



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ  
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/48.....

Dated March 19/2024

Directors/Principals  
All the University Campuses, Institutes & Colleges  
Affiliated with IKG PTU

Sub: Magnik India – Joint Campus Summer Internship Drive.

Dear Sir/Madam

I K Gujral Punjab Technical University invite students of its campuses & affiliated colleges to participate in Magnik India – Joint Campus Summer Internship Drive as per the below mentioned details:-

Designation : Trainee  
Course/ Stream : MBA  
Stipend/Salary Package : Rs.12k and 5% incentive on the achievement of 60k Revenue  
Internship Duration : 06 weeks  
Job Location : Noida Sector 63 G-76  
Batch Eligible : 2025 passing out  
Selection Process : Interview

Interested students may register at the below mentioned link:-

[https://docs.google.com/forms/d/1\\_z8CHSX05sNjWHPQda\\_MrflQfdcl\\_s3GxfxtZ5vqk6U/edit](https://docs.google.com/forms/d/1_z8CHSX05sNjWHPQda_MrflQfdcl_s3GxfxtZ5vqk6U/edit)

You are requested to kindly direct the Training & Placement Officer/ Coordinator of your campus/college to share the information with the concerned students. **Last date of online registration is March 22, 2024 before 1500 hrs.**

*Date & Time of the placement drive will be informed later on.*

With profound regards,

  
Er. Navdeepak Sandhu  
Deputy Director (T&P)

**“Propelling Punjab to a prosperous Knowledge Society”**

**I.K. Gujral Punjab Technical University**  
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580, 282549  
E-mail : placements@ptu.ac.in Website : www.ptu.ac.in

## **Sales and Marketing Candidates Duties and Responsibilities:-**

- Oversee day-to-day sales, monitoring, and forecasting to better understand the market.
- Continually assess our marketing techniques and their efficacy in affecting sales.
- Stay up-to-date on current market trends
- Work collaboratively with the sales team to assess current projections
- Own ultimate responsibility for successfully meeting or exceeding sales goals
- Collaborate with the marketing team to creatively reach more potential customers
- Take calculated risks to increase profitability and brand recognition
- Work in a hands-on fashion, building the team—provide motivation and inspiration
- Set the precedent for excellence through leading by example
- Cultivate and deepen client relationships and partnerships that add value

## **Internship Project Titles:-**

- Sales Generating Strategies for Magnik India using Corporate Promotional Activities & Online Internet Marketing.
- Maintaining CRM By Studying Consumer Buying Behavior of Magazines Readers
- To Study the Potential of Social Networking Sites To Increase Business of Magnik India
- Role of E-commerce and CRM, Survey of Customer Perception, and viability of Print-magazine.
- Importance of Customer Relationship Management in the Magazine Industry.
- A Study on CRM, Role of E-Commerce, and Related Marketing Strategies.
- Students can themselves come up with project topics as well.

### **Task 1:- CRM using Magnik India**

- Amalgamation of telemarketing and digital aspects of a business.
- Learn & understand how business can be augmented on the internet.
- Get a chance to develop leadership qualities.
- Get to understand consumer behavior.
- Identifies marketing opportunities by understanding consumer requirements.

### **Task 2:- Data Analytics**

- Interns will be trained on how to analyze the real-time data sets.
- They will be provided with real-time data sets which they will be asked to analyze, visualize and come up with a recommendation

### **Task 3:- Marketing Supply Chain**

- Intern will be provided with a situation from the company along with data.
- They will be trained on how to work on concepts like Aggregate Planning, Demand Forecasting, Decision Analysis, and Network Flow Modelling

**Task 4:- social media marketing Task**

- Monitor social media for keywords and phrases.
- Curate content to share.
- Interacting with customers and dealing with customers' enquiries
- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising

**Task 5:-HR Training and Development Program(for last 7 days)**

- Understand how the HR department works. Understand the psychology involved in recruiting.
- Get practical exposure to implementing the learning of HR skills.

**Desired skills and expertise:**

- ❖ Fresh candidates are welcome. Candidates with more experience can also be considered.
- ❖ A transformative approach to leadership that inspires and empowers others
- ❖ Exceptional communication and presentation skills
- ❖ Solid computer skills and awareness of web-based marketing and social media