



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/..345.....

Dated..22/Aug/2025

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

Sub: Rana Sugar Ltd. – Joint Campus Placement Drive.

Respected Sir/Madam

I K Gujral Punjab Technical University invite students of its Campuses to participate in Rana Sugar Ltd. – Joint Campus Placement Drive as per details mentioned below:-

Designation	:	Management Trainee – Marketing
Course/Stream	:	MBA (Marketing)
Salary Package	:	3.50 LPA (Based on qualifications and interview performance)
Job Location	:	Chandigarh (with potential travel as required)
Batch Eligible	:	2025 passed out

Preference: First Preference to Male Candidates.

Interested students may register at the link mentioned below:-

<https://docs.google.com/forms/d/1TA5BjyIRYNmAZRhSDgEKtWUn7yRRV7syc97aQKfOPA/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 25-Aug-25 before 1300 hrs.**

Date, Time & Venue of the selection process will be informed later on.

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

With profound regards,


Er. 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. DR (ITS) - To upload at University website
6. File.

"Propelling Punjab to a prosperous Knowledge Society"

I.K. Gujral Punjab Technical University

Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580

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

Key Responsibilities:-

Market Research & Analysis

- Conduct market research to identify trends, competitor activities, and customer preferences.
- Prepare reports and presentations on market insights to support decision-making.

Brand Promotion & Communication

- Assist in planning and executing promotional campaigns (online and offline).
- Support in creating marketing materials such as brochures, presentations, and digital content.

Digital Marketing Support

- Manage company's presence on digital platforms (website, social media, etc.).
- Assist in SEO, content creation, and online branding initiatives.

Customer Engagement

- Coordinate with clients, distributors, and stakeholders for feedback and relationship building.
- Participate in exhibitions, trade fairs, and promotional events.

Sales & Business Development Support

- Assist the sales team in lead generation and client acquisition.
- Track and report sales performance and marketing ROI.

Marketing Strategy Implementation

- Collaborate with the senior team to implement short-term and long-term marketing strategies.
- Work on innovative ideas to improve visibility and market share.

Skills:

- Strong knowledge of marketing principles, strategies, and tools.
- Excellent communication and presentation skills.
- Creative thinking and problem-solving ability.
- Basic knowledge of digital marketing and MS Office.
- Good interpersonal skills with a proactive attitude.

Additional Requirements:

- Willingness to work in a fast-paced corporate environment.
- Ability to coordinate with different departments and external stakeholders.
- Flexibility to travel for marketing and promotional activities when required.