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PR & Marketing Internship in India

Trip Name: PR & Marketing Internship in India

Trip Code: INIM

Duration:

Key Facts

We offer many fantastic marketing opportunities, frequently at global blue-chips who are looking to cement their place in India's growing economy. While many marketing internships in the UK and USA see creative minds stifled by tedious administrative roles, these companies are hungry for your fresh, creative input.

This leads to amazing opportunities for copy-writing, penning high level communications, managing marketing strategies and meeting with blue-chip clients.



Your roles might range from creating a global video marketing campaign, sign-posting advertising strategies or writing client-ready press releases for companies like Omega and Triumph.

- Work for one of the world's biggest blue chip marketing firms
- Gain blue-chip marketing experience in a world-leading company
- Work closely with the creative and strategy teams
- Work between and with multiple development teams and projects
- Gain extensive training/experience to boost your CV

Overview

Experience/ Qualifications required: Strong degree in any subject and a keen interest in PR or marketing.

Nationalities: This programme is open to all nationalities (subject to visa requirements.)

Typical Hours: Monday-Friday; 6-8 hours per day; Occasional work at weekends but usually free for personal time and travel.

Remuneration: Unpaid position

Destination Info

Itinerary



This is an exceptional opportunity to gain experience working alongside marketing professionals in one of a number of multinational digital marketing agencies we work with. The agencies work across a range of marketing areas from high-level strategy and award-winning media to cutting edge marketing technology implementation.

Your role will depend on your prior experience and study, your interests and individual projects that are being worked on during your internship. We will tailor the experience to suit your preferences and much of this is done in an informal interview with our internship coordinators. Here is a sample of the companies we are partnered with:

- LBi
- Hill & Knowlton
- Eulogy!
- Lowe and Partners
- Vertebrend Consulting
- McCann Humancare

A sample of these companies blue-chip clients profiles include:

- Neutrogena
- Johnson & Johnson
- Sony
- Unilever Limited
- Tata Motors

You are not required to have any previous work experience. We specialize in helping people with little to no experience obtain high quality internships with highly reputable employers. Please note that a good command of the English language is essential.

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The role is perfect for university students, graduates and postgraduates, with a keen interest in marketing, PR and business development. The demonstration of previous academic strength is a requirement to be accepted onto our internship program. This will be judged from the resume you attach with your application – courses taken and grades attained will be taken into account. However, the most important characteristic is attitude – an enthusiasm to immerse yourself in new tasks within the context of a different culture to your own.



Formerly known as Bombay, Mumbai is one of the most happening cities in India. It is often referred to as the Las Vegas of India and is known as much for its outstanding and flamboyant night life as it is famous for being the most thriving and economically prosperous city of India. Mumbai is a busy metropolis, popular with tourists and expats from around the world, due in part to its energy and character, but because it's the commercial capital of India, the city is home to some of India's largest companies.

Mumbai is politically one of the most important cities in western India. It also has its own culture, traditions and festivals. The people in this part of the country speak Maratha but like a true cosmopolitan city, Mumbai is melting pot where you will find people from different parts of India living in harmony in spite of the difference in language, dress codes and food habits. English is understood and spoken by a most people, particularly in business so communication will be easy during your placement.



Step 1: Application

To apply for this internship we ask you to either call us or apply online using the link below. When you apply we

will request information on your emergency contact details, passport number and your health background and other important information. At this stage a deposit payment is requested, this deposit is non-refundable, unless your application is declined by our team in India.

- A completed application form (provided upon deposit payment)
- Current CV /resume detailing your work and study history

Note: If your internship is part of your university course, and requires accreditation this can easily be arranged. We request a letter from your tutor supporting your application for an internship.

Step 2: Telephone/Skype interview with our Internship Coordinator

Once we have your application pack we will contact you to arrange an informal interview with our internship coordinator who will be your main contact before you leave for India.

Step 3: Accepting the placement

We will send you a formal offer letter for you to sign, along with a clear summary of the types of roles you will be involved with during your internship.

Step 4: Interview with your host company

Your internship coordinator will arrange a date and time for an interview with your host company.

Step 5: Payment of full program fees and sign placement description and agreement

At this stage we will help you to organise a suitable visa to enable you to work in India.



As with any adventure in life, we believe that your internship experience will not be dictated simply by what you do, but by the people you share it with. As well as offering special deals for those of you who want to travel with friends from home, we arrange a number of opportunities for you to meet new people throughout your placement:

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On arrival in India, you will attend an orientation event, where you will receive an introduction to the local area and culture, along with the chance to meet other students starting their experience in the same place. At this orientation, you will be given a free Indian sim card so you can swap numbers and keep in touch with the people you meet.

We do our best to make sure that you travel and stay with, or near, other people on our programmes, so you immediately have a social network with whom you can explore and enjoy your new surroundings. We organise group meals and nights out throughout the course of the programme, attended by students at the start, middle and end of their placements.

We have tapped into our local networks to organise great discounts at some of the top bars and restaurants in all our locations, giving you the perfect platform to hit the best spots in town with your new friends. We host UK-based alumni events that give you a chance to catch up with familiar faces from past programmes.

On your first day we will meet you at your accommodation and take you to our offices for a detailed introduction session. During this meeting you will get to know our staff, and others on the internship programme, who will run through the following with you to ensure you get off to the best possible start;

- A session welcoming you to India
- An introduction to local customs and etiquette
- An overview of important words and expressions
- A list of key contacts and important numbers
- Maps and advice on things to see and do

An important part of the programme is the social activities so that you get to know others on the programme. Before you leave for India you will have the opportunity to join our dedicated Facebook group for students undertaking placements at similar times. We also often arrange a meet and greet drinks evening prior to you travelling. Through our local contacts and business partners in India, we are able to provide a range of social and cultural and extras. These might include:

- Group meals and nights out throughout your placement
- Group cultural excursions
- Team building and networking activities
- Discounts at bars and restaurants
- Use of gyms and exclusive clubs
- Yoga classes
- Indian cooking classes

In addition, we are able to help you find other experiences you might enjoy, and book them at the best rates.

These might include:

- Safaris
- Tickets to sporting events
- Visits to some of the top tourist destinations in Mumbai

After your programme you will have the continued contact, support and social events in India should you decide to stay on.

Accommodation

On arrival at Mumbai International Airport you will be met by one of our coordinators who will take you to your accommodation to settle in. All arranged transport is comfortable, safe and air-conditioned.

Accommodation for the duration of your placement is included in the cost of the programme. We try to ensure that students on our programmes stay with or near each other to enhance their social experience. Our standard accommodation is based on two students sharing a large twin room. All accommodation is of high quality with en suite bathrooms and Western amenities. Most include wifi, television, telephone and regular cleaning. Some locations also benefit from an on-site swimming pool, gym and restaurant. It is possible to upgrade to a single room for the duration of your stay, contact our staff for costs.

Meals

What's Included

- Marketing Internship with LBi
- Quality accommodation in Mumbai
- Airport pick up on arrival
- Meals throughout your time in India
- 24/7 emergency assistance from in-country staff
- Written pre-trip welcome pack
- Detailed welcome orientation
- Social activities with other international interns
- Visa (UK applicants only)



What's Not Included

- Flights
- Travel insurance (we can help with this)
- Transport to your workplace
- Visas
- Vaccinations
- Soft drinks and Alcohol



Is This Trip For You?

Our internships are a great way to gain experience in a competitive job market, but it also requires a proactive attitude and self motivation. Here are the requirements our partner company is looking for from interns.

- Excellent communication skills and ability to speak fluently in English
- Good business writing skills
- Able to multitask
- Keen to succeed in business development
- Be a self-starter and able to make decisions
- High level of self-motivation, ambition and determination
- Ability to client-face at high levels

Minimum Age

The minimum age for this placement is 19.

FAQs

1. ARE THESE INTERNSHIPS PAID?

Our internship opportunities in India are unpaid due to immigration laws & local norms. Interns will receive academic credit if desired.

2. WHY SHOULD I DO THIS PROGRAMME?

This program is an investment in your future and will give you a substantial advantage. International work experience will significantly aid you when searching for long term employment. You will have demonstrated the ability to think outside the box and handle another culture and language while working for a highly respected company. The above doesn't even touch on your personal development and the fun you will have!

3. WHEN IS THE DEADLINE TO APPLY?

We accept applications on a rolling admissions basis throughout the whole year. New interns start every month. Internships with specific companies generally open and fill on an ad-hoc basis but as we have partnerships with a wide range of organisations there are always top opportunities available in your field of interest.

4. WHEN WILL I KNOW WHERE I AM INTERNING?

You are in complete control of which company you will accept an offer from and be placed.

5. CAN I LIVE AT HOME OR A RELATIVE'S HOUSE AND TAKE THE HOUSING OUT OF THE COST?

We are generally unable to remove any elements from our all-inclusive programmes. The employers we work with depend and ask for this service, as it guarantees your reliability. However, if you have particular needs please do contact us.

6. WHAT HAPPENS IF I DON'T GET THE INTERNSHIP I WANT?

All students who are accepted into our program are provided guaranteed placement. This means we promise to place you in an internship, in the industry of your choice, with a company you approve of, by the start of the program or you will receive a full refund. Therefore, you have nothing to lose.

7. HOW MANY HOURS WILL I BE EXPECTED TO WORK?

Typically, participants work an average work week of no more than 40 hours. The company at which you are interning will set your work hours but the majority of internships will take place between 9 am and 5 pm.

8. WILL I RECEIVE ACADEMIC CREDIT?

All participants will receive academic credit if desired

9. WHEN SHOULD I APPLY?

You should apply at least six weeks before you wish to begin your internship in India.

Police Check

This trip requires a Police Check to be carried out - please contact us for further information on how to do this.

Support & Advice

Your safety is paramount which is why all our programs have been visited and assessments have been conducted to ensure any major risks have been minimized.

In addition, you will have access to a 24 hour emergency contact number so you can contact one of our staff at any time should you need to. In addition our overseas partners and coordinators are on hand in-country to assist you.

Financial Security

We know that the last thing you want to worry about when you're planning your trip of a lifetime is whether your money is in safe hands. As a leading global gap year provider it's our job to make sure your finances are secure, so when you book with us you can be confident that we do just that.

Real Gap Experience is part of TUI Travel Plc, one of the largest travel organisations in the world, and these days in the travel industry, large means secure.

Insurance

Whether you're traveling for two weeks or two years, trekking the Amazon in Ecuador or on safari in Africa, insurance is an essential part of your adventure and will help you enjoy your travels, secure in the knowledge that you have the protection you need. In fact, everyone traveling with us must have adequate cover before their trip begins.

Of course you are free to buy insurance from any provider, however at Real Gap Experience, we have partnered with World Nomads to offer policies that have been specifically designed to meet the needs of global travel. If you think you're already covered by an existing policy, such as those offered by credit card providers, check the policy wording very carefully to ensure it covers you for your Real Gap Experience.

For more information on travel insurance please contact us to speak to one of our travel advisors.

Money Matters

Also denoted as 'Rs' the Indian rupee is the official currency of India. The rupee is divided into 100 subunits called paise (p) but single paise coins are rarely used or found in circulation. Coins are available in denominations of 5, 10, 20, 25 and 50 paise and 1, 2 and 5 rupee coins are also available. Rupee notes come in denominations of 10, 20, 50, 100, 500 and 1000 but note that the larger notes are difficult to change outside banks. The rupee is tied to a number of currencies.

ATMs can be found in most major cities and towns but carrying cash and traveller's cheques is recommended as power cuts can leave ATMs unavailable. All major travellers cheques are widely accepted but US dollar and Pounds sterling are the most popular.

Please note that passports will always be needed when changing currency or travellers cheques.

You'll find your money goes a pretty long way if you purchase local foods and drinks.

Meal, Inexpensive Restaurant 2.25 \$

Domestic Beer (0.5 litre draught) 1.65 \$

Coke/Pepsi (0.33 litre bottle) 0.42 \$

Water (0.33 litre bottle) 0.27 \$

(Prices quoted in US Dollars)

Passports and Visas

All UK passport holders must apply for a visa before travelling to India. All other nationalities should consult their relevant embassy.

Once you have booked your trip you will be provided with further instructions and any necessary supporting documents to obtain the correct visa. Passports and visas are the responsibility of the individual traveller. The visa requirements for your trip vary depending on where you are from and where you are going. As a general rule most countries expect that you will have at least 6 months' validity on your passport beyond your intended stay. It is your responsibility to have the correct personal documents and to obtain your own visa, if one is necessary.

Cultural Considerations

Greetings

The traditional Indian greeting is to make pranaam, which involves folding your hands together in a prayer gesture in front of your chest, but without bowing. The standard Indian greeting "namaste" or "namaskar" can accompany this gesture and this combination can be used to say hello and goodbye. Female volunteers are encouraged to make pranaam to both women and men, as occasionally some Indian men use the Western tradition of handshaking as a way of making inappropriate physical contact with women. Refusing a man's outstretched hand

while making the pranaam gesture is not only appropriate but in some cases it will gain you considerable respect. Male volunteers, however, should feel comfortable in shaking hands with Indian men.

Clothing

Indians dress far more conservatively than we do here in the West. Dressing in accordance with Indian custom is one of the most effective ways to show respect to the local culture and help to eradicate certain stereotypes about Westerners that previous holidaymakers have introduced. In India clothing is not about expressing individuality but expressing group identity, such as status and religious traditions. Female Indian clothing helps to reflect and define the idea of Indian femininity. Therefore, it is best to dress in light clothes that cover your shoulders and your knees; it will prevent any unwanted attention and will protect you from the Indian sun.

Smoking, Alcohol

Smoking and drinking is acceptable in India and readily available. However, please respect other people. Smoking is not permissible in volunteer apartments or the host families' homes. Drinking is only permissible in moderation and must not impact upon any volunteer work you undertake. While we want you to have fun in your free time, antisocial behaviour will not be tolerated.

Bathroom Facilities

You will experience a range of different shower and toilet facilities. Unless you are staying in a hotel you will rarely have hot water. The cool water takes a little getting used to but I'm sure you'll find it refreshing after a hot and humid day. Toilets will be a combination of western and Asian. Remember to put all toilet tissue in the bin provided and not in the toilet.

Whilst on excursions you will notice that many places do not have a western toilet and will have a typical Asian toilet; again this is all part of the Asian culture. Also, many places do not have soap in the bathrooms. It is a good idea to take a small bottle of soap gel and keep it in your day bag. This is an antibacterial gel that you don't need to rinse off. These are available in chemists in the travel section.

Vaccinations & Health

Travel health can often be something people forget about before going away, but a little preparation and knowledge can go a long way to help you stay fit and healthy while abroad. The risks to your health whilst travelling will vary depending on your general health and the type of activities you are going to be partaking in and the length of your stay.

Since we are not medically qualified, it is recommended that you consult with your Doctor or a recognised Travel Medical Advisory Service who will assess your particular health risks before recommending vaccines and/or anti-malarial tablets and advising you on what precautions you should take.

Safety

India is not a particularly dangerous place for foreigners, but as in any strange setting, safety requires a certain degree of attention and thoughtfulness. Because Westerners are known to carry money and valuables, pickpockets

and petty thieves often target them. Especially when riding trains and buses or walking in public areas, be sure to keep a close eye on your possessions. When in transit, money, documents and other small important items should be kept on you, preferably in a pouch or money belt, as opposed to in bags or purses. Valuable technology like cameras should be carried in small bags that can be kept close at hand at all times. Remember to photocopy all your documents (insurance, passport, traveller's checks etc), and keep them in a different place than the originals. If you have credit cards, be sure to keep a copy of the information and the customer service number in case they are lost or stolen.

Various scamsters and low-level con men also target travellers in India. If you are ever in doubt about the trustworthiness of someone that is offering you assistance or services, it is best to walk away. Travellers generally stay away from the truly dangerous and violent places in India, so you need not be worried that refusing assistance or attention will result in a dangerous or unpleasant reaction. When refusing potentially shady offers, be polite but firm.

Certain areas of India are popular with Indian tourists and Indian men will often go on holiday together to escape the confines of their home lives. These men are often interested in watching Western women who behave and dress very differently to the women they are familiar with. Female volunteers occasionally experience unwanted attention.

We advise that you check your government's advice before travelling abroad. For UK, American and Australian customers please see the relevant links below;

UK: www.fco.gov.uk

USA: www.travel.state.gov

Australia: www.smartraveller.gov.au

The FCO have updated their information to recommend the following for female travellers visiting India;

"Women travellers should exercise caution when travelling in India even if they are travelling in a group. Women should use caution when travelling in India. Reported cases of sexual assault against women and young girls are increasing; recent sexual attacks against female visitors in tourist areas and cities show that foreign women are also at risk. British women have been the victims of sexual assault in Goa, Delhi, Bangalore and Rajasthan and women travellers often receive unwanted attention in the form of verbal and physical harassment by individuals or groups of men. If you are a woman travelling in India you should respect local dress codes and customs and avoid isolated areas, including beaches, when alone at any time of day. Avoid travelling alone on public transport, or in taxis or auto-rickshaws, especially at night. If you have to use a taxi, get them from hotel taxi ranks and use pre-paid taxis at airports."

ATM Theft

It is very likely that you will need to withdraw cash at some point during your travels. Please be cautious when withdrawing money from an ATM and ensure that you are vigilant of other people near the ATM, especially those that offer unsolicited assistance if your card is detained. It has been recognised that individuals are operating unlawful withdrawals by placing 'traps' in ATMs whereby personal bank cards are being detained, causing the

victim to believe their card transaction has not been completed, and leaving their bank card in the ATM which is then later retrieved by the thief.

If your card is confiscated or you are concerned that your card has been tampered with, please report immediately to the bank or cancel your card.

Language Guide

Here are some useful phrases in Hindi to remember when you get to India. We also suggest you obtain a Lonely Planet or language guide for the destination(s) you are travelling to.

Hello/Goodbye - *Namaste*

Thank you very much - *Bahut bahut shukriya*

Thank You - *Dhanyavad*

Yes - *Haan (ha)*

No - *Nahi*

So you speak English? - *Kya aap angrezi samajhte hain?*

What is your name? - *Aapka naam kya hai?*

My name is... - *Mera naam ... hai*

How are you? - *Aap kaise hain?*

Fine, and you? - *Bas ap sunaiye?*

Nice to meet you - *Aapse milkar khushii huyii*

Do you understand? - *Kya ap samjhi*

I don't understand - *Main samjha nahi*

Food & Drink

Indian food is incredibly popular in western Europe, but tasting Indian food is a bit different than the stuff produced in the Indian down the road. In this respect the food may take a little getting used to. There are also a few cultural differences that you may need to observe. People in India tend to eat without cutlery, using either their hands or pieces of chapatti. If you are dining with strict Hindus, certain behaviours are considered inappropriate, for example sharing already eaten food and eating directly from the communal bowl.

Traditional Indian cuisine involves the intricate blending of multiple herbs and spices such as ginger, garlic, saffron and cloves. Popular ingredients vary from location to location, from lamb and yoghurt in the Northern regions to seafood in the coastal regions. In the South, more vegetables are used for cooking, along with coconut and curry leaves. In fact, most of the best dishes are vegetarian, especially when you take into account the dominant religious views of India - Hindus do not eat beef and Muslims do not eat pork. In most cases, even if you do order a meat dish, you will not find that much meat actually in it.

What is classed as a curry by western culture encompasses a huge amount of dishes in India, each with its own unique beautifully blended ingredients. You are bound to find something you like. Here are a few tips regarding food and drink:

- Raw food is subject to contamination; avoid salads, uncooked vegetables, and un-pasteurised milk products such as cheese. Fruit should be self-peeled
- Undercooked and raw meat, fish and shellfish may carry intestinal pathogens
- Cooked food that has been allowed to stand for several hours at ambient temperatures should be thoroughly reheated before serving

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- Yogurt and curd are naturally safe if kept in hygienic conditions, but be careful that they contain no water, as yogurt is often diluted with water in India
- The safest food is either well cooked and hot or personally peeled fruit
- As you will generally be eating without silverware, washing your hands thoroughly before all meals is absolutely imperative.

Choosing the proper beverages is as important as choosing the proper food. In a climate like India's, regular hydration is essential, however, many beverages can be dangerous to your health. The following suggestions will help you safely quench your thirst:

- Tap water is only safe if boiled; filters and purification tablets are not 100% effective. In all cases bottled water is by far the best option. Fruit juice and ice made with un-boiled water should also be considered unsafe
- When buying bottled water, stick whenever possible to known brands and make sure the bottle has an unbroken seal. Bottled water should cost no more than 30 Rupees.
- Hot beverages like coffee and tea should be boiled fully before consumption
- Though bad for hydration, carbonated beverages (incl. beer) are generally safe
- Try to remain conscious of casual water: dishes and utensils should be thoroughly clean and dry before use; teeth should be brushed with bottled or purified water

Remember to let us know of any dietary requirements before you depart.

Public Holidays

When planning your trip, you should be aware of the major national holidays celebrated throughout the country. However, although businesses and government offices are closed on public holidays, tourist attractions and shops are almost never closed. The main impact on the tourist of these holidays is the increased competition for travel and accommodation from Indians who use long weekends to get away from the big city.

To view a list of the public holidays for India, please see the link below:

www.timeanddate.com/holidays/india/

Weather

India's climate generally has three seasons, which may vary from region to region. The hot season roughly beginning in February in the North and peaking in June can reach up to and above 45 Celsius in some areas, mostly in the centre of the country. You can expect Delhi to have temperatures at the high end of the 30's.

Monsoon season means steady rain for the whole country from the beginning of July. It stays pretty hot, and though it doesn't rain all day, it does generally rain every day. The Monsoon causes muddy conditions at best but serious flooding is also a threat. The cool season is the optimum time to travel in India, as it is not too hot and not too cool. In the winter it does get surprisingly cold in the Northern regions, whereas in the south the temperatures are beautiful.

Time

India is 5.5 hours ahead of GMT.

Electricity

Electricity in India uses 240 volts, 50Hz. If your device does not run on these rates, you'll need a voltage converter.

Outlets across India generally accept the following plug types;



Two round pins

or



Thre round pins arranged in a triangle

Trip Note Disclaimer

The information contained in this trip note has been compiled with great care and is provided in good faith. Any itinerary featured is correct at time of release. However, our itineraries may change as make improvements that result from travellers' comments, our own research or from time to time as a result of reommended travel advice.

You can rest assured that it is always our goal to provide you with the most rewarding trip and experience ever!

Our Details

If you have any questions about this trip please do not hesitate to contact us and we'll be happy to answer them.

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