

## **FORMAT OF FACULTY INITIATIVES ON TEACHING AND LEARNING:**

### **1. Statement of Goal:**

- a. To impart knowledge on marketing core and marketing concepts
- b. To make students understand the Branding concepts and process
- c. To make students understand the concept of IMC and advertising agencies.
- d. To provide them thorough understanding on advertising components, how to create an advertisement and media planning.
- e. To orient the students on international marketing mix.

### **2. Appropriate Methods Used:**

- a. The students in first semester were introduced to various marketing concepts. The lecture method was used as it is more useful in imparting the concepts. The students were given multiple assignments to check the conceptual knowledge and also they were checked on implementing skills of conceptual knowledge. The students were assigned a project on research. The students were asked to identify marketing problems and do mini research project. The students' understanding was also verified by viva voce.
- b. The marketing students were exposed to concepts of Branding, Advertising and International marketing at a different level. The students were made to not only understand the concepts but also oriented to analyze and implement them. The students were involved more in active discussions; more thought provoking questions were posed to students.
- c. The students were given more scope for self learning and experiential learning. The assignments thrown to students were not only to check the knowledge but also check the analytical and creative skills. The students were given assignments to identify the functioning of advertising agencies, identify the top global brands and comment on its success, Creation of advertisements, Identifying the global products. The students were also given scope on discussions on data (Qualitative and Quantitative) which was self generated in the classroom by their input. The qualitative parameters were identified on Brand preference/Loyalty, Global products and brands etc. The perception matrix was prepared in the class only using quantitative data from students input.

### **3. Significance of Initiation on Results:**

- a. The students showed more involvement in the marketing research project and during viva students exhibited more confidence and better understanding of concepts also as projects will provide scope for experiential

learning. The students also exhibited phenomenal level on involvement in the classroom during discussion on perception matrix and in all those sessions were students had debate on their own generated data.

**4. Effective Presentation:**

- a. The students actively presented the research findings during their mini project. The students were clear in many concepts. They clearly mentioned the brand equity parameters used in perception matrix. The students also involved in teaching process through presentations on some topics which were repetitive from first semester.

**5. Reflective Critique:** (This is the positive feedback received by others to improve the process.)

**6. Assessment:** Assessment is done through assignments, mini projects, student presentation and tests conducted.

**7. Evaluation:** Evaluation is done based on the above assessment.