



AVERIXIS SOLUTIONS

MARKETING MANAGEMENT PROGRAM

MENTORSHIP



Your first step of transformation begins, here and now.

At **Averixis** global, we provide transformative learning experiences to empower aspiring SaaS professionals. By nurturing a talented community, we close the gap between opportunity and aspiration, promoting leadership, innovation, and quality to shape the SaaS industry's future workforce.

Mission

To cultivate a community of SaaS professionals equipped with the skills to innovate and excel.

Vission

To shape the future workforce through transformative learning experiences

Lesson Plan

8 Weeks

Duration	Modules
Week 01	<ul style="list-style-type: none">• Overview of marketing principles and practices.• Role of marketing in business and society.• Key marketing functions and processes.• Evolution of marketing concepts over time.
Week 02	<ul style="list-style-type: none">• The 4 Ps of marketing: Product, Price, Place, Promotion.• Different marketing orientations: Production, Product, Sales, Market, Societal.• Value creation and customer satisfaction.• Importance of marketing in achieving business goals.
Week 03	<ul style="list-style-type: none">• Consumer behavior and decision-making process.• Segmentation, targeting, and positioning.• Customer needs, wants, and demand analysis.• Importance of customer relationship management (CRM).
Week 04	<ul style="list-style-type: none">• Types of market research: Primary and Secondary.• Steps in the market research process.• Data collection methods and tools.• Analyzing and interpreting market research data.



Duration	Modules
Week 05	<ul style="list-style-type: none"> • Identifying and defining market segments. • Criteria for selecting target markets. • Developing effective positioning strategies. • Creating value propositions for target segments.
Week 06	<ul style="list-style-type: none"> • Overview of digital marketing channels and tools. • Strategies for effective online marketing. • Measuring digital marketing performance. • Trends and future directions in digital marketing.
Week 07	<ul style="list-style-type: none"> • The 4 Ps of marketing mix and their application. • Supplier relationship management (SRM) strategies. • Characteristics and behaviors of retail customers. • Integrated marketing communications (IMC) strategies.
Week 08	<ul style="list-style-type: none"> • Social Media Marketing (SMM) techniques and platforms. • Search Engine Optimization (SEO) best practices. • Search Engine Marketing (SEM) strategies and tools. • Using analytics to track and optimize marketing efforts.



Success Stories from those who've launched



Shravan Kumar
RV University

I have done machine learning course. The course provided me so many opportunities to apply what I was learning to real-world scenarios through projects and assignments. The hands-on approach made it so much easier to grasp complex topics and prepared me well for using these skills in my career.



Simran Negi
Presidency University

The training and mentorship I received at Launched Global was a game-changer. My mentor not only guided me through real-world projects but also helped me build confidence in my skills. I'm now ready to tackle challenges in my career!



Saichander Kasthuri
SRM University

This program gave me hands-on experience and direct access to industry experts. I learned more in weeks than I had in months of self-study. It's been an incredible journey!



Vishnu Priya
Alliance University

Thanks to Launched Global, I've gained both technical skills and career insights. The combination of training and mentorship was exactly what I needed to feel prepared and motivated for my professional path.

Our Alumni work at

amazon

Adobe

Google

AUTODESK

Microsoft

Deloitte.

IBM

Collaborated companies

 instamojo

 | NimbleS2P™

 **EWAN**™
where language is a bridge not a barrier

 NIMESA

ORAI-ROBOTICS.COM
 **ORAI**®
CONVERSATIONAL AI PLATFORM

 edmingle


 **Cloudnix**
Software Labs

 Tru Performance

little
big
things.

 **SaaS**®
SaaS SOLUTIONS
Anytime. Anywhere.

 **VERIFY NOW**®
VERIFY YOUR BUSINESS

 spoke

 **SHELeads**

 **Bhashik Skill**

“

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