

Innovative Teaching Methods

Faculty Name: Dr. Reshmi Menon	
Subject Name	B2B Marketing (B2BM)
Semester	4
Name of Innovative Teaching Method	Collaborative Learning
Description	<p>Project-based learning: At a small organization of a personal acquaintance, the students are required to undertake a project to understand the buying process adopted in organizations while purchasing for business and how quotes are prepared for business clients. The students would form group of 5-6 members to address the project requirements. At the end of the project, the team needs to make a presentation of their learnings and findings (duration : 15 minutes) to the class followed by a class based discussion and questions. Dates of the presentations are informed to the students in advance.</p> <p>Collaborative learning : 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).</p>
Objectives	<p>Project-based learning: A business-to-business marketer confronts very different opportunities and challenges as compared to other marketing categories. Understanding the working of B2B organizations in terms of processes and strategies hence forms the basis for the holistic development of a B2B marketer. This requires the student to visit a B2B organization for a project and thereby understand the peripherals associated with the B2B marketing process therein. Hence, project based learning is being used as a teaching method for B2B marketing.</p> <p>Collaborative Learning: The understanding about the differences between the B2B markets and consumer markets may be understood better by looking at the factual data of various such organizations and their comparison on the various parameters. This exercise becomes intellectually more appealing to the students (while enhancing their conceptual understanding of the various topics) when addressed to in</p>

	teams rather than individually. This is where collaborative learning has its role in B2B marketing.
Topics Taught Through Innovative Methods	Covers the major topics in B2B Marketing
CO	CO1, CO2, CO3 and CO4
Material Used	Internet based sources
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