

REVAMPING THE MARKET POSITION OF INDUS GROUP OF COLLEGES



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Abstract

The project focuses on evaluating the current online marketing platform and management system of Indus Group of Colleges, Islamabad and examines the degree to which the institute exploits online marketing opportunities and also identified the problems they are facing in their management system. Areas of improvement and advancement for institute are identified after conducting a detailed research. It highlights the growing importance of the Internet and digital widgets to conduct managerial and marketing activities for institute. In this context, a social media integration plan has been suggested to boost the institute's online presence and integrate the online management system to advance their managerial procedure and practices.

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