

Innovative Teaching Methods in Marketing Management

Format for Innovative Teaching Method	
Subject Name	Marketing Management
Semester	2
Name of Innovative Teaching Method	Pros and Con Grid
Description	The flipped classroom model is an instructional strategy that reverses the traditional teaching approach. Instead of learning new concepts in the classroom and doing homework at home, students are introduced to new content at home and use classroom time for activities that reinforce and apply their understanding.
Objectives	Enhance student engagement and comprehension by introducing new content outside of class through video lectures and readings Fostering a more active and collaborative learning environment.
Topics Taught Through Innovative Methods	Product Characteristics and Classification Managing Distribution Channels-Chapter 14 Segmentation, Targeting, and Positioning (STP)-Chapter 7
CO	CO2, CO3 and CO4
Material Used	Students are required to read recent articles from www.afaqs.com and discuss them in class
Proof	
Prepared by	Mr Parin Shah
Approved by	

Format for Innovative Teaching Method	
Subject Name	Marketing Management
Semester	2
Name of Innovative Teaching Method	Think Pair and Share
Description	The Think-Pair-Share method is a collaborative learning strategy where students first think independently about a question or topic, and then pair up to discuss their ideas with a partner. After this discussion, pairs share their insights with the larger group or class. Through active participation and peer interaction, this method enhances critical thinking, communication skills, and understanding.
Objectives	Enhance Critical Thinking. Active Participation Collaborative Learning
Topics Taught Through Innovative Methods	Developing and establishing Brand Positioning Differentiation Strategies Factors Affecting Consumer Buying Behavior Designing and Managing Integrated Marketing Communications
CO	CO1, CO2, CO3 and CO4
Material Used	
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Approved by	

Format for Innovative Teaching Method	
Subject Name	Marketing Management
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Name of Innovative Teaching Method	Field Trip
Description	The field trip method involves taking students out of the classroom to visit relevant locations, such as retail stores, to observe and analyze real-world marketing practices. This hands-on approach allows students to apply theoretical concepts to practical situations, gain insights from industry professionals, and develop a deeper understanding of marketing strategies and consumer behavior.
Objectives	Apply Theoretical Knowledge, Enhance Observational Skills, Gain Industry Insights
Topics Taught Through Innovative Methods	Retailing concepts, Store Layout and Design, Visual merchandising, Pricing Strategies, Promotional Activities, Staff Interaction and Behavior, Customer Behavior
CO	CO1, CO2, CO3 and CO4
Material Used	
Proof	Retail Visit Report
Prepared by	Mr Parin Shah
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Format for Innovative Teaching Method	
Subject Name	Marketing Management
Semester	2
Name of Innovative Teaching Method	Case Study
Description	It involves an in-depth analysis of a real-life situation, organization, or event to explore complex issues and apply theoretical concepts. This method allows students to examine and understand the dynamics of real-world scenarios, develop critical thinking skills, and propose practical solutions based on evidence and analysis
Objectives	Develop Analytical Skills: Enhance Decision-Making Abilities Apply Theoretical Knowledge
Topics Taught Through Innovative Methods	Market leader and Challengers Strategies, Segmentation, Targeting and Positioning,
CO	CO1 to CO4
Material Used	
Proof	Cases in Course File
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