



**MGM**  
**Institute of Management**  
**Aurangabad**  
**TRAINING & PLACEMENT CELL**  
**Date-April 5, 2017**

**GENERAL NOTICE - INTERNSHIP**  
**For Sem II students (With Marketing inclination)**

**For- Open Campus / Pool campus @ ZEAL ZIBACAR, /Internship @ Mumbai**

**About Live Health:**

It is a group of individuals who are passionate about building the best line of products in healthcare. Every product it is building, has a connected experience with all others that it has built. It wants to bring the eco-system experience in healthcare, where health providers and customers are connected in a single environment.

**Internship summary**

The organization is looking for dynamic, passionate individual who is keen to learn and gain healthcare industry experience. An ideal candidate will be working on marketing the LiveHealth app and the company, Depending on performance, company may offer job opportunity

**Position- Marketing Intern**

**Internship Type** Minimum 2 months full-time availability

**Educational Qualification**

- Recent graduates/undergraduates in management (MBA/PGDM) with good learning and execution ability.
- Good communication skills
- Students with technical background will be preferred

**Other requirements:**

- Willingness to go out in the field and approach customers
- Good observation skills

**Roles/Responsibilities**

- Educate the people about LiveHealth app at Labs, diagnostic centre and corporates
- Encourage/ Assist people to download LiveHealth app
- Conduct survey to know user experiences and expectations
- Weekly report preparation with measurement metrics
- Approach communities/societies/companies for Health Checkup camps
- Perform consumer behaviour research at Labs and provide actionable feedback on process/product improvements

**Allowances**

Travel & mobile bill expenses will be provided However there will be No Stipend

**Location :** Mumbai

**Internship Starting date:** 1st April 2017.

**Those who are interested, should enlist their data with their Class representatives**

<b>T &amp; P Officer</b>	<b>Director</b>
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