



Directorate of International Affairs

GGs Indraprastha University

Sector 16-C, Dwarka, New Delhi 110 078

Ph: 011-25302126 & 127 – Email id: dia@ipu.ac.in

Ref: GGSIPU/DIA/2021/552

Dated: Feb. 12, 2021

SUMMER INTERNSHIP IN SOCIAL MEDIA MARKETING FOR THE STUDENTS OF UNIVERSITY SCHOOL OF STUDIES

The Directorate of International Affairs invites application from the interested students of University School of Studies for Summer Internship Programme during their Internship period in the area of Social Media Marketing. The scope of the internship shall include the following:

1. Lead social media marketing campaigns.
2. Develop relevant content topics to reach the University's target aspirant students.
3. Create and curate all published content (images, video and written)
4. Design, create and manage promotions and social ad campaigns
5. Create a regular publishing schedule
6. Plan a content strategy calendar to manage content and implement specific, timely marketing campaigns.

The Details of the Summer Internship are as under:

1. Number of internships : 04
2. Objective of the internship : Branding / promoting the University among the aspiring Students through Social Media Marketing
3. Period : During the Internship Period as part of the Course Curriculum of the School

The interns shall be awarded the Participation Certificate on the successful completion of their internship period.

All the Deans of University Schools of Studies are requested to kindly circulate this information to the students of their respective Schools

(Prof. Vijita Singh Aggarwal)
Director, International Affairs

Copy to:

1. All Deans, University Schools of Studies
2. AR to Hon'ble Vice-Chancellor for kind information of Hon'ble Vice Chancellor, please
3. AR to Registrar for kind information of Registrar, please
4. Head, UITS with the request to upload the notice on University Website.
5. Concerned File