



Amrita Multi Modal Applications and Computer Human Interaction

Job Title: MBA Intern, Market Research and Marketing

Organization: AMMACHI Labs, Amrita Vishwa Vidyapeetham; www.ammachilabs.org

Location: Amritapuri, Kollam, Kerala

Assignment Duration: 2 months

About the Project/Assignment:

AMMACHI labs is launching an EdTech platform that aims to provide simulation based experiential learning of emerging technologies at affordable prices. Our innovative product, aimed at school children, is designed to provide a unique and engaging learning experience while fostering creativity and critical thinking skills.

About the Role:

We are seeking an MBA Intern with a passion for market research and marketing to join our team. In this role, you will be responsible for conducting market research and developing marketing strategies to help us grow our business nationally and internationally.

Responsibilities:

- Conduct market research to gather and analyse data on potential target audiences, competitors, and industry trends
- Develop marketing strategies and tactics to support the growth of our business
- Collaborate with the team to develop and execute marketing campaigns and initiatives
- Assist with the creation of marketing materials, such as presentations, brochures, and social media content
- Monitor and analyze the effectiveness of marketing efforts and recommend improvements

Requirements:

- Currently enrolled in an MBA program
- Strong analytical and research skills
- Excellent written and verbal communication skills
- Ability to work independently and as part of a team



Amrita Multi Modal Applications and Computer Human Interaction

- Passion for marketing and a desire to learn about emerging technologies

What we Offer:

- Opportunity to work in a fast-paced, dynamic environment and contribute to the growth of an exciting edtech start-up
- Exposure to cutting-edge technologies and the opportunity to learn about the edtech industry
- Hands-on experience in market research and marketing and the opportunity to develop valuable skills
- Chance to work with a talented and motivated team and make a real impact on our business

If you are a motivated MBA student with a passion for market research and marketing, we would love to hear from you! Please submit your resume and a cover letter explaining why you are a fit for this role.

Email: ramanathan.natarajan@ammachilabs.org and/or careers@ammachilabs.com