

Course :Services marketing

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Innovative Teaching Method	
Innovative Method	Role Plays
Description	<ol style="list-style-type: none"> 1. Students are divided into groups of 4-6 members. 2. Each group is assigned a specific organizational scenario (e.g., a company undergoing change, a team facing conflict, or a merger situation). 3. Groups will research their assigned scenario and develop a role-play that includes key characters (e.g., managers, employees, stakeholders) and specific challenges related to services marketing 4. Each group presents their role play to the class. 5. During and after the presentation, groups will provide an analysis that contains the following : <ol style="list-style-type: none"> a. Situation Overview: A brief description of the situation and characters involved.(at the initial) b. Identified Challenges: Key issues presented in the role-play. c.Theoretical Framework: Application of relevant concepts. d. Recommendations: Proposed solutions based on their analysis. e. Reflection: Insights gained from the role-play experience and its application to real-world.
Objectives	The objective of implementing roleplaying is to enhance engagement, critical thinking, and practical application of theoretical concepts among students.
Topic taught through Innovative Method	CRM, Critical Incident, Jay customers, Boundary spanning roles
CO	2,3
Innovative Method	Active Learning
Description	Students are given a particular topic .They are asked to study and research it .Then they are instructed to apply the theoretical concept to the real world. For instance students may be instructed to interview front line employees to gain information and knowledge.
Objectives	Hands-on experiences allow students to apply theoretical knowledge in real-world settings, gain practical skills, and develop a deeper appreciation for the complexities of business management. This learning also fosters collaboration, teamwork, and leadership skills, preparing students for success in their future careers.
	,Role & Script theory , Positioning ,Physical evidence ,Front line employee interview, Flow charting, Service Diary, Quality
CO	1,2,3,4

Innovative Method	Debate
Description	Students are split into two teams and are asked to debate on a topic The debate is followed by a discussion on the insights gained.
Objectives	The objective of implementing roleplaying is to enhance engagement, critical thinking, and practical application of theoretical concepts among students. .It also encourage communication, collaboration, creativity, and team work.
Topic taught through Innovative Method	Zone of tolerance
CO	1
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