

Innovative Teaching Methods

Faculty Name: Dr. Reshmi Menon	
Subject Name	Product and Brand Management
Semester	4
Name of Innovative Teaching Method	Collaborative Learning
Description	Students form groups of 5-6 members for discussion on the relevant topic as per the lecture undertaken. The topics are as enlisted in the table below. In the classroom, with internet as a resource, each of the participants tries to assimilate as much information as possible on the given topic with relevant examples (Time -10 minutes). This is followed by the team coming together to discuss the gathered information, while understanding the concepts with the practical examples discussed (Time- 20 minutes). Major learnings from discussion are enlisted as key points by each group and presented further to the whole class (Time-30 minutes).
Objectives	With product and brand management having evolved as one of the fundamental bases of marketing in modern day organizations, conceptual clarity and practical viability of the strategies among the students is now a necessity rather than an option. To keep pace with the rapid changes in the marketplace and the learning therein, it becomes imperative for the management students to be made more active participants in their learning process not only at an individual level but also as a team. Here, collaborative learning as an innovative teaching method plays a significant role in teaching product and brand management.
Topics Taught Through Innovative Methods	Covers the major topics in product and brand management
CO	CO1, CO2, CO3 and CO4
Material Used	Internet based sources
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Approved by	