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| **Sector** | **Professional services / Integrated communications.** |
| **Duration** | June – July |
| **Attachment** | 6 Weeks |
| **Employers** | Baikal Communications Group |
| **Learning Objectives** | |
| **Public Relations**   * Gain hands-on experience through public relations activities (from developing communication strategy to its implementation) * Gain a working knowledge in various agency’s services such as public affairs, marketing and digital technologies * Experience the Russian working culture in order to broaden horizons, improve on work ethics and enhance communication skills   We will involve interns into our team to make them a part of our agency culture. Our programme aimed at teaching the next generation of practitioners with a deep professional knowledge. We look forward to working together with three enthusiastic students. | |
| **Job Description** | |
| **Roles & Responsibilities**  Interns are expected to:   * Assist in mass media monitoring and participate in providing analytical reports to clients * Participate in developing communications tactics and marketing strategies * Conduct various researches according to agency’s current tasks * Case study development and prospective agency research * Coordinate real projects related to the Asian market | |