

Praxis Business School OFFERS

Enhance Your Employability
with the 15-Day

Summer Internship Program in Marketing

FOR UNDERGRADUATE STUDENTS

AS PER NEP GUIDELINES
& AS PER UGC REQUIREMENT

Interactive Sessions:

Learn from industry experts and faculty.

Skill Development:

Communication, Leadership, Critical Thinking, Data Fluency.

Marketing Domain Expertise:

Dive into core marketing concepts and applications.

Hands-On Learning:

Case studies, projects, and real-world problem-solving.

What Will You Gain?

✓ Knowledge:

Deepen your understanding of marketing, including the application of GenAI in marketing.

✓ Exposure:

Learn from experts, and network work on real-world projects.

✓ Skills:

Develop in-demand skills like communication, leadership, critical thinking, and data fluency with Excel.

✓ Employability:

Strengthen your CV with a UGC-compliant certification from Praxis Business School.

Fees: Rs 1000 per student | **Date:** 19th May to 2nd June (15 days)

Santam Shome

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Register Here: <https://bit.ly/4hfh5kW>



+91-33-24980554 / +91 92304 59052



www.praxis.ac.in



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Internship Coverage:

GENERAL

Introduction to Employability Skills	Critical Thinking and Problem-Solving
Effective Communication and Collaboration	Attitude, Motivation & Leadership
Data fluency	GEN AI

MARKETING

Introduction to Marketing	Promotion
Segmentation	Marketing Research
Positioning	Marketing Analytics
Product	Branding
Price & Place	Consumer Behaviour





About Praxis:

Praxis Business School is driven by the purpose of creating resources that will lead India's transformation into the digital world.

We offer a 2-year full-time AICTE-approved PGDM (Kolkata): This program has been designed to include several components of 'digital' and offers specialization in, among others, business analytics, digital business management, data science, consumer insights & marketing, finance and HR.

The programs are designed and delivered by a faculty team of high academic pedigree and rich industry experience, in collaboration with partners from the industry. The pedagogy emphasizes critical thinking, problem-solving in real-world business situations and learning how to learn.

Praxis follows a rigorous selection process for its program to ensure a good fit between student capability, program design and desired outcomes. The campus creates a fear-free environment for learning — through dialogue, debate and doing. Praxis has clubs in all the functional domains and in the areas of quizzing, debating, and sports.

The Praxis Placement Program maps student competencies to recruitment profiles and works closely with the industry to create suitable career opportunities for its students. Praxis placement percentages have been consistently high, and the institute is proud of its strong alumni base, spread across industries and geographies.

Praxis works closely with enterprises to design robust learning solutions for them, delivered through various MDP's and customized solutions. The objective is to help train their workforce to lead and participate in their digital transformation journey.

Payment Details:

Bank Account Details:

UPI id - praxisbusinessschool@sbi

Account Number - 42683063709

SBI, Branch - Rasapunja

IFSC - SBIN0008375

Name - Praxis Business School Foundation (Current Account)



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