

6.5 Faculty Initiatives on Teaching and Learning:

1. Statement of Goal:

- a) To make marketing students how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets
- b) To make marketing students understand how a firm can benefit by creating and delivering value to its customers
- c) To make marketing students to develop skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution and promotion.

2. Appropriate methods used:

- a) For now classes are engaged as per the syllabus requirement and audio- video aids are used to make students understand the significance of the course. Fundamental sales concepts (basic one to one methodologies), advanced sales (complex, multibuyer methodologies) advanced sales (complex, multibuyer methodologies), advanced valuations (analytic processes for customer development), sales management (channels and individuals), business communication (personal and group skills) and sales technology (sales effectiveness tools) are taught to students
- b) Throughout the course for various subjects emphasis is laid on developing the analytical skills necessary to understand a customer's value proposition, frame business issues, create customer insights and present and direct solutions
- c) The marketing students were introduced to management of sales. Rural and services marketing. Students were asked to visit nearby sales distribution outlet, banks, hotel and rural periodic markets to ascertain the operations happening there and make a note of the same and submit it in the form of assignment. Discussion and presentation happen once the students visit the aforesaid places and share his thoughts, experience regarding the same
- d) The core marketing students were introduced to applications of various service industries by learning subjects like Applications of services marketing. Students made an attempt to understand the applications of services marketing in Banking, Insurance, hotel, tourism, wellness and entertainment industry was made by visiting banks, tourist operators and accessing information through website etc

3. Significance of initiation on results:

- a. All students were able to relate theoretical concepts with practical reality with respect to sales management concepts
- b. Students were able to develop analytical skills necessary to understand various facets of marketing and also provide solution to problems associated with marketing by studying subjects
- c. Students understood various roles and activities played by people working in organizations with respect to their day to day functions and relate it with theoretical concepts given in respective subject syllabus. Presentations were made based on the information and data collected during the study period. Subsequent discussions and brainstorming sessions after their visit gave them more clarity and idea.

- d. Students understood the applications of various service industries by learning subjects like Applications of services marketing. An attempt to understand the applications of services marketing in Banking, Insurance, hotel, tourism, wellness and entertainment industry was made by visiting banks, tourist operators and accessing information through website etc

4. Effective Presentation:

- a. All the students were given presentation topics in groups and they were asked to present topics with relevant data and facts associated with particular concept either by collecting primary data or secondary data
- b. Real life case examples were discussed and feasible solution for the same was collected group wise, collected and concluded in later stages to give more emphasis to subjects handled
- c. All the students who visited various sales organizations, service organizations and rural areas for the study purpose were asked to speak about their experiences and explain what they observed (sales problems associated within organization, management of sales territory and quota after discussing with sales manager and executive, service failure and recovery at banks, automobile sector, hotels, periodic markets and rural development avenues etc
- d. Students were asked to relate and apply 7P's with each sector of services marketing as part of their understanding on concepts related to subject

5. Reflective Critique: Few positive feedback received by others to improve the process for further streamlining

6. Assessment: Assessment is done based on presentations and report submission made by students

7. Evaluation: Evaluation is done based on the above assessment of presentation.