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INSTITUTE OF MANAGEMENT

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FINAL REPORT

SUMMER INTERNSHIP PROJECT



GETMYUNI

GETMYUNI EDUCATION PVT. LTD.

SUBMITTED BY

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PROJECT TITLE: Digital Marketing – Content Marketing and SEO

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FACULTY GUIDE: Prof. Tripurasundari Joshi

ACKNOWLEDGEMENTS

GetMyUni presented the perfect internship opportunity for any Marketing student. It opened doors to a new world - full of brainstorming, creativity and technical avenues not explored previously. I consider myself lucky to have been given this opportunity. I would first and foremost like to thank GetMyUni, for providing me with this opportunity, the experience gained there will prove to be truly useful in guiding me in any future roles.

I would like to thank Ms Barathi Muthu, Senior Content Specialist and mentor at GetMyUni, for taking me under her wing despite her busy schedule and for guiding me. Without her guidance and help, I wouldn't have learned as much as I have, and wouldn't have gained as much exposure. A special thanks are in order for Mr Vyshnav Achyuthan, Junior Content Specialist, who has been an exceptional team leader and an equally proficient teacher and instructor for the duration of the two-month internship.

I would like to extend the most profound feeling of appreciation to each employee of GetMyUni for their leadership and valuable directions which were remarkably important for my project both practically and theoretically I see as this open done as a major achievement in my vocation advancement. I will endeavour to utilize picked up aptitudes and information in the most ideal manner, and I will keep on working in their improvement, to accomplish wanted profession targets

DECLARATION

I, Prachi Ajay Arora, hereby declare that this project titled "Digital Marketing – Content Marketing and SEO" submitted at Institute of Management, Nirma University is an original work done by me under the guidance of Ms. Barathi Muthu and Prof. Tripurasundari Joshi my faculty coordinator.

This project work is submitted in the partial fulfilment of the requirements for the award of the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

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EXECUTIVE SUMMARY

The project enclosed details the summer internship experience, learnings and skill development at GetMyUni Education Ltd. The internship was for a period of two months, lasting from May 1st to July 1st, where the core areas of the internship were in the field of content marketing. As a content intern, during the course of the internship, I worked in the domains of

- Content Creation
- Content Updating
- Content Restructuring
- Search Engine Optimization

In the span of the internship, I have been actively involved in

- secondary research,
- verifying information
- presenting information as lucidly as possible
- delivering content that was factual, informative and engaging.

The internship gave me the opportunity to create approximately 45 articles from scratch, from concept and structure to the final product. In this duration I have also been involved in modifying existing content on the site for upwards of 20 articles. This internship has given me the opportunity to work and create content for a website that works to educate students about the right course and career options for them. The experience has been enriching and valuable in providing me with the tools needed to groom myself for the corporate world.

EDUCATION TECHNOLOGY SECTOR

The worldwide education technology market was estimated at USD 89.49 billion in 2020, with a compound annual growth rate (CAGR) of 19.9% predicted between 2021 and 2028. Digital technology has the potential to expand educational opportunities.

Education technology (EdTech) solutions are predicted to evolve in tandem with breakthroughs in cutting-edge technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR), and will play a vital role in market growth. The use of AR and VR in EdTech solutions allows students to have a more participatory experience. In 2020, the business sector dominated the market, accounting for roughly 69 percent of worldwide revenue. The high percentage may be ascribed to an increase in collaborations between EdTech companies, educational institutions, and content creators to offer major prospects for the digital education industry.

According to statistics from the Indian Private Equity and Venture Capital Association (IVCA) and PGA Labs, Indian EdTech businesses would get a total investment of \$2.22 billion in 2020, up from \$553 million in 2019. In 2020, at least 92 participants got money, with 61 of them receiving seed financing.

The highest proportion (\$1.98 billion) went to K-12 and Test Preparation firms, followed by Continued Learning (\$142 million), Higher Education (\$84 million), Pre- K (\$12 million), and B2B Edtech firms (\$7 million).

CAREER GUIDANCE IN THE EDTECH SPACE

Career counsellors are knowledgeable paraprofessionals, with some holding PhD degrees. They are educated professionals who use scientific and experience psychological evaluation techniques to better understand a child's thinking.

This is done with the purpose of encouraging and developing awareness of children's own selves in order to help them achieve their professional objectives in life (explore themselves, recognise personal strengths & finally select potential career areas).

At a young age, it is critical for a kid to acquire and experience the numerous abilities that are available to her. This early understanding will help her manage her job more effectively later on.

According to a research conducted by Korn Ferry (an organisational consulting business), India would have an 85.2 million worker skill shortage by 2030. The financial services, technology, media, and telecommunications industries will be the most affected. According to the same research, India would have a skilled labour surplus of 245.3 million employees by 2030.

The Great Indian Talent Conundrum is referred to as GITC or the Great Indian Talent Conundrum by PeopleStrong's India Skills Report and the CII (Confederation of Indian Industry).

The referenced research also states unequivocally that if India does not produce enough employment and its employees are not sufficiently equipped for those positions, the country's demographic dividend may become a burden. How can we possibly consider preparing a workforce when our enrolment ratios and drop-out rates are so high?

In terms of career advice services in the nation, there is no defined structure.

Young people are confronting an increasingly competitive employment market

1. Choice has become an important part of the education system today. As elaborated in the paragraphs above, it is extremely crucial to map available talents to the industries that need them.
2. Career consulting services by experienced & adequately equipped career guidance experts gives all students from all backgrounds. the freedom & opportunity to pursue disciplines which best suit their aspirations and talents
3. It is critical that these young people as well as their guardians are sufficiently informed about the potential of life-changing career decisions and the positive ways they can influence their future working lives.
4. And in the process helping students to acquire the knowledge strengths and attitudes enabling them to take advantage of the opportunities and liberties that solid education brings, and helps shape personal capacities to make contributions to the society positively.

FUTURE PROSPECTS

The government is increasingly focused on education, with budgetary allocations increasing from \$ 11.3 billion in 2018-19 to \$13.2 billion in 2020-21. The lockdown enforced due to the emergence of COVID-19 has sparked a surge in demand for educational technology in India.

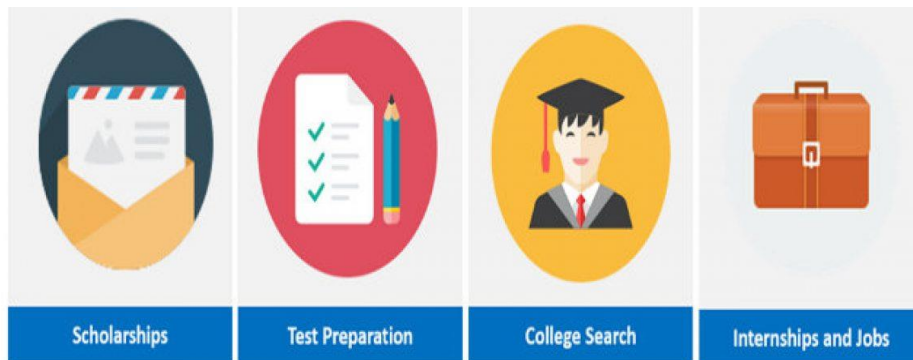
EdTech platforms are an excellent way for professionals to improve their skills. They open up higher education and vocational/technical training to students and professionals from all walks of life.

Some of the trends that are catching on in the EdTech space rapidly are:

- Learning Experience Platforms
- Big Data and Artificial Intelligence
- Phygital Learning (Physical + Digital)
- Video-based Learning
- Personalised Learning Experiences

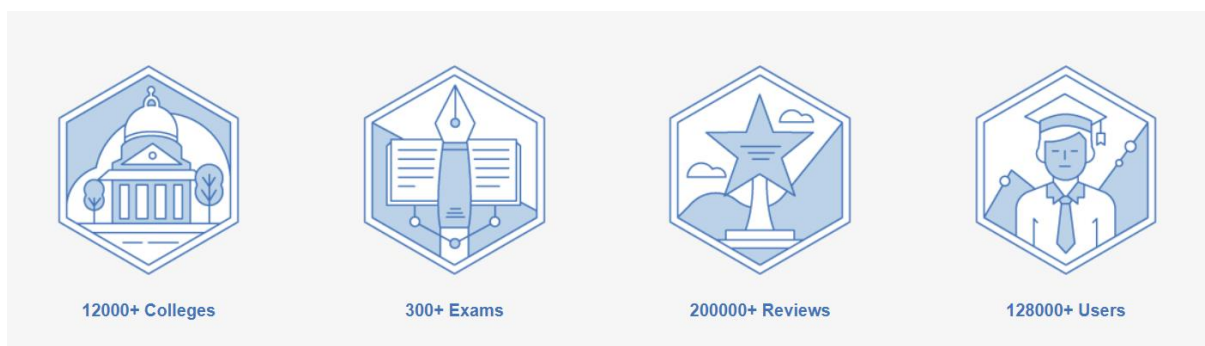
The digitalization of educational institutions and learning ecosystems, continuous learning for employability and professional career progression, and student-lifecycle services such as student housing and Fintech in education, according to Vaibhav Tamrakar, Vice President at PGA Labs, are some of the whitespaces where the next EdTech unicorn might emerge from India in the next decade.

GETMYUNI EDUCATION PVT LTD.



GetMyUni is a TimesInternet backed start-up that helps students choose the right college or university, pick the best career options and gives them all the knowledge needed to decide the best career path for them. Established in 2014 by Hardik Thakkar and Upneet Grover, the organization aimed to give students information about colleges, universities, courses, and career paths, all under one domain. They had previously been employed at Infosys before taking the jump into the world of start-ups.

GetMyUni is primarily available online with their massive website www.getmyuni.com and is one of the fastest content creating websites which provides students a blueprint for their career paths and all possible options that they could explore. Since their inception, GetMyUni has grown to cater to nearly 10 million users monthly, helping them solve queries and build successful career paths.



MISSION STATEMENT

“GetMyUni ambitiously aims to remove hurdles and aspires to be a catalyst in providing an online boutique for students who want to pursue their dream career by helping them make the right academic choices.”

WHAT DOES GETMYUNI OFFER?

GetMyUni is a portal to comprehensive information on colleges, courses, forums, student-driven reviews and ratings, as well as an interactive platform for students to learn more about a college or university.

GetMyUni keeps students and parents informed about the most recent news and information about their desired colleges, exams, courses, and other topics. The firm regularly engages with students and helps them make better career selections.

On the other hand, GetMyUni generates its revenue by offering high quality leads to colleges. It also offers targeted advertising solutions to educational institutes [colleges, universities, coaching centres, etc] on its website. The web traffic is a solid indicator of the website’s online popularity and is a helpful advertising tool for institutes that would like students to enrol in their institutes for their specific courses.

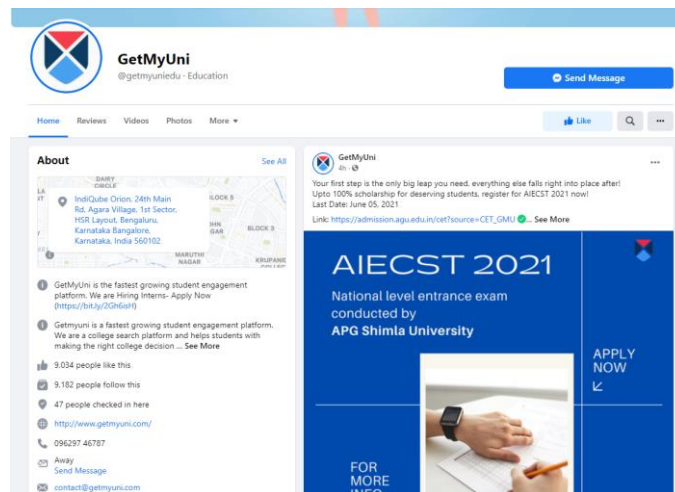
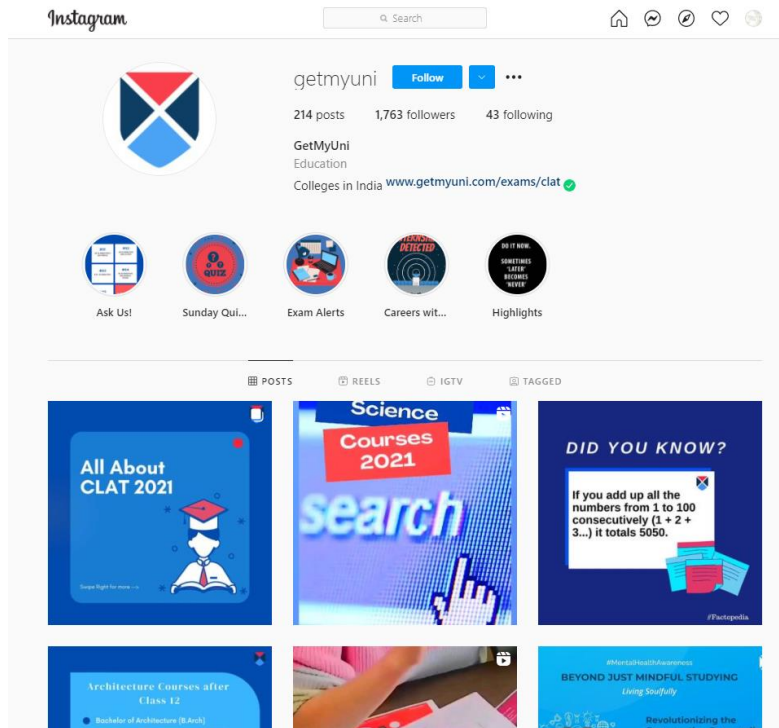
SERVICES

GetMyUni lists the following services to students on their website:

- Colleges
- Admission Processes
- Study Abroad
- Courses
- Exams
- Boards
- Resources
- Student Reviews
- News

ONLINE PRESENCE OF GETMYUNI

GetMyUni is a web-based platform. It has over 10 million users monthly on the website, seeking information about various colleges and the courses offered by the universities. The company also has presence on social media sites such as Instagram and Facebook.



COMPETITORS

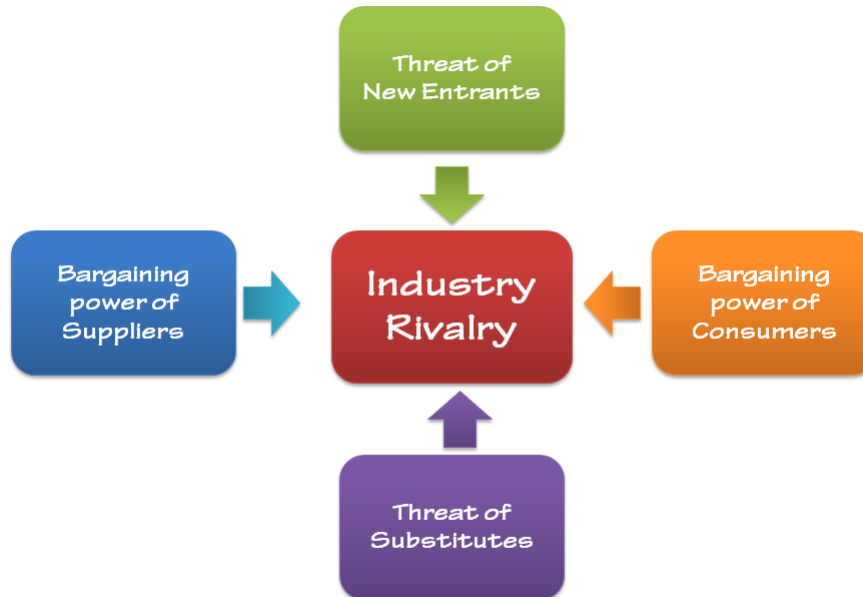
Similar to GetMyUni, there are other companies in this space as well that can be considered as competitors for the company. Some of the most popular ones are:

- Careers360
- CollegeDekho
- UpGrad
- CollegeBol
- UniVariety
- CollegeSearch
- CollegeDuniya
- Shiksha

PORTER'S FIVE FORCES MODEL

The Porter's Five Forces Model identifies and analyses the five competitive forces that shape every industry and helps to determine the weakness and strengths of an industry. It is often used to identify the corporate landscape and thus determine corporate strategy.

The five forces model appears like this:



The Five Forces determine how profitable an industry is and where are the biggest threats for any company in their business. We analyse them in detail below:

THREAT OF SUBSTITUTION

There are many competitors providing the same services as GetMyUni, such as Careers360, MBAUniverse, CollegeDekho, etc. All these sites have similar information on the same topics. Customers (or in the case of websites, viewers) pay no cost to switch from one website to the other, and thus it is easy for them to be substituted. Loyalty to a particular website is very low. From the traffic these websites generate, it can be seen that GetMyUni faces **strong threats of substitution**.

THREAT OF NEW ENTRANTS

To launch a new website, is not very challenging in the present times with the high availability of engineers available. There is also no lack of content writers. This makes building a website and content creation easy for anyone trying to enter the market. The only barriers the new entrants face is in the form of garnering a workforce. This can also be overcome, which makes this industry easy to enter. Thus, there is **high threat of new entrants**.

BUYER POWER

The revenue model focuses on providing verified student leads to colleges that are listed on their website. There are upwards of 40,000 colleges registered on GetMyUni, and the data provided by the site is helpful for colleges to advertise their admissions and courses. However, there are other sources for colleges to acquire similar data, and they may also rely on their own sources to integrate this data on the backend. This may not be feasible for all colleges though, and thus **power of buyers** may be considered as **moderate**.

SUPPLIER POWER

In view of their revenue model, the suppliers of information are the students who contribute content and reviews to their website. There is a high availability of the suppliers and none have the capacity to influence their business significantly. GetMyUni faces **low level of threat from suppliers**.

INDUSTRY RIVALRY

There is high demand in the market for the services offered by GetMyUni, as they have information about all forms of education courses and colleges. However, with a large number of companies, there is high competition in this space. Website visitors and viewers have low loyalty, and face no costs in switching to competitor's websites. The services provided by GetMyUni and other platforms are weakly differentiated and hence there is **highly competitive rivalry** in the market.

This analysis makes the industry moderately profitable, with high level of competition.

METHODOLOGY

Participant Observation – Ethnographic Research

Ethnographic research is a type of qualitative research in which researchers watch and/or engage with study participants in their natural surroundings. Anthropology popularised ethnography, although it is now utilised in a variety of social sciences.

Ethnography is used to enhance a designer's better understanding of the design challenge – including the relevant domain, audience(s), processes, goals, and context(s) of use – in the fields of usability, user-centred design, and service design.

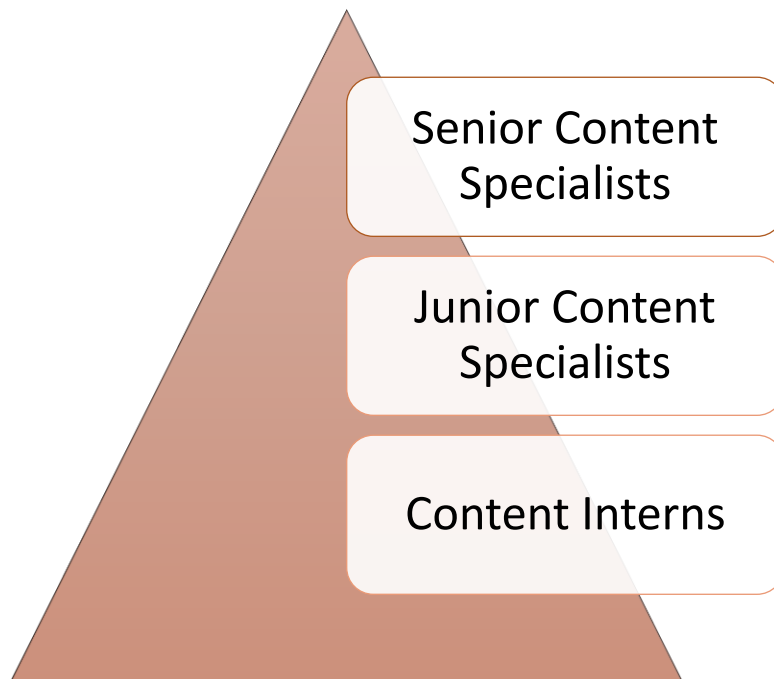
For user-centred initiatives, short ethnographic investigations can be quite beneficial.

Participant observation, interviews, and surveys are some of the individual approaches accessible in an anthropological research. All of these ethnographic approaches can help you acquire a better knowledge of a design issue. These are frequently used by usability practitioners to gain a better knowledge of the relevant domain, audience(s), procedures, goals, and context(s) of usage.

Participant observation is a qualitative research approach in which the researcher not only observes but also actively participates in the study participants' activities. This necessitates the researcher being immersed in the surroundings of the participants while simultaneously taking objective notes on what is going on. The majority of researchers who perform participant observations take on the role that they want to explore.

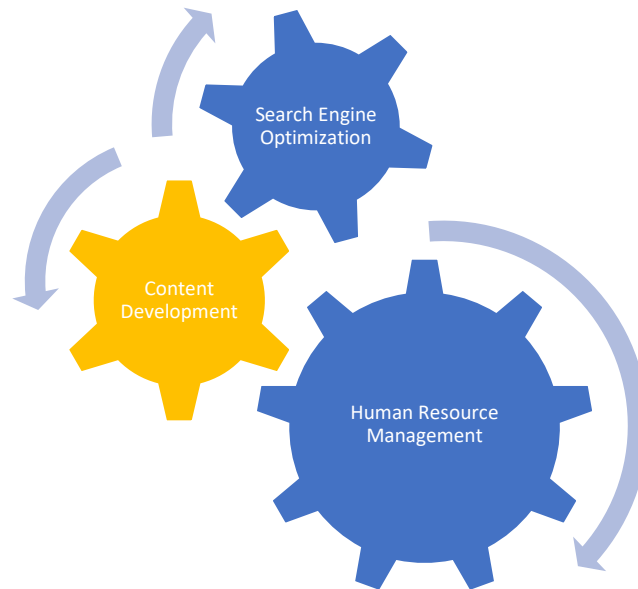
THE TEAM AT GETMYUNI

As a Summer Intern, the hierarchy that I was concerned with essentially spanned across two domain teams of Content and Search Engine Optimization. Both teams work in tandem to produce high quality content that is beneficial to college students and professionals in higher education as well. The Content Team was further following a hierarchy of



All communication had to be sent through the same channel upwards or downwards. As a Content Intern, my responsibility was to report to the Junior Content Specialist Vyshnav Achyuthan. The collective responsibility of the interns and the Junior Content Specialist fell on Senior Content Specialist Barathi Muthu who has the Organisation Guide from GetMyUni for the course of the Summer Internship Project.

INTERACTIONS ACROSS DEPARTMENTS



Our work is also closely associated with the SEO team, for which our person of contact is Hemanth Kumar, Head of SEO Team. The SEO team provides Content Writers with the best keywords to use for each article written, with the search volume of each keyword. They also work on the backend of the website to create backlinks and optimize the content for better readability. Another facet of the SEO team is to monitor the rankings of the page on search engines like Google and find methods to create content that is better received than those of the competitors.

All the work from the organization is assigned through their HR team. The stipend of the course of the internship and applications for leave are all managed by the Human Resource Management Team at GetMyUni. The company offers two paid leaves each month and a stipend of INR 6,000 per month for our job description. The HR department also logs in daily attendance in a short call every morning. Team leads across the company and their interns join the call and set their targets for the day. At the end of the day, team leads report back to the HR about their progress and whether targets have been met. Interns track their progress on a common Google Sheet where each day's progress is tracked after the working day is over.

The working day is categorized in the following forms:

- Meetings
- Briefings
- Content Creation

- Content Restructuring
- Backend Updating
- Team Building Exercises
- Skill Development Training
- Feedback Meetings

WORK PROFILE

As a content writer, daily tasks always included a large proportion of creating content from scratch for the website. As a website focusing on career development of students, GetMyUni provides students comprehensive knowledge of all possible courses and career paths in a particular subject. The main emphasis during the course of the internship was on creating comparative articles between two closely aligned courses, or possible course options students can opt for, such as BBA and BCom, or B. Tech and B.E.

Content Creation

The courses are compared on several parameters which help the students find the appropriate course for them, including their passions and interest levels.

These parameters are:

- Course Highlights
- Eligibility Requirements
- Benefits of Each Course
- Job Prospects
- Salary Scope
- Top Colleges for Each Course
- Which Course Would be Better for Students?

The in the domain of content creation, interns are expected to turn in at least one article each day, ranging between 1500-2000 words. This article was curated by secondary research methods. The first step to creating content was to do a competitor analysis. Websites such as CollegeDekho, Careers360 and UpGrad were some of the most credible sites with quality content, which was studied carefully, analysed and then repurposed for the GetMyUni website. This content was then framed to fit the format provided by the SEO team.

Content Keywords and Search Engine Optimization

After approval on the format, the content was then created to include as many keywords as possible without stuffing to optimize the SEO rankings. Keywords are essentially indicative words that specify what a webpage is about. These keywords are insightful to search engines that help explain what the content on a page is about. The higher the frequency of the keyword, the higher the likelihood that the content would rank better on search engines. This however, does not imply that adding the keywords without meaningful content would be helpful. The search engine algorithms are highly complex and consider multiple factors before ranking pages. The SEO team provides the Content team with keywords relevant to a topic along with the search volume of each keyword. The search volumes help assign value to each keyword, and the higher value of search equals higher necessity to include it in the article. The primary keyword, which has the highest search volume must be included within the first paragraph itself to index higher in the algorithm while searching.

Quality Control

The content undergoes three levels of content quality checking before progressing forward. At the first level, the content undergoes checking for plagiarism and grammar. This checking is done by the intern themselves, who attach these reports to the document before sending it further for processing. The company relies on Grammarly and PrePostSEO for the checking. One drawback of these websites is that they provide limited functionality in their free models and the company does not provide the premium/paid versions of these applications for interns to effectively check the data.

The second level of Quality Control is managed by Junior Content Specialists, who in my case was Mr. Vyshnav Achyutan. He would suggest edits on a deeper level, including structural edits, improvements and key points that are missed in the area of content creating. Once the corrections are made and approved by Vyshnav, the content is sent ahead for a second level of quality control to a Senior Content Specialist – Ms. Barathi Muthu. The third level of quality control finds errors in the factual accuracy of the content, tone and delivery. This helps to create credible as well as user friendly content.

Content Restructuring

The content landscape is incredibly dynamic and constantly keeps evolving. Content that ranks well on one day may not rank well the next day itself. This means that the existing content on the website must be constantly updated and restructured to fit the current trends and requirements of the algorithm. Content Restructuring also undergoes various levels of quality control, even more so on pages that are already live and changes get automatically published.

Backend Updating

After content is being optimally approved by seniors SEO team, it is ready to be uploaded on the backend of the website. Interns have their own Author pages which they can use to publish the works they have created. The backend work is uploaded by the interns and formatted with the help of tools provided in the application itself. The content must be formatted well to ensure that all headers are placed under the correct HTML code and tables must be formatted to create a pristine impression on the frontend of the website.

Table of contents

- [Key Highlights](#)
- [Overview](#)
- [Eligibility](#)
- [Benefits of Pursuing](#)
- [Specializations](#)
- [Job Opportunities](#)
- [Salary](#)
- [Higher Studies](#)
- [Top Colleges](#)
- [Which One to Choose?](#)

The Table of Contents is also formatted in the HTML too. The quick links are created between the table of contents and each header. The user can click directly on the heading they would like to read about and be automatically scrolled down to the relevant content. This is also the work of the Content Writers.

Another aspect of updating work online is to create content that is leading forward to other product pages on GetMyUni. For instance, when an article is published on courses after science stream in class 12, the article makes references to all specializations in BSc or all medical courses.

The various specializations under BSc are:

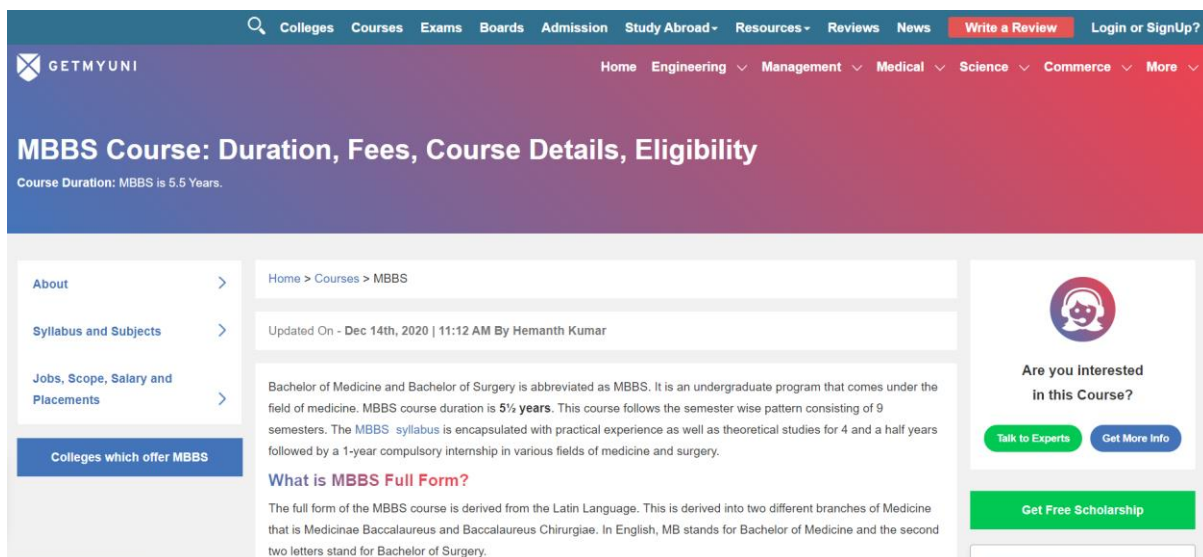
- > [BSc Botany](#)
- > [BSc Zoology](#)
- > [BSc Mathematics](#)
- > [BSc Chemistry](#)
- > [BSc Physics](#)
- > [BSc Biology](#)
- > [BSc Environmental Science](#)
- > [BSc Nutrition and Dietetics](#)
- > [BSc Information Technology](#)
- > [BSc Psychology](#)
- > [BSc Aviation](#)

MBBS

MBBS is a 5.5-year undergraduate course in the field of medicine. Candidates get a thorough understanding of the human anatomy via theory, hands-on experience dissecting bodies, and observation of many sorts of procedures. The course covers fundamental topics such as human anatomy, physiology, and other topics. The course provides comprehensive knowledge of numerous and common diseases/health disorders of the human body, as well as surgical/medicinal procedures for analysing and operating on them. Because of the significant increase in hospital numbers around the country, graduates of this degree will have plenty of work options.

Read more about [MBBS](#)

The link on MBBS leads to the product page on MBBS, where there are major ad placements, leads are generated and their revenues are built.



The screenshot shows the GetMyUni website interface. At the top, there is a navigation bar with links for 'Colleges', 'Courses', 'Exams', 'Boards', 'Admission', 'Study Abroad', 'Resources', 'Reviews', 'News', 'Write a Review', and 'Login or SignUp?'. Below the navigation bar, the main heading reads 'MBBS Course: Duration, Fees, Course Details, Eligibility'. Underneath the heading, it states 'Course Duration: MBBS is 5.5 Years.' The page is divided into a sidebar on the left and a main content area. The sidebar contains links for 'About', 'Syllabus and Subjects', 'Jobs, Scope, Salary and Placements', and 'Colleges which offer MBBS'. The main content area features a breadcrumb trail 'Home > Courses > MBBS', an update date 'Updated On - Dec 14th, 2020 | 11:12 AM By Hemanth Kumar', and a detailed description of the MBBS program. The description states that MBBS is an undergraduate program consisting of 9 semesters, with 4 and a half years of theoretical studies followed by a 1-year compulsory internship. A section titled 'What is MBBS Full Form?' explains that MBBS is derived from the Latin language, with 'MB' standing for Bachelor of Medicine and 'BS' for Bachelor of Surgery. On the right side of the page, there is a sidebar with a circular icon of a person, the text 'Are you interested in this Course?', and three buttons: 'Talk to Experts', 'Get More Info', and 'Get Free Scholarship'.

These strategic linkages are created and placed in a way that students, aspirants and web surfers create longer sessions on the GetMyUni website, making it appear a more reliable source of information to search engines. This work is also assigned to more experienced content writers in the company.

ADDITIONAL DEVELOPMENT

GetMyUni also conducted several activities for building corporate competencies in the interns. This included regular training calls with the respective team leads, team building exercises, individual feedback sessions and guest lectures from various experts in the field.

Training with Team Leaders

Senior Team Leaders conducted special sessions for overall development of the students in the form of corporate training. There were sessions on business communication and workplace boundaries which helped interns understand how to navigate tricky situations at the workplace. There was also consideration provided to the online conversation channels and the appropriate ways to utilize these channels as interns and employees.

Team Building Exercise

Cross department interns were encouraged to interact with games and small team building exercises. This helped students unwind after a long week and provided them with a creative outlet.

Sessions by Experts

During the course of two months, GetMyUni has brought value enrichment lessons for their employees and interns by calling experts in the field to have a presentation and conversation. There was one lesson on mindfulness for a good work-life balance and one session on digital marketing and growth hacking. Both sessions were extremely enlightening and helpful in pointing students to the right direction in their career growth.

LEARNINGS

In the course of two months, the learning experience at GetMyUni has been immensely enriching. Each day, interns learn something new and are faced with different challenges. Even though the internship is completely based on a work from home model, interactions with the content specialists, Vyshnav and Barathi have been very insightful and valuable. The experience so far has helped me to understand how to:

- Find relevant secondary data for research
- Verify secondary data
- Separate factual information from 'filler' content
- Understand the demographics of the audience
- Create content that is user-friendly and interactive
- Plan and schedule content ahead of time
- Use a professional tone and write in technical settings
- Create factual content that is easy to read but engages the reader
- Understanding Search Engine Optimization
- Implementing SEO best practices to improve page rankings

In the area of soft skills, I have gained very valuable experience in a corporate environment which includes:

- Working in a team
- Interacting across verticals
- Business related formal communications
- Working under strict deadlines
- Taking constructive criticism

SUGGESTIONS

GetMyUni was my first experience in a corporate environment that has brought forth various opportunities for growth and personal development as well. The company opened new avenues for me to explore, for which I will be grateful. However, as a future manager, I couldn't help but notice certain areas where the company was lacking the perfect environment conducive to corporate success, and would like to highlight those here.

Structure

- The company does not follow the hierarchical structure very seriously. This often meant that juniors were overriding decisions taken by the seniors and caused chaos during quality control phases.
- As interns, we were often confused which senior to report too and whether something had to be corrected by another team or not before uploading.
- Work assigned could be structured better to include the breaks provided by the company itself. Interns often worked throughout lunch and tea breaks as well in order to meet daily targets. Even after concerns were raised, the company could not accommodate these breaks or assign work accordingly.

Communication

- Answers by senior managers and team leads were vague and often far more confusing than the original intent of the question.
- The team relied on Google Hangouts and Google Meet for communication purposes, which have limited functionality and created reasons for many miscommunications.
- Many things got lost in translation as team leads would often start speaking in Kannada and confuse the interns even more when they were unable to explain a concept in English or Hindi.
- There was a clear lack of direction in terms of content formatting, which made interns often work on the same article for many days straight.

Content Specific Concerns

- Content writers were supposed to get their content checked and approved by a free software named Grammarly. Grammarly has a free and a premium version, of which it is highly necessary for content writers to have the premium version in order to create engaging pieces of work. This was neither provided by the company nor were interns suggested to use it. Moreover, a simple analysis of the features of such writing softwares would explain how a free version of ProWritingAid would be a better tool for the purposes. Despite being brought up on multiple occasions, the status quo was preferred. The company is highly hesitant and resistant to even the smallest of changes.
- Another concern that was mentioned as a content writer was the stifling of creative expression in writing. Despite content following all the set guidelines, it was remoulded and altered till it was as non-engaging as it could sound, removing all scopes of any creative expressions. This made the job monotonous, unfulfilling and mind numbing.
- There were no variations in the type of content pieces that were to be written. All articles followed a rigid structure and format, which made the job unfulfilling.

For the following issues, the suggestions are as follows:

- Feedback is a two-way street. Employees at GetMyUni must also take and process feedback from interns. This would be immensely helpful in improving the existing processes and increasing efficiency.
- The Status Quo needs change. The employees at GetMyUni are very rigid in their approach to the content and rely on methods that may not be up to the current market trends. Suggestions are often rejected in favour of traditional methods, and there is active pushback against any new method or application which would make work easier.
- Creative autonomy must be exercised. As content writers having undergone training for two months, it was apparent that the work we put out was exemplary with little to no suggestions in the way of quality control by the time the internship was coming to an end. Yet content writers were stifled with more rules and even more scrutiny from members of other teams whose views may not contribute to the success of an article and in fact may be detrimental.
- A channel of communication must be clearly defined. Interns must know whom to report to and what needs to be communicated to which person in the organization. This would make work more efficient and decrease the idle time when interns are waiting for responses from team leads.

SAMPLE ARTICLE

Which course is superior, **B.Arch vs B.Des**? Students from all over the country who wish to enrol in a design programme are seldom found grappling with this ambiguity. Bachelor of Architecture (B.Arch) courses are frequently compared to Bachelor of Design (B.Des) programmes. This misunderstanding may develop as a result of Interior Designing being a frequent specialisation of B.Des, however, the two programmes are very different. While B.Arch is a 5-year course that specializes in planning, conceptualizing and designing buildings and structures, B. Des is a more creative degree that helps students create and design in the areas of fashion, textile, animation, etc. This article explores the two courses to help students understand these courses better and choose which course is better for them.

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<h2> B.Arch vs B.Des - Course Highlights

In the table below, the essential details of the B.Des and B.Arch courses have been presented. Candidates must grasp how the courses differ at each level in order to grasp the differences between them.

	B. Architecture	B. Design
Full-Form	Bachelor of Architecture	Bachelor of Design
Duration	5 years	4 years
Field	Architecture	Design
Eligibility	Candidate must have graduated class 12 with at least 50% marks aggregate Candidates must have opted for Math as a compulsory subject in class 12	Candidates must have graduated class 12 from a recognized university Candidates must score 50% or more in their class 12 exams in any stream.
Exams Accepted	NATA JEE MAIN (Paper 2)	UCEED NID DAT SEED FDDI AIST
Course Fee	INR 2 - 4 LPA	INR 5 - 7 LPA
Average Salary	INR 2.5 - 5.5 LPA	INR 3 - 7 LPA

<h2> All about B. Architecture and B. Design

A B.Des degree is a four-year full-time undergraduate programme that includes fashion design, interior design, accessory design, textile design, and many more specialisations. The BDes degree has grown through time and is currently available in a variety of design specialisations, including Graphic Design, Multimedia Design, VFX Design, Visual Communication, and Game Designing. This broadens the breadth of a B. Design degree by providing job alternatives, possibilities in a variety of sectors, and the opportunity to master new technologies. Internships, events, and exhibitions at a national and international level provide students pursuing a B.Des degree with experience in the design sector.

Bachelor of Architecture (B. Arch) is a five-year undergraduate degree in architecture. It is a full-time curriculum that teaches students the skill of planning, building, and constructing physical buildings of various types by combining theoretical and practical knowledge. A trained architect is involved in every stage of a building project, from concept through mapping and construction supervision. With the growing construction business in India, B.Arch graduates have a lot of job options. A professional B. Arch graduate has the choice of working in a variety of fields, ranging from consulting to architectural design.

<h2> B.Arch vs B.Des - Eligibility

To be eligible for admissions into the B. Arch program, students must fulfil certain eligibility criteria.

- The candidate must have passed all of his or her studies up to the 12th grade.
- At the 10+2 level, mathematics must be a required subject.
- The student's overall grade point average in his or her upper secondary board examinations must be at least 50%.
- Those who have finished their schooling in the 10 + 3 system and have a diploma in any recognised field are also eligible to apply. They must have a score of higher than 50%.
- Candidates who have earned their International Baccalaureate Diploma with at least a 50% aggregate and Mathematics as a compulsory subject after ten years of normal schooling are also eligible to apply.

The eligibility criteria for the B. Des program is as follows:

- It is required that the applicant has finished his or her upper secondary education.
- Any Central or State board of education should recognise the school where the student completed class 12th.
- A student's cumulative grade point average in 12th grade should be at least 50%.
- Admission to the course is open to students from various backgrounds and disciplines.

<H2> B.Arch vs B.Des - Benefits of Pursuing

Students who wish to build a career in creative fields have lucrative opportunities whether they are pursuing Architecture or Design. There are multiple benefits of each course that students can reap. Students who are ideal for each course would have great advantages of opting for the right course.

<h3> Benefits of Pursuing B. Architecture

B. Arch is a course that is highly recommended for students who have a creative and great logical aptitude. The course has benefits in terms of great career opportunities and high scope of projects that are intriguing and often challenging.

- Students who have a higher technical aptitude are preferred for this course as the syllabus involves a higher level of knowledge in the field of mathematics and sciences.
- After graduating, students can expect a work-life that involves a lot of on-site and fieldwork, with lesser time devoted to office work. Students who wish to pursue a career in such dynamic fields would be ideal candidates for B. Arch.

<h3> Benefits of Pursuing B. Design

B. Design is a creative and artistic field that allows students to hone their skills and test the boundaries of their art. The field allows students to experiment and further their capabilities in designing for various jobs.

- B. Design is a course that hones the creative aptitude of the students. The course requires very little traditional knowledge of mathematics and sciences. This makes the course ideal for students who are not interested in this aptitude and would like to explore their creative sides.
- B.Des offers a wide range of specialisations, allowing students to pick and choose according to their needs and desires. The spectrum of B.Des specialisations is extensive, ranging from footwear and fashion design to animation and visual communication.

<h2> B.Arch vs B.Des - Career Opportunities

B. Arch and B.Des are courses that bring a large range of career opportunities for students after graduation. Students can opt for the most creative and technical fields, and their career options have high scopes of excelling and progression. Students can expect lucrative salaries as their experience increases.

	B. Architecture	B. Design
Domains	Interior Design, Landscaping, Urban Planning, Structure Designing, Teaching	Fashion, Textile, Knitwear, Product Design, Animation and Film, Graphics
Job Opportunities	Interior Designer, Landscape Designer, Project Architect, Design Manager, Urban Planner, Assistant Professor	Fashion Designer, Footwear Designer, Graphics Designer, UI/UX Designer, Product Designer
Top Recruiters	Architect Hafeez Contractor, RSP Architects, Arcop, DLF, CP Kukreja Associates	Flipkart, HUL, Videocon, Taali Media Ltd, Tanishq, TCS, Zomato, Myntra

<h2> B.Arch vs B.Des - Salaries

Students who pursue their careers in Architecture can expect their average salary at the beginning of their career to be between INR 2.5 - 5 LPA, depending on the job role they choose

and their previous experience. Some of the career opportunities and the average salaries are listed below.

Job Role	Average Salary
Design Architect	INR 3.50 LPA
Landscape Architect	INR 3.85 LPA
Urban Planner	INR 5.01 LPA
Interior Designer	INR 3.06 LPA

Students who graduate with a Bachelors of Design in various specializations have multiple job opportunities ahead of them. There is a very high demand for designers in the field of fashion, art, graphics, which makes the field very competitive. Salaries for most jobs starts slow, but with experience and with the right skills, students can expect bright career prospects.

Job Role	Average Salary
UI/UX Designer	INR 6.07 LPA
Fashion Designer	INR 3.85 LPA
Graphic Designer	INR 3 LPA
Art Director	INR 6.5 LPA

<h2> B.Arch vs B.Des - Top Colleges

Students who wish to pursue B. Arch or B. Des after class 12, would need to pursue this course from highly reputed and well-known universities and colleges in order to gain all the benefits of their college education. This includes a well-connected alumni network, good placement and internship opportunities, and faculty that has relevant industry experience and insights.

<h3> Top B. Arch Colleges

Some of the top B. Arch colleges for students are:

- School of Planning and Architecture, New Delhi
- Nehru School of Architecture, Coimbatore
- IIT Roorkee
- Amity University, Lucknow
- Sir J.J. College of Architecture, Mumbai
- Manipal University, Manipal
- Jawaharlal Nehru Architecture and Fine Arts University, Hyderabad

<h3> Top B. Des Colleges

Some of the top B. Des Colleges students aim for are:

- National Institute of Fashion Technology, New Delhi
- Vadodara Institute of Engineering, Vadodara

- National Institute of Design, Ahmedabad
- Symbiosis Institute of Design, Pune
- Manav Rachna University, Faridabad
- Pearl Academy, Delhi
- Amity University, Gwalior

<h2> B. Arch or B. Des - Which One to Choose?

Students who are pursuing careers in B. Arch or B. Des are highly creative and have the opportunity to hone their skills in the field of art, design and technology. Both fields have plenty of opportunities in the business world for them.

Creative Outlet: Design and Architecture are fields that nurture creativity and foster an environment where students can use their creativity as a means to further their career prospects. Students can be involved in the designing and creation of buildings, clothes and all forms of expression.

Evolving Constantly: Both fields of Architecture and Design are changing rapidly. There are new changes brought about in the industries every day and students who wish to excel in these fields must be aware of these changes and adapt them accordingly.

Both B. Arch and B. Des are great career opportunities for students after class 12. Students must pursue their career depending upon their interests, experience and the jobs that they would like to pursue after graduation.

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