MINISTRY OF INDUSTRY AND TRADE

HO CHI MINH CITY UNIVERCITY OF FOOD INDUSTRY

INTERSHIP REPORT

Field of study : English in Commerce

A Report On Digital Marketing in Windsor Essex Canadian English Center.

Studen't name : …….

Supervisor's name: ……..

HCHC, 2020

ACKNOWLEDGEMENTS

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CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập – Tự do – Hạnh phúc

Thành phố Hồ Chí Minh, ngày..... tháng.....năm .....

GIẤY XÁC NHẬN THỰC TẬP

Sinh viên:.....

Năm sinh:.....

MSVV:.....

Trường

:.....

Khoa:.....

Đã hoàn thành đợt thực tập tại công ty ….. từ .....đến.....

Đơn vị thực tập :

Vị trí thực tập :

Nhận xét của công ty :

Điểm thực tập :

GIÁM ĐỐC

(Ký tên và đóng dấu)

COMMENTS OF THE SUPERVISOR

Student’s name : …….

Major : ……..

Class : ……..

Student’s Code: /……..

Comment and evaluate:

Ho Chi Minh City, .../...../2020

Supervisor’s name

(Signature and full name)

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I. INTRODUCTION

1.1. Purposes of the internship

In recent years, along with the integration of our country into the region and the world, with the orientation of the country's economic development since 2020, the general corporate and business enterprises say private confronted with major challenges. Integration means many advantages, but also many difficult obstacles for businesses. So the line between success and failure becomes more fragile, competition becoming ever more acute. The market is a vital factor for every business sector in general and in the furniture manufacturing business in particular. There is now a new market can consume the goods. Since then, a new business can be profitable to produce operational turnaround of its business. Therefore, marketing activities aimed at expanding the market becomes more and more important for every business. Businesses trying to search for the appropriate market their products, the ability to produce the company's business.

Windsor Essex Canadian English system of training centers pronunciation and communication with all the training philosophy focuses path from the root to the right to learn English as it is to learn a language... As a relatively young company should develop marketing activities to expand market is extremely important. Hochiminh City University Of Food Industry has provided useful experience for me to prepare the human resources industry and commercial services in the future. Through this internship period, I have experienced much useful for my future work and reports are based on what I learned during this internship.

1.2. Significance of the internship

University helps students get the basic knowledge of theory. However, with this knowledge, we can not work and complete the job in practice. So we need

additional knowledge and new skills to learn additional methods in the workplace and society.

At first practice in company practice I still crestfallen, although the school is also the teacher to share practical experience much, but when the reality is arising a lot of situations and problems. Require a business person must have expertise and soft skills to handle situations

The internship also contributed to the additional knowledge and skills We also focus on the reality of work

II. OVERVIEW OF WINDSOR ESSEX CANADIAN ENGLISH CENTER

2.1.History of the Windsor Essex Canadian English Center

WECEC is a new English Language Centre providing the latest teaching approaches to English Language Learning. Our programs are based on the world-class Ontario Curriculum from Canada, an inquiry-based curriculum, with its foundation in the latest research and developments in modern education.

With the aim to provide a modern alternative to English Language Learning for Vietnamese learners, our approach to learning instruction is devised to be both instructive and fun for students; interested students always learn faster, bored students don't!

WECEC programs have been designed to allow student's language abilities to develop more naturally, resulting in better content retention and happier, more confident English speakers.

All students will receive a student registration number from a Government School Board in Canada. In the future this number will assist students when they go to do further studies in Canada.

619 Le Trong Tan, Binh Tan District

1900986800

wecec@wecec.edu.vn

WINDSOR ESSEX CANADIAN LANGUAGE CENTER

Phuc Tan Education Development Joint Stock Company

Tax code: 0315656148 issued by Ho Chi Minh City Department of Planning and Investment on May 2, 2017

2.3.The function of the Windsor Essex Canadian English Center

Helps students grasp basic grammar knowledge to use in their daily work after graduation.

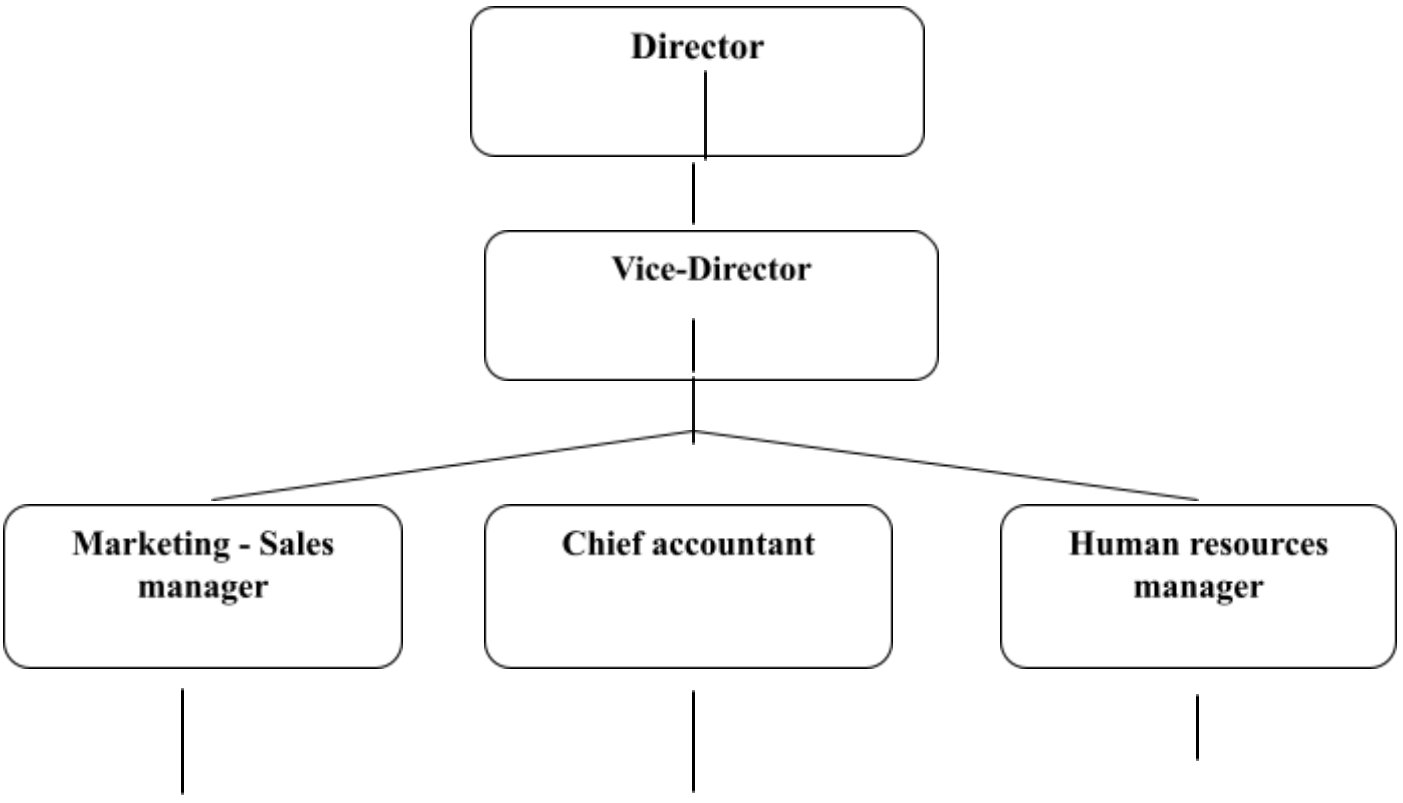
Improving language skills, including listening, speaking, reading, writing, and editing - translator.

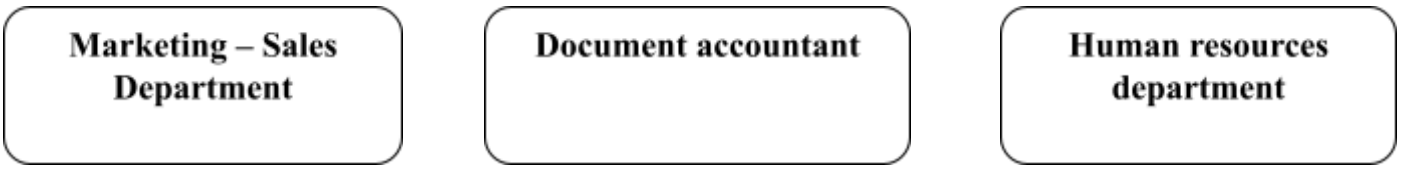
Preparation of foreign language skills and professional knowledge necessary disciplines as business, education, tourism ... to facilitate the students to handle situations in their daily work

2.4.The organizational structure and management of Windsor Essex Canadian English Center

The model structure of the management Windsor Essex Canadian English Center

Windsor Essex Canadian English Center with staffing structures are arranged very scientific, consistent with the nature of production and business activities of the company, in accordance with the laws of the Socialist Republic of Vietnam.





Diagrams 1:The organizational structure of Windsor Essex Canadian English Center

(Source: Sales Department)

Functions and duties of department

Director: Direct operating companies, are responsible for the highest authority in the company's operations, and is responsible before the law for business activities and direction of the target company as well as the improvement of workers live.

Vice - Dricter

- Assisting the Director in the management and administration of the company's activities as assigned by the Director;

- Proactive and positive development, implementation and tasks assigned to the Director responsible for the efficiency of operations.

Marketing – Sales Department have several functions such as: select the channels through which the goods are to be distributed, trains the salesmen in a knowledge of the goods and in methods of selling them, Supervises and directs the sales activities of the men out in the field. Construction of the advertising, marketing and discounting to attract customers, Design - network, design maquette advertising leaflet, brochure, catalog, bandrote ... Administration of company web network, writing articles to post on the company website, receiving and responding to customer inquiries, for work through the Internet,…

Document accountant: The basic function is responsible for financial services, write and collect invoices, data reflected on the books and provide timely information to serve the director's decision. Ensure implementation of financial revenues and expenditures of the current regime and state tax provisions, social insurance, health insurance and other obligations to the state besides function rooms

include the proposed cost-saving measures, increase profitability, preserve and develop the company's business capital.

Human resources department

- Implementation of strategy, annual budgets, work plans of each month to the Department Director-General for approval.
- The organization of the mirror, in room assignments to complete year budget plan, work plan of the room / board approved each period.
- Perform internal reports prescribed by the Company and other reports as requested by the Executive Board.
- Develop processes and professional regulations of the Office of the field, evaluate the effectiveness of the process, this provision in practice to continuously improve and enhance the Company's operations.
- Perform other duties as directed by the Executive Board division.

2.5 Results of business activities.

Table 1: Business Results

o	TARGET	**2018 (VND)**	**2019 (VND)**	**2019 / 2018**	
				(VND)	**(%)**
	Revenue	3.635.993.538	3.414.571.930	-221.421.608	-6,09
	Costs	2.668.657.414	2.844.314.511	175.657.097	6,58
	Profit	967.336.124	570.257.419	-397.078.705	-41,04

(Source: accounting department)

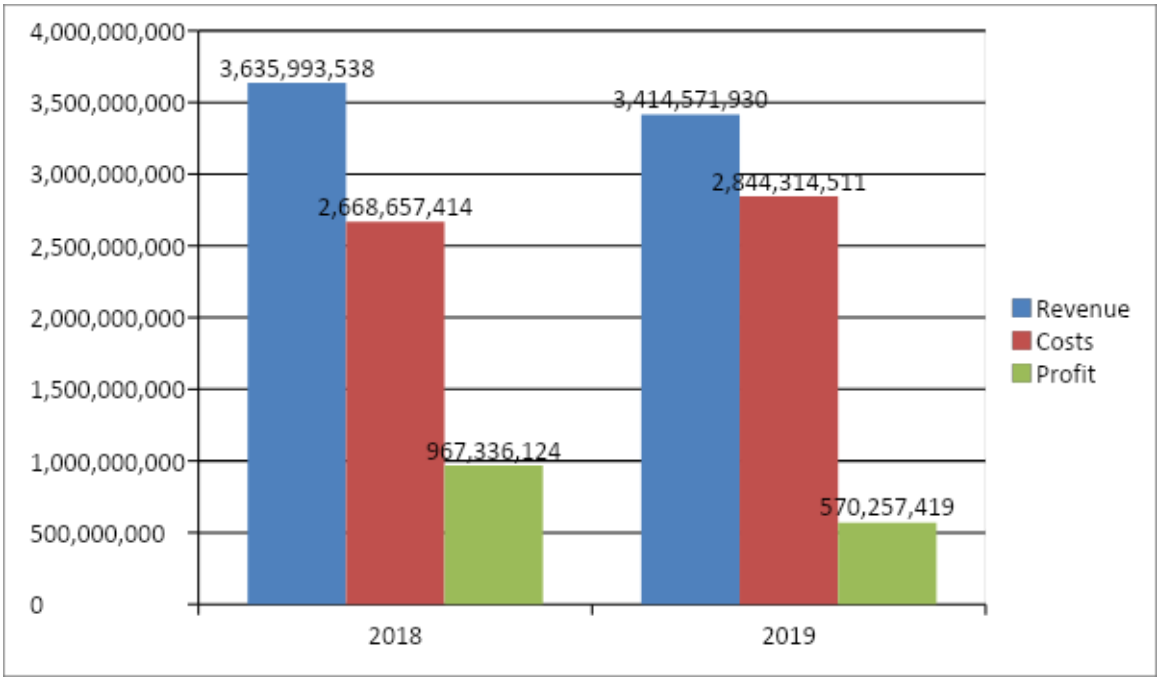


Chart 1: Business Results

(Source: accounting department)

Comments:

-Company's revenue in 2019 is 3,414,571,930 VND , revenue in 2018 is 3,635,993,538 VND . Company's revenue in 2019 compared to 6.09% reduction by 2018 equivalent to 221,421,608 VND. Because of the competition of the opponents in the industry with overall trends of strategies promoting promotions with product, promotion lasts forced the company to cut profits to survive

-Cost of 2019 2018 6.58% increase compared to the equivalent of 175,657,097 VND. Because Windsor Essex Canadian English Center must invest a large expenses to expand the scope of activities and some machinery and equipment for the Office-new branch at 455/7 CMT8 Street, Ward 13, District 10, Ho Chi Minh City.

-The company's development direction in the future: focus on improving the quality of after sales service, customer care, harnessing the good source of strong brand has a clear origin to create credibility

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III. DIGITAL MARKETING IN WINDSOR ESSEX CANADIAN ENGLISH CENTER

3.1 INTERNSHIP DESCRIPTION

3.3.1. Specific tasks / Responsibilities

Internship jobs is a marketing staff, regular phone calls advising customers of the Windsor Essex Canadian English center, quotes for customers, consulted for clients courses and faculty time arrangement for the customer

Work assignments

Internship jobs is a marketing staff, regular phone calls advising customers of the Windsor Essex Canadian English center, quotes for customers, consulted for clients courses and faculty time arrangement for the customer

Weekly schedule

Week	Activities
Week 1	- Work center shifts (the phone, counseling students on courses) - Marketing at Windsor Essex Canadian English center - Written report after each meeting
Week 2	- Learn the timetable, needs of university students about learning English - Document preparation and information consultation - Marketing at Binh Duong University and DongNai University
Week 3	- Update enrollment information for the promotion's Day 40/5-1/5 - Prepare travel posters and flyers program

Week 4	- Work center shifts (the phone, counseling students on courses) - Marketing at Windsor Essex Canadian English center - Written report after each meeting

Job description

My work at Windsor Essex Canadian English Center mainly calling customer care,

My work at Windsor Essex Canadian English Centre mainly calling customer care, Manager - Nguyen Thi Trinh has guided me the way phone calls to the client, first I must smile, bright, affable with the client. in the conversation with customers over the phone I will order to advise the client of the information on the course, first I introduced over the course of the Centre, then I will quote for each course, I talk to customers about the same customers and between courses at Colorado After the client has chosen a reasonable course, then I proceed to ask for customer information, and I see them in the Office of enrollment in English Center Colorado to expedite admissions procedures

3.2. Experience learned from tasks

• New skills acquired and skills improved

the process practice at the company gave me the following experience:

+ Confident ahead of the crowd

+ Always fun with customers

+ Customer enthusiasm and fun

+ The ability to work independently

+ Communicate better in English

+ Hard working style

+ go to work one hour and clean

+ speak softly, politely with others

• Management techniques observed

Windsor Essex Canadian English Center, the additional equipment needed for marketing, installation mountings line for easy customer phone calls about Colorado English Center

Windsor Essex Canadian English Center need to focus more marketing investment, the most important is advertising, propaganda, building appropriate fees

• Self-employed skills Classroom

+ Academic programs in the classroom seems to me to have applied at Colorado when I practice, because this is the English language training, Colorado, so a lot of people talking to each other in English, I can apply the skills learned and the fact

• Problems encountered

During practice I have not used the software in Windsor Essex Canadian English Center, it seems that this is the software that I never knew, I had to thanks to the staff of the Center for English training for Colorado.

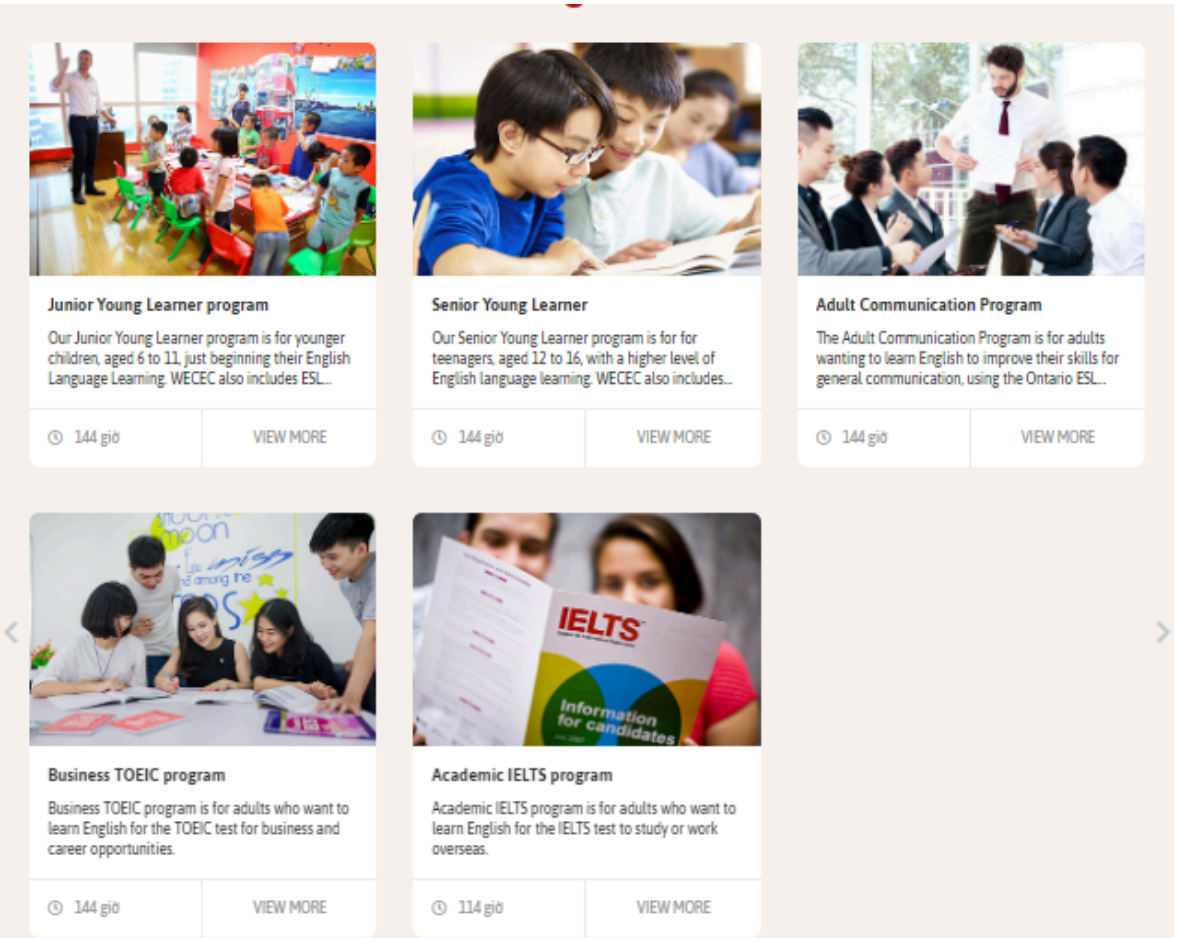
• Lesson learned

I've learned a lot from when I went to practice at Colorado English Center, such as: the ability to work independently, communicate in English better, hard working style, go make one now and clean, speak gently, politely with the client and with everyone

4 DIGITAL MARKETING IN WINDSOR ESSEX CANADIAN ENGLISH CENTER

4.1. Marketing Mix Strategy of Windsor Essex Canadian English Center

4.1.1. Product strategy:



Adult Communication Program

The Adult Communication Program is for adults wanting to learn English to improve their skills for general communication. It is a 4-level program, using Ontario curriculum teaching methodology for teaching ESL, for adult Beginners A1 to Upper-Intermediate B2 learners, and has been designed to allow student's language abilities to develop more naturally, which means students better remember what they have learned and are happier, more confident English speakers.

Regardless of whether a student is 5 years old or 50 years old, fully engaged students will always learn better. That is why our approach to learning instruction, with a modern style of English Language Learning, is devised to be both instructive and fun for students; interested students always learn faster, bored students don't!

Senior Young Learner

Our Senior Young Learner Program is for teenagers, aged 12 to 16, with a higher level of English language learning. It is a 4-level program, with content

aimed towards the Cambridge A2 Key (KET), B1 Preliminary (PET), and B2 First (FCE) test certifications, and has been designed to allow student's language abilities to develop more naturally, which means students better remember what they have learned and are happier, more confident English speakers.

With a modern style of English Language Learning, our approach to learning nstruction is devised to be both instructive and fun for students; interested students always learn faster, bored students don't!

WECEC also includes ESL instruction in Science & Mathematics. This provides students with a solid base of knowledge for possible future education in English-speaking countries.

unior Young Learner Program

Our Junior Young Learner Program is for younger children, aged 6 to 11, just beginning their English Language Learning. It is a 5-level program, with content aimed towards the Cambridge YLE Starters, Movers, and Flyers tests, and has been designed to allow student's language abilities to develop more naturally, which means students better remember what they have learned and are happier, more confident English speakers.

With a modern style of English Language Learning, our approach to learning instruction is devised to be both instructive and fun for students; interested students always learn faster, bored students don't!

WECEC also includes ESL instruction in Science & Mathematics. This provides students with a solid base of knowledge for possible future education in English-speaking countries.

Academic IELTS Program

The Academic IELTS Program is for adults who want to learn English for the IELTS test to study or work overseas. It is a 4-level program aligned to senior secondary Ontario grades, for A1-2 IELTS 3.0 to C2 IELTS 7.5 learners, and has been designed to allow student's language abilities to develop more naturally, which means students better remember what they have learned and are happier, more confident English speakers.

Regardless of whether a student is 5 years old or 50 years old, fully engaged students will always learn better. That is why our approach to learning instruction, with a modern style of English Language Learning, is devised to be both instructive and fun for students; interested students always learn faster, bored students don't!

Business TOEIC Program

The Business TOEIC Program is for adults who want to learn English for the TOEIC test for business and career opportunities. It is a 4-level program aligned to senior secondary Ontario grades, for A1-2 TOEIC 300 to C1 TOEIC 900 learners, and has been designed to allow student's language abilities to develop more naturally, which means students better remember what they have learned and are happier, more confident English speakers.

Regardless of whether a student is 5 years old or 50 years old, fully engaged students will always learn better. That is why our approach to learning instruction, with a modern style of English Language Learning, is devised to be both instructive and fun for students; interested students always learn faster, bored students don't!



4.1.2. Price strategy

Because of the strategic objectives of the center is to penetrate the market, increasing brand awareness and raise support for English proficiency of

school students should present Windsor Essex Canadian English center relatively cheaper compared to the other language centers. Students pay tuition for each course. Specifically as follows:

Course		Time to learn	Cost (VND)
Prepare for Toiec		10 weeks 60 lesson	650 000
Pre-Toiec		10 weeks 60 lesson	650 000
Toiec 250		10 weeks 60 lesson	650 000
Toiec 300		10 weeks 60 lesson	650 000
Toiec 350		10 weeks 60 lesson	650 000
Toiec 400		10 weeks 60 lesson	650 000
Toiec 450		10 weeks 60 lesson	650 000
Prep for the TOEIC	Express	5 weeks 60 lesson	840 000
	Normal	10 weeks 96 lesson	1 050 000

Tuition of the children's programs of COLORADO are intermediate and advanced levels, tuition cheaper for the competitors in Ho Chi Minh City, however in Bien Hoa city, the tuition COLORADO relatively high compared with of people lives here

4.1.3. Online Marketing

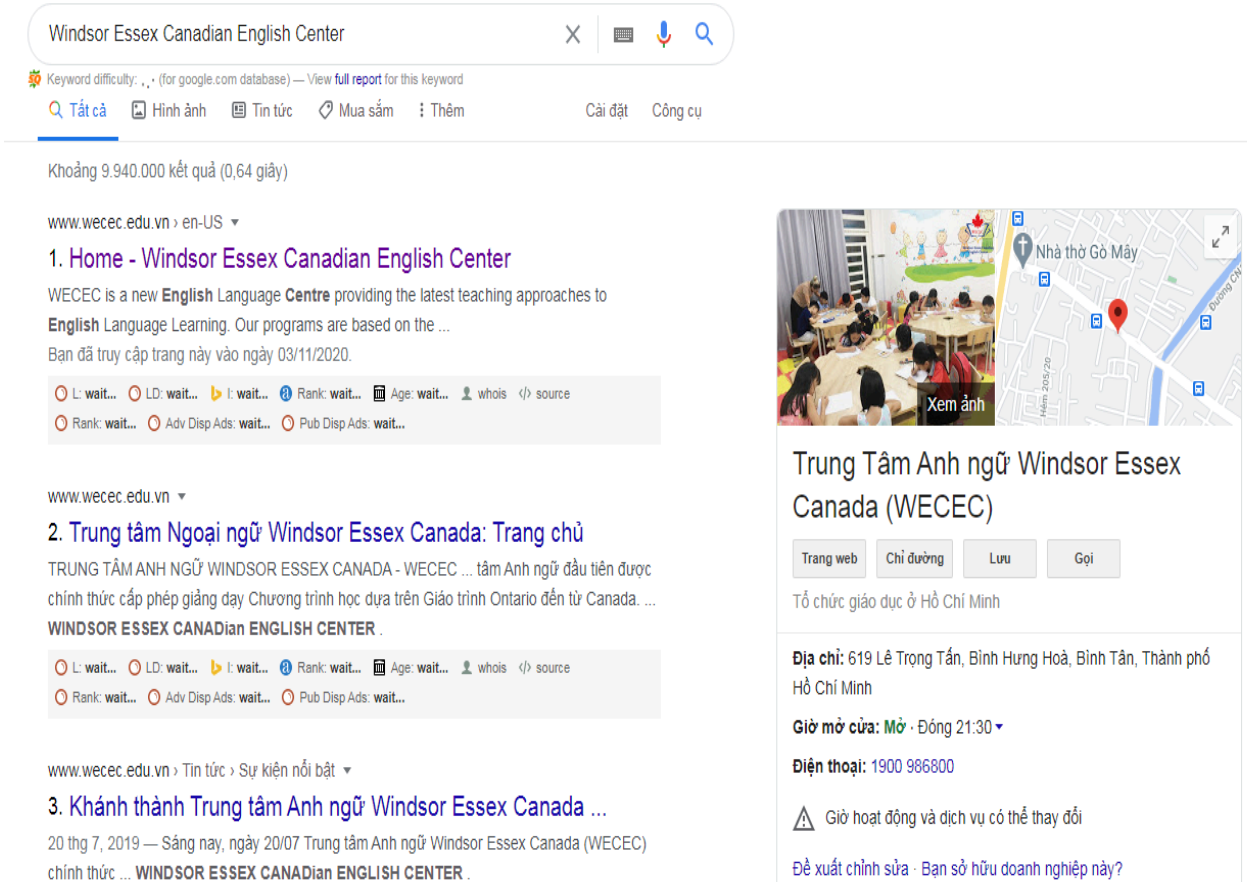
The advertising media:

Development brochure: is divided into 2 times, the first time earlier this month 2/2016, at Hochiminh City University Of Food Industry

Set 2 suites banner in the dormitory in university

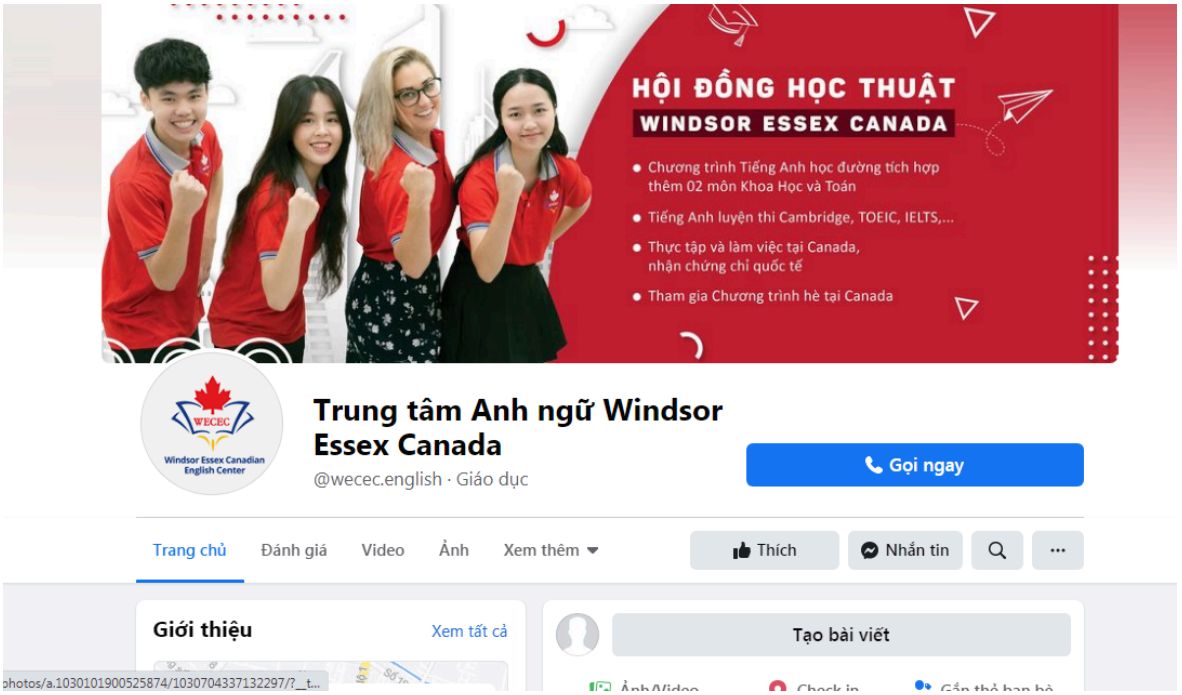
Banner on email, web classes

Google adword, google maps


Windsor Essex Canadian English Center
Keyword difficulty: , , · (for google.com database) — View full report for this keyword
Tất cả
Hình ảnh
Tin tức
Mua sắm
Thêm
Cài đặt
Công cụ
Khoảng 9.940.000 kết quả (0,64 giây)
www.wecec.edu.vn › en-US
1. Home - Windsor Essex Canadian English Center
WECEC is a new English Language Centre providing the latest teaching approaches to English Language Learning. Our programs are based on the ...
Bạn đã truy cập trang này vào ngày 03/11/2020.
L: wait... LD: wait... I: wait... Rank: wait... Age: wait... whois source
Rank: wait... Adv Disp Ads: wait... Pub Disp Ads: wait...
www.wecec.edu.vn
2. Trung tâm Ngoại ngữ Windsor Essex Canada: Trang chủ
TRUNG TÂM ANH NGỮ WINDSOR ESSEX CANADA - WECEC ... tâm Anh ngữ đầu tiên được chính thức cấp phép giảng dạy Chương trình học dựa trên Giáo trình Ontario đến từ Canada. ... WINDSOR ESSEX CANADian ENGLISH CENTER .
L: wait... LD: wait... I: wait... Rank: wait... Age: wait... whois source
Rank: wait... Adv Disp Ads: wait... Pub Disp Ads: wait...
www.wecec.edu.vn › Tin tức › Sự kiện nổi bật
3. Khánh thành Trung tâm Anh ngữ Windsor Essex Canada ...
20 thg 7, 2019 — Sáng nay, ngày 20/07 Trung tâm Anh ngữ Windsor Essex Canada (WECEC) chính thức ... WINDSOR ESSEX CANADian ENGLISH CENTER .
Xem ảnh
Nhà thờ Gò Mây
Trung Tâm Anh ngữ Windsor Essex Canada (WECEC)
Trang web
Chỉ đường
Lưu
Gọi
Tổ chức giáo dục ở Hồ Chí Minh
Địa chỉ: 619 Lê Trọng Tấn, Bình Hưng Hoà, Bình Tân, Thành phố Hồ Chí Minh
Giờ mở cửa: Mở · Đóng 21:30
Điện thoại: 1900 986800
Giờ hoạt động và dịch vụ có thể thay đổi
Đề xuất chỉnh sửa · Bạn sở hữu doanh nghiệp này?

Advertising on facebook

Advertising on the speakers at the break: it lasts about one minute



Public Relations:

Coordinate with VCLUB club, on Sunday the 2nd and 4th week of the month will organize extra-curricular sessions and workshops in English, or the contest in English.

In attendance school admissions consulting organization.

Promotion:

Give 1 language course for students

10% to 50 participants to register first

In general, evaluate marketing results is done in the form of comparisons with the marketing objectives on the basis of the following assessment

Target marketing	**Facility assessment**
To attract more students	Monthly Report and year-end deadline

Revenue growth rate 20-25%	Financial Report
Profit: USD 50 million	
The level of brand awareness: 30%	Report marketing

4.2 Recommendations

Windsor Essex Canadian English Center should expand more class object for many students, such as English communication classes, learning English online, learning english distance,..

Windsor Essex Canadian English Center should advertise the classes on means newspapers, on news websites, education

Windsor Essex Canadian English Center should expand new branches, especially in densely populated industrial area, Ho Chi Minh City is also a central market that needed to fully exploit

CONCLUSION AND RECOMMENDATIONS

CẦN HỖ TRỢ VIẾT BÀI TRỌN GÓI, ĐIỂM CAO, KB ZALO MÌNH NHÉ
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