

Faculty name: Dr. Rajeshwari Jain

Subject Name: Digital and Social Media Marketing (Functional Elective: Semester III)

Teaching Learning Method: **Pros and Con Grid**

Brief description of Pros and Con Grid:

A simple activity that encourages students to think about the advantages and disadvantages of an issue or an activity in hand

Why use Pros and Con Grid?

- This strategy helps students to move beyond their initial response to a topic by encouraging them to analyze and evaluate information and make decisions based on this analysis.
- It is a good strategy for seeking different perspectives on a topic, identifying assumptions and misconceptions. Therefore, it is useful for promoting critical thinking skills.
- The Pro and Con strategy can be used to analyze a procedure, technique, conclusion, attributes of a fictional character, political decision, etc.

How to implement the strategy

- On a white board (online or face-to-face), draw a two-column grid with one column labelled 'Pros' and the other labelled 'Cons'.
- Pose a statement about a topic that requires students to think about the advantages and disadvantages of the topic. For example, *is digital and social media a necessary evil?*
- Indicate how many pros and cons you'd like each individual, pair or small groups to develop.
- Allow five to ten minutes for discussion or silent thought.
- As a whole group, with you facilitating and recording, write pros on cons in the relevant columns of the grid you have drawn on the whiteboard.
- Combine pros and cons that are very similar and count the number of times they reoccur to show their perceived importance.

Variation and extension:

- The strategy can be used for the basis of a class debate.
- The strategy can be used as an individual activity prior to the session, to promote students thinking about a topic. This pre-session activity will help students to prepare for a class discussion on the topic

Suitable class size

- 100+ students
- 20 - 50 students
- 50+ students
- < 20 students

Activity group size:

- Individual
- Pairs
- Small group < 10

Preparation time for the strategy

Less than 10 minutes

Duration of the strategy

Less than 10 minutes

Example:

Scenario: An influencer is hired by a particular company to praise the company's product or service on all social media platforms. Is this fair? She cites other examples such as companies having publicity hires write recommendations for goods and services on various Web sites without disclosing their employer.

Case Study: Don't think this could actually happen? Traditionally also, it used to happen, say for an instance SONY hiring people posing as tourists to go to the Taj Mahal to ask other visitors to take photos of them with the brand's cameras. Then, the actors talked up the product. These maneuvers, known as stealth marketing, are a hotly debated topic in the industry. Where should you stand?

Plan of Action: With an ever more sophisticated clientele, companies are quickly learning that transparency rules today's marketplace. Therefore, experts say your only choice is to be honest and forthright. If you want consumers to sample your product in a natural setting, you can still have them do so. Just let them know who you are and why you'd like to talk to them. If the product is a good one, then your honesty should in no way diminish it.

Name _____ Date _____

Division: _____ Enrollment Number: _____

Student Activity Sheet: Pros and Con Grid

The form is enclosed in a blue border and contains the following elements:

- DECISION A Section:**
 - Top center: DECISION A
 - Left: PRO
 - Right: CON
 - Below: Two large empty rectangular boxes for notes.
- DECISION B Section:**
 - Top center: DECISION B
 - Left: PRO
 - Right: CON
 - Below: Two large empty rectangular boxes for notes.
- Final Decision Section:**
 - Left: Two stacked boxes labeled DECISION A and DECISION B.
 - Center: A large right-pointing arrow.
 - Right: A box labeled FINAL DECISION.

Suggestions for the above teaching method [If any, for peer review]:

Faculty Name: _____

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