privileged backgrounds are better placed to make strategic choice to further their careers.

CHAPTER SEVEN: RECOMMENDATIONS & CONCLUSION

7.1 Recommendations:

- They need to upgrade their technology. It is Important for universities for universities to be upgrade their technology in these Modern age. University work are much dependent in IT sector.
- Management is Friendly but some staff is not maintaining skillful monitoring team for monitor all the thing.
- They need to increase their library store.
- They need to increase their orientation hall.
- They need to develop their work environment.
- They need to develop their work skilled
- They need to be more obliged for department responsibility.
- They need to be developed their accounts system
- They need to be developed their human resource management.

7.2 Conclusion:

In the end of this report I want to say that the university degree will be great foundation for a successful career in the future, in whatever field that maybe. And this university will make it happen for you.
After this study or project report I got lots of knowledge about how university works. This type of knowledge create value not only job life but also daily life. It was a great experience for my life.

7.3 Bibliography

Adjei, M. T., C. H. Noble and S. M. Noble. 2012. Enhancing relationships with customers through online brand communities. *MIT Sloan Management Review* (Summer): 22-24.

Amaral, J. E. G. Anderson Jr. and G. G. Parker. 2011. Putting it together: How to succeed in distributed product development. *MIT Sloan Management Review* (Winter): 51-58.

Bell, D. R. and X. Dreze. 2002. Changing the channel: A better way to do trade promotions. *MIT Sloan Management Review* (Winter): 42-49.

7.4 References:

Report Annex Annual Report of 2021

Publications

Prospectus published by Sonargaon University.

Website

www.su.edu.com

The End