



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Centre for Training and Placement

Ref. No. IKGPTU/T&P/..305.....

Dated..18/July/2025

Directors/ HoD (Department of Management)
All the University Constituent Campuses
I K Gujral Punjab Technical University Jalandhar

Sub: The Social Artist - Joint Campus Internship Drive.

Respected Madam

I K Gujral Punjab Technical University invite students of its campuses to participate in The Social Artist - Joint Campus Internship Drive as per details mentioned below:-

Profiles as intern	:	Profile 1:- Sales & Marketing Intern Profile 2:- Market Research Intern (Details attached)
Course/ Stream	:	BBA & MBA
Stipend	:	10k (Performance-Based)
Duration	:	02 months
Location	:	Remote
Batch Eligible	:	2025 passed out, 2026, 2027 passing out

Interested students may register at the link mentioned below:-

https://docs.google.com/forms/d/1reo-CEFvN0mAzSqbkKVUs-s95_5V5PxSAx02nOVrdo/edit

You are requested to kindly direct the Training & Placement Faculty Coordinator of your campus/ department to share the information with the concerned students. **Last date of online registration is 21-July-25 before 1000 hrs.**

Date & time of the internship drive will be informed later on.

For any queries, you may please call the undersigned @ +91- 9478098136.

With profound regards,


Mohit Jain
Assistant Registrar (T&P)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Registrar: For kind information
3. Head (CT&P): For kind information
4. Deputy Director (T&P): For kind information
5. File

"Propelling Punjab to a prosperous Knowledge Society"

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E-mail : placements@ptu.ac.in **Website :** www.ptu.ac.in



SALES & MARKETING-INTERN

Job Description – Sales & Marketing Intern

Company: The Social Artist

Internship Duration: 2 Months (Remote)

Stipend: Up to ₹10,000 (Performance-Based)

About The Social Artist

The Social Artist is a holistic marketing agency founded by NIT Jaipur alumni, dedicated to helping brands enhance their digital presence and engagement. We specialize in branding, social media management, creative campaigns, and performance marketing, using data-driven strategies to deliver measurable results.

Role Overview

We are looking for a Intern Sales & Marketing Intern to join our dynamic team. This role offers a hands-on experience in client communication, sales training, and supporting sales management activities. If you are passionate about marketing, sales, and customer engagement, this opportunity is for you!

Key Responsibilities

- Communicate effectively with potential clients and customers.
- Provide excellent customer service and support sales operations.
- Assist in sales training and learn practical sales strategies.
- Work closely with the marketing team to develop and execute business development strategies.
- Support sales management activities and contribute to achieving business goals.

Qualifications & Skills

- Strong communication and interpersonal skills.
- Basic understanding of sales and customer service.
- Ability to work in a fast-paced team environment.
- Organizational and problem-solving skills.
- Experience in marketing or sales is a plus.
- Pursuing or completed Bachelor's/Master's degree in Marketing, Business, or a related field.

Perks & Benefits

- ✓ Performance-Based Stipend (Up to ₹10,000)
- ✓ Letter of Recommendation
- ✓ Potential Pre-Placement Offer (PPO) for outstanding performers



MARKET RESEARCH-INTERN

Job Description – Market Research Intern
Internship Duration: 2 Months (Remote)
Stipend: 10K (Based on Performance)

About The Social Artist

The Social Artist is a holistic marketing agency founded by NIT Jaipur alumni, dedicated to helping brands enhance their digital presence and engagement. We specialize in branding, social media management, creative campaigns, and performance marketing, using data-driven strategies to deliver measurable results.

Role Overview

This internship is an opportunity to gain hands-on experience in the domains of market research, B2B and D2C sales, branding, and business development. As a Market Research Intern, you will work across multiple verticals involving sales strategy, industry analysis, and brand ideation. The program is designed to help you build a foundational understanding of business processes and develop practical skills by working on live projects.

Internship Structure

Phase 1: B2B Sales Training (First 15 Days)

During this period, interns will undergo intensive training in:

- Lead generation methods
- Cold calling techniques
- Understanding B2B client behavior and sales psychology
- Building and nurturing sales pipelines

Note: Completion of one confirmed sale with an average order value of ₹2000 is mandatory to proceed to the next module.

Phase 2: Market Research, Branding & Project Development

In the second phase, interns will be exposed to:

- Conducting competitor and market research
- Learning and analyzing case studies across industries
- Understanding the principles of branding and consumer behavior
- Using tools such as Power BI to interpret data trends
- Developing and presenting an original brand/business concept based on their research and learning

Key Responsibilities

- Conduct secondary research on brand campaigns, influencer marketing trends, and competitors.
- Analyze social media strategies across Instagram, YouTube & LinkedIn.
- Maintain and update a database of potential clients and relevant market information.
- Prepare research-backed reports and presentations for internal use.
- Collaborate with cross-functional teams to align research with strategic goals.

Qualifications & Skills

- Strong communication and interpersonal skills
- Passion for sales, research, and marketing
- Ability to work independently and meet deadlines
- Basic familiarity with MS Excel, PowerPoint; knowledge of Power BI is a plus
- A problem-solving mindset with an eagerness to learn

Learning Outcomes

- Holistic understanding of B2B and D2C sales channels
- Hands-on experience with lead generation and outreach strategies
- Proficiency in market analysis, branding fundamentals, and data-driven decision-making
- End-to-end exposure to building a brand from scratch
- Confidence in presenting ideas and communicating with clients

Perks:

- ♦ Letter of Recommendation
- ♦ Hands-on experience with industry experts
- ♦ Potential for a Pre-Placement Offer (PPO) based on performance
- ♦ Power BI Certificate