



**Pedagogical Innovati
on**

*(Innovative teaching methods and
strategies)*

Submitted by:

Dr. Arpita Srivastava

1. **Term II (2023-24) PGDM Batch 2024-26 Marketing Management
PGDM Batch 2024-26**

TERM –II

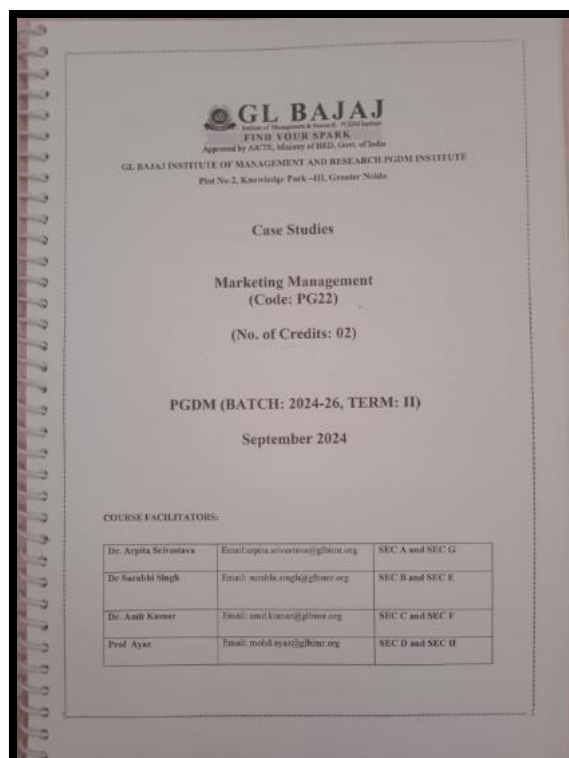
❖ CASE COMPENDIUM (Case Study Analysis, Discussion and Presentation)

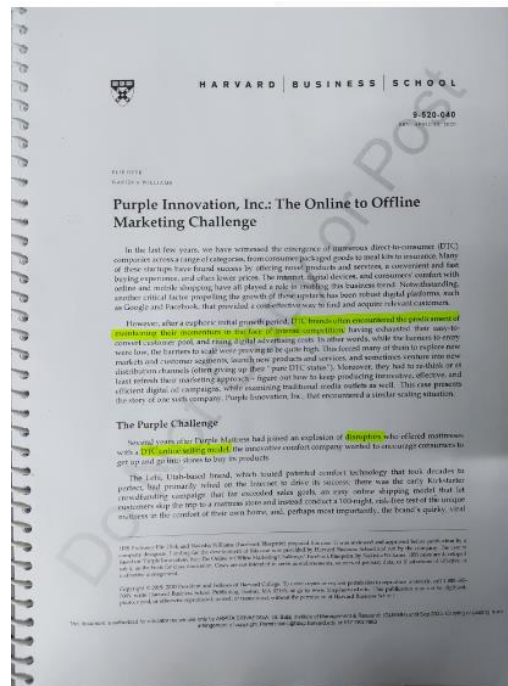
(10 Marks)

A. What pedagogical Innovation is implemented?

This compendium is a curated collection of case studies designed for PGDM students, providing a structured approach to understanding real-world business scenarios. It will serve as a comprehensive resource, offering insights into diverse industries and equipping students with problem-solving skills essential for managerial success.

All students will receive all case studies in advance and are required to have them spiral-bound. Each team must prepare the case study assigned to them before the beginning of each course unit. Team assignments and case study allocations will be provided at the start of the course.





There are 14 cases and they are matched with the related unit of the course.

We propose case discussion and presentation for honing students' brain storming and persuasive capabilities. A group consists of 5 students and the case study discussion and presentation will last for 15 minutes as per following rubrics: (14 Cases)

Unit 1 - Core Marketing Concepts – Mantra Ayurved, Purple, Sharma Ji Ki Canteen

Unit 2 Scanning Business Environment- Café Mistro, Families First PESTLE

Unit 3 – STP: Kia Motors, MM STP

Unit 4 – Marketing Mix and Strategies: Aspire Food, Pitta Roso, Serum Institute, Tamul Plates, Nykaa Omni Channel

Unit 5 – Emerging Trends in Marketing : Invento Robotics, Mc Donald and AI

Discussion Focus:

- The case will be given **in advance**, so the team is expected to come prepared with a detailed understanding of the case, marketing concepts and case questions. The discussion should focus on answering the case questions while demonstrating a deep understanding of the marketing principles involved.

Steps for Case Study Discussion:

- 1. Initial Meeting (Team Leader)**
 - Organize a team discussion to go over the case and allocate roles.
 - Discuss initial thoughts and perspectives on the key issues in the case.
- 2. Case Analysis Using Key Marketing Concepts**
 - Analyze the marketing problems and opportunities using key concepts (segmentation, targeting, positioning, branding, marketing mix, consumer behavior).
 - Research and evaluate current external data that can support your analysis.
- 3. Answering Case Questions (Given in every case)**
 - Each case study will have **5 specific questions** provided in advance. These could cover areas like:
 - 1. Target Market & Segmentation:** Who is the primary target audience? How is the company segmenting the market?

2. **Positioning & Differentiation:** How is the brand positioned in the market, and what is its unique value proposition?
 3. **Marketing Strategies:** What marketing strategies are being used (e.g., pricing, promotion, distribution)?
 4. **Challenges & Opportunities:** What are the main challenges the company faces in the current environment?
 5. **Recommendations:** What marketing strategies or actions should the company take moving forward?
 - Engage in collaborative discussion to craft thoughtful answers, with each member contributing according to their role and leads discussions on strategic aspects with the help of supporting data.
4. **Recommendation Formulation (Team Discussion)**
- Propose actionable marketing recommendations based on the case's insights. Ensure that recommendations are realistic, data-driven, and align with the company's goals.

Presentation Guidelines (10-12 minutes)

Presentation Flow:

1. **Introduction (Team Leader) – 1 minute**
 - Introduce the case and give a brief overview of the company and the marketing issue being addressed.
2. **Case Overview & Questions Wise Analysis – 5 minutes**
 - Presents relevant background information (market trends, competitors).
 - **Marketing Strategist** analyzes key marketing strategies and answers case questions.
3. **Recommendations (Team Leader & Marketing Strategist) – 2-3 minutes**
 - Propose marketing recommendations or solutions for the challenges identified in the case.
4. **Conclusion (Presenter) – 1 minute**
 - Summarize the key takeaways and highlight any broader implications.
5. **Q&A Session (Presenter & Team Leader) – 1 minutes**
 - Respond to questions from the audience. The **Presenter** and **Team Leader** work together to address questions confidently and logically.

❖ Evaluation Criteria for Case Study and Marks Allocation (10 MARKS)

1. **Team Coordination and Participation – 2 marks**
2. **Case Analysis and Understanding – 3 marks**
3. **Recommendation and Q& A – 2 mark**
4. **Presentation – 3 marks**

1. Why was pedagogical Innovation Developed?

Traditional lectures often promote passive learning, where students absorb information without actively engaging with the material. This limits their ability to think critically and apply concepts effectively. *Case study analysis was introduced to make learning more interactive and participatory, moving students from passive listeners to active problem-solvers. It also provides a hands-on approach that can be adapted to different learning styles, offering visual, auditory and kinesthetic learners a more personalized and practical learning experience.*

Theoretical knowledge often lacks a clear connection to real-world business scenarios. Case study analysis addresses this by putting students in realistic situations where they must apply their knowledge to solve problems, thereby bridging the gap between theory and practice.

With case study analysis, students play an active role in uncovering solutions rather than passively absorbing information. This sense of ownership fosters a deeper connection to the material and makes learning more meaningful which was missing in traditional teaching methodologies.

The Case Compendium (Case Study Discussion and Team Presentation) is designed with specific

Objectives of the Case Compendium (Case Study Discussion and Team Presentation)


- **Develop Analytical Skills:** To enhance students' ability to critically analyze business scenarios, identify key issues and explore various solutions through structured case study discussions.
- **Promote Collaborative Learning:** To foster teamwork by encouraging students to work together in teams, allowing them to learn from diverse perspectives, improve interpersonal skills and build effective collaboration strategies.
- **Enhance Decision-Making Abilities:** To provide students with opportunities to practice strategic decision-making by evaluating real-world situations and understanding the implications of various choices in a controlled learning environment.
- **Improve Presentation Skills:** To enable students to practice public speaking, refine their presentation techniques and effectively communicate their analysis and recommendations to audience.
- **Apply Theoretical Knowledge to Practical Scenarios:** To bridge the gap between theory and practice by allowing students to apply management concepts and frameworks to solve complex business problems.
- **Encourage Critical Thinking and Problem-Solving:** To develop students' critical thinking skills by challenging them to think beyond conventional solutions and craft innovative responses to business challenges.

3. Impact on Teaching-Learning:

- Students analyze complex business situations, simulating challenges faced by managers. (ROLE PLAY)
- Group case studies encourage teamwork, communication and the ability to work effectively with diverse individuals
- They analyze quantitative and qualitative data for decision-making. (SHARMAJI KI CANTEEN)
- Preparing case briefs and reports sharpens their written communication skills, essential for corporate roles.
- Every student in class participated with their own view points on the given problem in the case.
- By solving real-world problems, students gain insights into industries they aspire to join.
- Class feedback was conducted with the poll.

Feed back for case compendium activity in marketing management

Select one or more

- This activity is highly engaged as it enhance my analytical,decision making and presentation skills  20
- This activity was moderately engaging with basic comprehension. 0
- This activity was not engaging and i found it hard to connect. 0

11:17 AM ✓

PGDM Batch 2023-25

TERM –IV

2. TEAM ASSIGNMENT: Designing a Mini Integrated Marketing Campaign

Integrated Marketing Communication (DMIMC)

A. What pedagogical Innovation is implemented?

In today's fast-paced and competitive marketing landscape, businesses and organizations need to communicate with their audiences in a unified and strategic manner. Integrated Marketing Communication (IMC) is a powerful approach that ensures all marketing channels and messages work together to create a cohesive and impactful brand experience. Designing a Mini Integrated Marketing Campaign is a pedagogical tool that provides students with a hands-on opportunity to understand, plan, and execute an integrated marketing strategy.

*The activity of **Designing a Mini Integrated Marketing Campaign (DMIMC)** is an innovative and engaging pedagogical approach designed to help students learn and apply the principles of Integrated Marketing Communication in a practical, real-world context. This activity serves as a dynamic learning experience where students can demonstrate their creativity, strategic thinking, and understanding of how different marketing tools and channels work together to create a unified, impactful marketing campaign.*

Objective:

To develop a brief but cohesive Integrated Marketing Communication (IMC) campaign for a chosen product or service, showcasing the ability to integrate multiple marketing communication tools within a limited scope.

Assignment Instructions:

1. Product/Service Selection:

o Choose a real or fictional product/service for which you will create a mini IMC campaign. The selection should be straightforward enough to allow for a concise campaign.

2. Target Audience:

o Identify the target audience for your product/service. Describe their demographics, psychographics, and key characteristics in 2-3 sentences.

3. Campaign Objective:

o Define one primary objective of your IMC campaign (e.g., increasing brand awareness, boosting sales, launching a new product). Limit this to one sentence.

4. Key Message:

o Develop a single, clear, and compelling message that you want to communicate to your target audience. Limit this to one sentence.

5. Channel Selection:

o Choose three marketing communication channels that will be used in your campaign.

These can include:

- Social Media
- Email Marketing
- Print Advertising
- Public Relations
- Sales Promotion
- Direct Marketing

o Provide a brief rationale (2-3 sentences each) for selecting each channel and how it will help achieve your campaign objective.

6. Creative Concept:

o Develop a simple creative concept for each chosen channel. This should include:

- Social Media:** Draft a sample social media post (text and image description).
- Email Marketing:** Create a brief email template (subject line and email body in 3-4 sentences).
- Print Advertising:** Describe a print ad (headline, body copy in 2-3 sentences, and visual elements).

7. Evaluation Metrics:

o **Identify one metric for each channel to measure the success of your campaign. Limit this to one sentence per channel.**

Some sample scenario:

Scenario 1: Launching a New Eco-Friendly Water Bottle

Background: A startup called "EcoSip" is launching a new eco-friendly water bottle made from recycled ocean plastic. The bottle is durable, stylish, and designed for people who are environmentally conscious. The target audience is young professionals, aged 25-35, who are active on social media and care about sustainability.

Objective: EcoSip wants to create awareness and drive sales through an integrated marketing communication campaign that resonates with their target audience.

Task:

Design a brief but cohesive Integrated Marketing Communication (IMC) campaign for the launch of EcoSip's new water bottle. The campaign should integrate at least three marketing communication tools within a limited scope.

2. Scenario: Launching a Plant-Based Protein Snack

- **Background:** A health food company, "NutriBite," is launching a new line of plant-based protein snacks. The snacks are targeted at fitness enthusiasts and vegans who are looking for a convenient, high-protein snack option.
- **Objective:** Increase brand awareness and drive trial purchases through both online and in-store channels.

3. Scenario: Promoting a Local Coffee Shop

- **Background:** "BrewHub," a local coffee shop, wants to attract more customers, particularly college students, during exam season. The shop offers a cozy atmosphere, free Wi-Fi, and a special discount on study groups.
- **Objective:** Boost foot traffic and create a strong community presence on social media.

4. Scenario: Launching a New Fitness App

- **Background:** A tech startup, "FitTrack," has developed a new fitness app that provides personalized workout plans and tracks progress using AI. The app is targeted at busy professionals who want to stay fit but have limited time.
- **Objective:** Drive app downloads and encourage user engagement through an integrated digital campaign.

5. Scenario: Rebranding a Heritage Clothing Line

- **Background:** "TradWear," a clothing brand known for its traditional designs, is undergoing a rebranding to appeal to younger consumers while retaining its heritage. The new line combines modern fashion with traditional elements.
- **Objective:** Build excitement around the rebrand and connect with a younger audience through a mix of traditional and digital media.

6. Scenario: Promoting a New Electric Scooter

- **Background:** "EcoRide" is launching a new electric scooter aimed at urban commuters. The scooter is eco-friendly, affordable, and perfect for short city rides. The target market is young adults, particularly students and young professionals.
- **Objective:** Raise awareness and generate pre-orders through a mix of social media, influencer marketing, and experiential marketing.

B. Why was pedagogical Innovation Developed?

The pedagogical innovation of designing a Mini Integrated Marketing Campaign (IMC) was developed to address several key educational needs and challenges in the evolving field of marketing. As marketing practices become increasingly integrated, diverse, and data-driven, it is crucial for students to gain practical experience in designing holistic, cohesive marketing strategies. *The development of this activity responds to the need for an approach that prepares students for the real-world complexities of integrated marketing communications.*

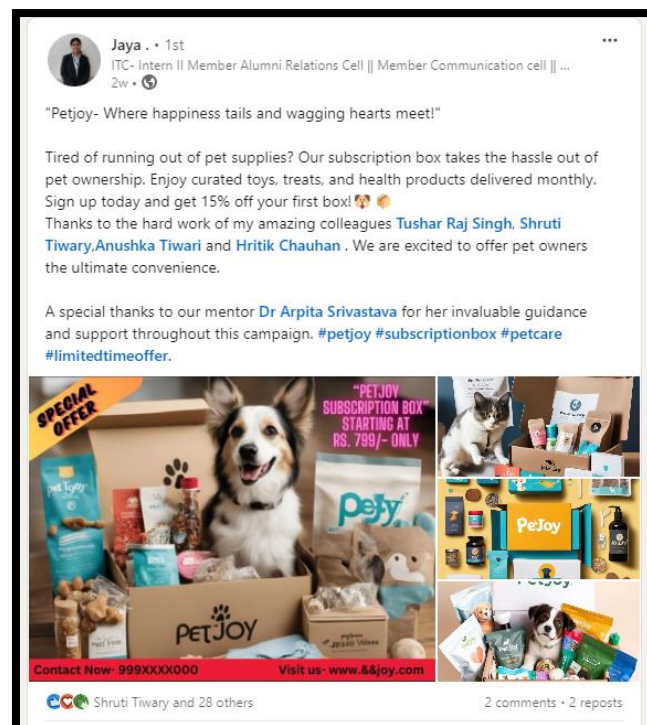
- To provide students with an opportunity to take the theoretical knowledge they've gained in the classroom and apply it to a practical, hands-on project.
- By designing a mini IMC, students practice integrating multiple marketing tools and channels to create a cohesive campaign, making the theoretical knowledge more tangible and applicable.

- The mini IMC campaign is a direct response to the need for students to learn how to coordinate and integrate different marketing strategies and Social Media tools.
- Traditional education methods may not fully encourage students to develop creative problem-solving and strategic thinking. Designing a mini IMC campaign challenges students to think critically about how to solve complex marketing problems, such as identifying target audiences, crafting compelling messages and selecting the most appropriate media channels. This encourages students to use creativity and strategy together to solve real-world marketing problems.
- The activity fosters teamwork and collaboration by requiring students to work in groups.
- By engaging in an integrated marketing campaign design, students gain valuable hands-on experience that directly aligns with the expectations and responsibilities of modern marketing roles, increasing their employability and career readiness.

5. Impact on Teaching-Learning

- **Impact on Learning:** The hands-on nature of this activity encourages active learning, where students are not passive recipients of information but rather active participants in creating a campaign. This engagement boosts their motivation, fosters deeper understanding and helps them retain knowledge more effectively.
- Students are encouraged to think outside the box and come up with innovative solutions to marketing challenges. This fosters creativity in both message development and media selection, allowing students to experiment with new ideas and strategies.
- As part of the activity, students present their campaigns to their peers or instructors. This process helps them hone their communication skills, from pitching ideas clearly to justifying strategic decisions, which is critical in professional marketing role.

SAMPLES OF DMIMC



Introducing NutriBite – The Perfect Solution

NutriBite's granola bars are packed with high-quality plant-based proteins, essential vitamins, and minerals. They are gluten-free, vegan, and come with no added sugars. Made with natural ingredients like almonds, oats, and chia seeds, NutriBite provides a clean energy boost to power through his morning routine. And most importantly, they are rich in fiber, keeping Aarav full and energized throughout the day.

Why to Choose Us?

Key Benefits of NutriBite:

- High Plant-Based Protein: Each bar is packed with 15g of plant protein, making it the perfect snack for fitness enthusiasts and vegans.
- No Added Sugar: NutriBite keeps it clean with natural sweetness from fruits and wholesome ingredients, avoiding harmful refined sugars.
- High in Fiber: With 8g of fiber per bar, NutriBite helps maintain fullness and supports digestive health.
- Convenience: A grab-and-go snack that's easy to carry anywhere – for work, travel, or post-workout.
- 100% Vegan & Gluten-Free: Catering to both vegan and gluten-free diets, it's an inclusive snack for health-conscious consumers.

#fueyourdaywithNutribitGranolaBars #Nutrition #Noaddedsugar #Highfiber #Chocolate #HealthyEating #Vegan #Marketing

Dr Arpita Srivastava Anshuman Srivastava Shantanu Srivastava Varun Mittal Manjeeta Sagar



Riya Khandelwal (She/Her) • 1st
Marketing and Data Analytics | PGDM
2mo •

#IMCAssignment

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Special thanks to Dr Arpita Srivastava Ma'am for guidance in this project launch. And to my teammates Kritika Mathur Lakshay Vishnoi Siddharth Bhatnagar Shreya Bhardwaj

Kajal Agarwal • 1st
KPMG India - Inside LED Sales | Ex Intern at 99acres | PGDM 2023-2025 | Skills...
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#IMCAssignment

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"Glow like you mean it, without breaking the bank!" ✨

Ever had a "my skin hates me" moment? 🙄 Well, it's time to make peace with your sensitive skin! Say hello to GlowEssence, the skincare line that's as gentle as a spa day and as affordable as your morning coffee! 🌿

Why Choose GlowEssence?

- 🌿 100% Natural – Pure, plant-based ingredients that hug your skin (and the planet) gently.
- 🌿 No More Drama – Sensitive skin? No problem. Our products are irritation-free, so you can finally glow without the woes. ✨
- 🌿 Affordable Luxury – High-end quality, but without the luxury price tag. You'll wonder why you ever paid more!
- 🌿 Eco-Friendly & Cruelty-Free – We love the Earth, and we love animals. That's why we keep it green and kind. 🌱

Meet the Glow Team:

- 💧 Bath Bar – Bye-bye dry skin, hello hydration!
- 💧 Firming Cream – Look firm, feel firm, be firm.
- 💧 Face Wash – Wash away the day's worries (and dirt) without drying out your skin.
- 💧 Body Butter – Because your body deserves to feel as smooth as your best pickup line. 🍑

🎁 Special Offer: For a limited time, enjoy 20% OFF on your first order and FREE Delivery on all orders above ₹999. Your skin (and wallet) will thank you.

💎 Pricing: Starting at just ₹499, premium skincare has never been more within reach!

Treat your skin the care it craves, and let GlowEssence handle the glow-up. Ready, set, GLOW! ✨ 🌿

Dr Arpita Srivastava Ankit Gupta PALLAVI TRIPATHI Muskan Jaiswal Mansi Sharma

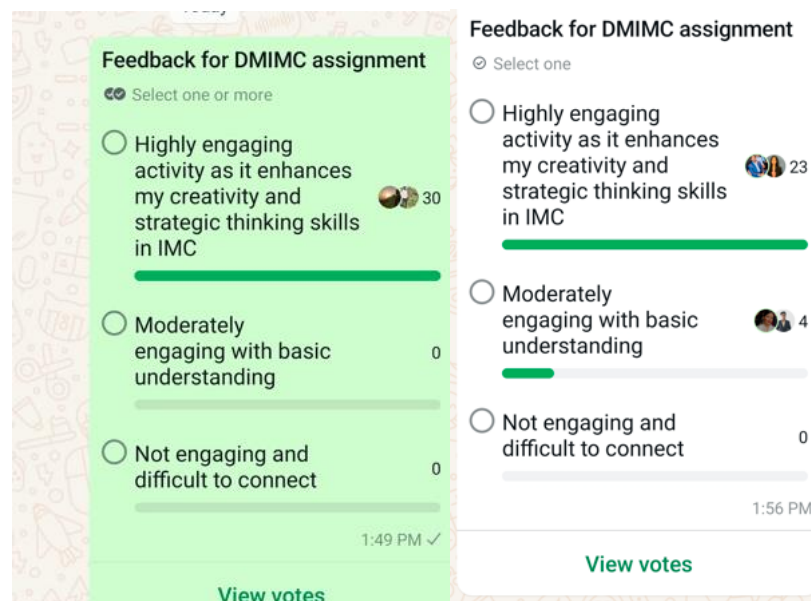


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3. Impact on Teaching-Learning

- Students apply theoretical concepts like branding, segmentation, positioning, and media planning to real-world scenarios.
- They used tools like CANVA for designing online promotional campaign of LINKEDIN, INSTA and FACEBOOK.
- Even their campaign generated enquires for buying the products on social media.
- They learn how to design mini IMC campaign on various platform. (FEW SAMPLES ATTACHED)
- Students learn to analyze market trends, customer behavior, and competitors. They utilize data to make informed decisions regarding target audiences and campaign strategies (DUMMY INFLUENCERS were also picturized)
- They explore innovative ways to integrate traditional and digital media effectively. (Online and Offline Marketing)



PGDM Batch 2023-24
Term III
(Product and Brand Management)

3. Assignment #POV (Point of View)
ONLINE ASSIGNMENT ON LINKEDIN

A. What pedagogical Innovation is implemented?

Identify and provide a *written point-of-view on an emergent branding issue or problem*, as reported in the media or encountered in the course of marketing experience. Reflections on the scope and significance of the problem or trend, implications for accepted norms of brand management practice, ramifications for dominant concepts and decision making frameworks in brand marketing, and general lessons (to be) learned should be considered.

In this POV assignment, students will evaluate the latest campaign by any brand. The campaign, leverages multiple channels and innovative marketing strategies to engage with its target audience. This campaign is a response to any market challenge, consumer need, or brand goal and it employs any key marketing strategies such as storytelling, humor, emotional appeal, etc. to drive brand awareness, engagement, or sales.

.e.g.,: re-building NHL brand loyalty in the face of crisis; evolving the Dove Real Beauty Campaign; a critique of the Burberry's brand turnaround; an analysis of Harry Potter as a brand.

In the **POV Assignment on the Latest Brand Campaign**, students will engage in the following activities:

1. Campaign Selection

- **Choose a Brand Campaign:** Students will select a recent brand campaign (it could be a digital, traditional or integrated campaign). The campaign should be current and reflect the latest trends in marketing.

2. Research and Analysis

- **In-depth Research:** Students will conduct thorough research on the campaign, including:
 - Understanding the **brand's background** and the **objective** of the campaign.
 - Analyzing the **target audience**, key messages, and creative strategies used.
 - Reviewing the marketing channels employed in the campaign (e.g., social media, television, print).
 - Studying how the campaign aligns with the brand's overall strategy, values, and positioning.

3. Critical Evaluation

- **Evaluate Campaign Effectiveness:** Students will critically assess the following aspects:
 - **Targeting and Audience Engagement:** How well does the campaign resonate with its intended audience? Does it successfully connect with the consumers' needs, preferences, and values?
 - **Creative Strategy:** How innovative or creative is the concept? How effective are the visuals, messaging, and tone of the campaign in delivering the brand's message?
 - **Integration Across Channels:** Does the campaign integrate effectively across multiple platforms? How cohesive are the campaign elements across channels (digital, print, TV, etc.)?

- **Brand Alignment:** How well does the campaign align with the brand's existing image, core values, and long-term goals?

4. Identifying Strengths and Weaknesses

- **Highlight Strengths:** Students will identify what worked well in the campaign, such as the creative approach, audience targeting, or innovative use of media.
- **Identify Areas for Improvement:** Students will also pinpoint areas where the campaign could have been stronger or more effective. This could involve suggestions around broadening the target audience, improving message clarity, or balancing digital and traditional marketing efforts.

5. Key Learnings and Insights

- **Insights for Future Campaigns:** Students will reflect on what they have learned from analyzing the campaign and offer suggestions for how the brand could improve in future campaigns. This will involve applying their theoretical knowledge of marketing to real-world examples.

6. Writing the POV (Point of View)

- **Write the POV:** After gathering insights and data, students will structure their assignment into a well-organized POV document. This will include:
 - An introduction to the campaign and its objectives.
 - A detailed evaluation of the campaign's elements.
 - An analysis of the strengths and weaknesses of the campaign.
 - Suggestions for future improvements and learnings.

Learning Outcomes

By completing this assignment, students will:


- Develop the ability to critically analyze real-world marketing campaigns.
- Gain practical experience in evaluating campaign effectiveness, creativity and alignment with brand strategy.
- Improve their research, writing, and presentation skills.
- Enhance their understanding of how integrated marketing communication works in practice.

This exercise will help students refine their skills in evaluating marketing strategies and understand the challenges brands face in communicating effectively with their audience.

2. Why was pedagogical Innovation Developed?


- By evaluating a brand campaign through a personal Point of View, students are prompted to think critically about the strategy, effectiveness, and overall execution. They are not merely absorbing information but actively engaging with it to form their own analysis.
- The assignment focuses on analyzing real-world brand campaigns, which helps students bridge the gap between classroom theory and practical industry applications. This makes their learning more relevant and hands-on.
- Writing from a #POV perspective forces students to articulate their thoughts clearly and justify their positions with evidence. This enhances their ability to express complex ideas in a structured and convincing manner.


- By offering their own Point of View, students take ownership of their analysis and develop their voice as critical thinkers. This is especially valuable in professional environments where marketers need to present their perspectives and ideas clearly.
- By focusing on current and relevant campaigns, students become more engaged in the learning process. They are motivated to explore new marketing trends and strategies, which fosters a deeper interest in the subject.






Ayush Mehrotra • 1st

PGDM Finance and Marketing Public Speaking

8mo • Edited • 






  #POV 



With "Kaara Saarama Eat, 7UP Repeat"

Imagine stepping into the world of South Indian cuisine, where every bite is an explosion of flavor. Now, picture yourself reaching for a chilled 7UP, the perfect partner for your spicy food adventures.




Key Focus:

-  Going deep into the Perfect Pairing: Experience how 7UP's refreshing taste elevates the rich flavors of South Indian dishes, making it the ultimate choice for refreshment.
-  Increasing the Star Power: Meet dynamic brand ambassadors, Rashmika Mandanna and Anirudh, as they infuse campaign with their charisma, resonating with fans across South India.
-  Connect with the Relatable Catchphrase: "Kaara Saarama Eat, 7UP Repeat" embodies the essence of the campaign, blending pop culture with the irresistible allure of spicy cuisine and refreshing beverages.

Challenges:

-  Navigate Cultural : Ensuring the campaign reflects the culinary culture and traditions of South India.
-  Address Perception Challenges: Overcoming any existing misconceptions about 7UP's suitability as a companion for spicy food.

Questions Raised:

-  How will consumers perceive 7UP's new role as a spice companion?
-  Can the campaign strike the perfect balance between present tradition and modern culture?
-  Will the collaboration with Rashmika Mandanna and Anirudh effectively

Questions Raised:

- ? How will consumers perceive 7UP's new role as a spice companion?
 - ? Can the campaign strike the perfect balance between present tradition and modern culture?
 - ? Will the collaboration with Rashmika Mandanna and Anirudh effectively increase sale and retain target audience's attention and loyalty?
- Apologies for writing management spelling wrong in PPT 🙏

Share your views in comment box 🙌

Dr Arpita Srivastava
 #SpiceUpWith7UP
 #brandstorytelling

UNVEILING THE SPICY 7UP'S KAARA SAARA CAMPAIGN

BY AYUSH

INTRODUCTIO

ews in the beverage world! 7UP is doing s
 India. They're saying that 7UP is the per
 food. You know, like when your mouth i
 thing really spicy, 7UP is there to cool thi

new slogan is "Kaara Saarama Eat, 7UP
 It's all about enjoying spicy food and th
 h yourself.

guess what? They've got some famous pec
 lanna and Anirudh helping out with the c
 lash in pop culture.


world where there are so many drinks to c
 ing out by saying, "Hey, we're the ones yo
 s!" It's all about making eating spicy food
 able.

Advertisement Imaginings for a Management

Consumer Behavior: How you analyze7

CONCLUSIO

In conclusion, 7UP's strategic positio



Manya Mittal • 1st
 PGDM Marketing Student at GL Bajaj | Leveraging Data Analytics to ...
 8mo • Edited • 🌟

⋮


#pov 🌟 **Unlocking the Journey Within: Mercedes-Benz Redefines the Drive** 🌟

Mercedes-Benz has once again captured our imaginations with their latest film, transcending the conventional notions of automotive excellence. In this mesmerizing portrayal, they emphatically convey that their cars are not merely modes of transportation—they are portals to self-discovery and personal expression.

At the heart of their narrative lies a profound revelation: the journey from "A to Me". It's a concept that goes beyond the physical act of moving from one place to another; it summarizes the essence of individuality, aspiration, and fulfillment. With each mile traveled Mercedes-Benz invites us to embark on a voyage of self-realization, where the road becomes a canvas for our dreams and desires.


As we reflect on Mercedes-Benz's latest masterpiece, let's consider the profound impact it has on our perception of automotive excellence. It challenges us to reimagine the possibilities of the road ahead and embrace the journey with open arms. Together, let's redefine the drive and embark on a transformative odyssey from "A to Me". 🚗 🌟


Join the conversation and share your thoughts on this captivating film. How do you perceive the journey from "A to Me" in the context of your own driving experiences? Let's explore together! [#pov](#) [#madovermarketing](#) [#MercedesBenz](#) [#AToMe](#) [#JourneyWithin](#) [#AutomotiveExcellence](#) 🌟

 Mercedes-Benz India

Special thanks to [Dr Arpita Srivastava](#) ma'am!

Mercedes-Benz's latest film emphatically conveys their car is so much more than just taking you from A to B... it's about A to Me! ...more





Dr Arpita Srivastava
 Head of Marketing Department,
 Professor (Marketing) at G L Bajaj...
 Noida, Uttar Pradesh
 G L Bajaj Institute of
 Management & Research

Profile viewers: 903
 Post impressions: 633

Your Premium features

Devansh Rastogi • 1st
 Studying Management, Marketing and Operations (CRC Representative)
 7mo •

#pov

Ensuring children's safety goes beyond the classroom walls! At Schools, we're all about creative solutions and giant pencils 🖍️. Street safety education? We've got it covered!

Our approach? Interactive workshops, role-playing scenarios, and hands-on activities. From traffic signals to pedestrian etiquette, our students become street-smart superheroes! 🦸

But it's not just us. We're rallying parents and the community too! Together, we're building a culture of safety, one giant pencil stroke at a time. 🏡👨👩👧👦


Here are some additional insights from my side:


- Stay Alert: Teaching children to always be aware of their surroundings, whether they're walking to school or playing in the neighborhood.
- Know the Rules: Understanding traffic rules and teaching kids to obey traffic signals and signs. Red means stop, green means go!
- Practice Makes Perfect: Encouraging kids to practice crossing streets safely, looking both ways and using crosswalks whenever possible.
- Community Involvement: Collaborating with local authorities and organizations to enhance street safety awareness, hosting events, and sharing resources with families.
- Family Engagement: Providing resources and tips for parents to reinforce street safety lessons at home, creating a unified approach to keeping our children safe.

How do you tackle street safety? Share your tips! Let's keep our children safe, empowered, and ready to conquer the streets!

#StreetSafety #EducationForAll #ChildSafety #CommunityEngagement

Dr Arpita Srivastava
 GL Bajaj Institute of Technology and Management
 Mad Over Marketing (M.O.M) #advertisingandmarketing #creative #design
 #roadsaftey #schools





aramco

Dr Arpita, you might like to follow aramco


Keep up with interesting, relevant updates

Prashant & 358 other connections also follow

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 Management & Research

Profile viewers: 903
 Post impressions: 633

Your Premium features

Sonam Singh (She/Her) • 1st
 Member Alumni Relations Cell | Member Communication cell | Vice Presiden...
 7mo •

Spice it up with 7UP! 🍷

7UP is making waves in South India, positioning itself as the ultimate companion for spicy food. With the catchy phrase "Kaara Saarama Eat, 7UP Repeat!" which means "Eat spicy Food, Drink 7UP, Repeat!", the campaign is hitting all the right notes in pop culture. It's not just a drink. It's a #7UPSuperDuperRefresher!

This campaign is a strategic move to position the brand as a companion for spicy food in South India. This is a classic example of niche marketing where a brand tailors its marketing efforts to a specific market segment.


The use of a catchy phrase and popular celebrities like #RashmikaMandanna and #Anirudh is a smart move to create a strong brand recall and connect with the target audience.

However, the success of this campaign would depend on how well it resonates with the consumers' experiences. It would be interesting to see if the campaign can change consumer behavior and increase the consumption of 7UP with spicy food.

As someone who enjoys a good meal and a refreshing drink, I find this campaign to be a perfect blend of relatability and creativity. But what about you? Do you think 7UP has hit the mark with its new positioning? How does it resonate with your experiences?

I invite you all to share your thoughts on this #Spicy7UP new idea.

Let's discuss! #Collab #KaaraSaarama #pov #comment



Oh my God! I'm on fire (it's spicy)

Ryushika Singh and 34 others 4 comments

Reactions

Like Comment Repost Send




1. https://www.linkedin.com/posts/riya-khandelwal15_pov-fevikwikmagic-valentinesdaycampaign-activity-7163840112475226112-ebHt?utm_source=share&utm_medium=member_desktop
2. https://www.linkedin.com/posts/anshumansri08_doritos-goes-mega-in-vegas-activity-7161997985424326656-c5iK?utm_source=share&utm_medium=member_desktop
3. https://www.linkedin.com/posts/siddharth-bhatnagar-b918941aa_valentines-day-campaign-by-cleartrip-activity-7163799428779245568-JGtQ?utm_source=share&utm_medium=member_desktop
4. https://www.linkedin.com/posts/ankit-gupta-a62a22227_pov-pepsi-reebok-activity-7167412615399297024-OQAG?utm_source=share&utm_medium=member_desktop
5. https://www.linkedin.com/posts/sonam-singh-2bb9141a8_7upsuperduperrefresher-rashmikamandanna-anirudh-activity-7166477619285180417-PdaQ?utm_source=share&utm_medium=member_desktop
6. https://www.linkedin.com/posts/kritika-mathur-8919401a4_madovermarketing-adsmomloves-advertisingandmarketing-activity-7162056330818646016-5g8j?utm_source=share&utm_medium=member_desktop
7. https://www.linkedin.com/posts/lakshay-vishnoi-9797b228a_collab-projectsparsh-activity-7169029718107734016-xhbp?utm_source=share&utm_medium=member_desktop
8. https://www.linkedin.com/posts/ayush-mehrotra-259a25247_pov-spiceupwith7up-brandstorytelling-activity-7166040533792968705--bFt?utm_source=share&utm_medium=member_desktop
9. https://www.linkedin.com/posts/shantanu-srivastava-030a22266_pov-madovermarketing-marketingandadvertising-activity-7165050521391759360-mBEu?utm_source=share&utm_medium=member_desktop
10. https://www.linkedin.com/posts/devansh-rastogi-13b626263_pov-streetsafety-educationforall-activity-7166090692799275008-A0s8?utm_source=share&utm_medium=member_desktop

3. Impact on Teaching-Learning

- Students learn to critically evaluate each aspect of a marketing campaign, assessing its effectiveness, strengths, and areas for improvement.
- The assignment reinforces theoretical knowledge by applying it to actual brand campaigns, making abstract concepts more concrete and easier to grasp.
- Analyzing current brand campaigns makes the learning experience more engaging and relatable.
- The POV format requires students to take ownership of their ideas and assessments, which helps them reflect on their learning progress and boosts their confidence in their analytical abilities.
- Class feedback was also collected to know the student view regarding this activity.

Feed back for #POV activity in PBM

Select one or more




- This activity is highly engaging and helped me in developing my analytical and articulation skills 
- This activity was moderately engaging with basic understanding 
- This activity was not engaging and I found it hard to connect 

1:39 PM ✓

[View votes](#)

Feedback for #POV activity in PBM

Select one or more

- This activity is highly engaging and helped me in developing my analytical and articulation skills 
- This activity was moderately engaging with basic understanding 
- This activity was not found engaging and I found it hard to connect 

1:47 PM

[View votes](#)

4. Assignment: Packaging Analysis Exercise

IMC (Integrated Marketing Communication)

A. What pedagogical Innovation is implemented?

This exercise aims to develop your skills in evaluating product packaging as a tool of marketing communication, examining how effectively it conveys brand messaging and identifying areas for improvement.

What students need to do

- Go to a store (grocery store, drug store, Target, etc.) and spend some time looking at the packaged goods.
- Choose a product that you think has either a very bad or very good package, in terms of marketing communications.
- Redesign packaging with the change you want to suggest and prepare a write up for viva analysis of the package and what you think makes it either good or bad.
- What does the package communicate about the product/brand? How does it do this (executional elements)?
- Is that message consistent or inconsistent with what you think the overall marketing communication/branding objectives are for the product? Your evaluation should suggest more effective packaging in the future.

Be prepared to discuss your package choice in class. Keep your packaged good for use as an example in future courses.

B. Why was pedagogical Innovation Developed?

- The Packaging Analysis Exercise was developed as a pedagogical innovation to enhance students' understanding of packaging as a critical component of marketing and branding strategy
- By physically going to a store and analyzing packaging firsthand, students move beyond classroom theory to experience how design elements influence consumer perception and behavior in a real-world setting.
- Evaluating packaging in terms of brand message, functionality, and visual appeal trains students to observe and analyze details that impact consumer decision-making. This skill is crucial for any marketing or branding role where design elements must be assessed for effectiveness.
- The exercise encourages students to explore what works and what doesn't in packaging, helping them develop innovative ideas for improving packaging effectiveness in future campaigns.



|



C. Impact on Teaching-Learning

- By analyzing packaging in actual stores, students bridge the gap between classroom theories and real-market dynamics.
- Identifying flaws in packaging and suggesting improvements enhances their ability to think strategically.
- Encourages innovative thinking to create packaging that stands out in competitive markets.
- Students learn to design packaging that enhances usability and customer satisfaction.
- The exercise fosters an understanding of consumer needs, preferences, and pain points.

6. News Paper Article Analysis and Ready Reckoner- (News related to marketing and IMC)

Students are required to follow the given guidelines and follow MINT newspaper.

Guidelines for Using and Pasting Daily News Analysis (ONLY MARKETING NEWS)

1. Review the Headlines:

- Begin by reading the headlines in the daily news analysis. This will give you a quick overview of significant business and economic developments.

2. Understand the Summaries:

- Read the provided summaries carefully. These are concise yet informative, capturing the most important facts. Ensure you grasp the key points and the context behind the news.

3. Focus on the Analysis:

- Pay special attention to the analysis section:
 - **Industry Impact:** Understand how the news affects businesses or industries.
 - **Market Implications:** Think about how the news influences financial markets and investment strategies.

4. Relate to Your Studies:

- Connect the news to the topics in your PGDM curriculum. For instance:
 - Marketing students should focus on news relevant to consumer behavior and advertising.

5. Discussion and Reflection:

- Use the analysis as a foundation for classroom discussions or group work. Be ready to share your insights and ask questions to enhance understanding.

6. Stay Consistent:

- Reviewing the daily news analysis regularly will keep you updated on the latest trends, helping you prepare for discussions, interviews, and your future career.

Guidelines for Pasting the News Analysis in Your Notebook

1. Organize by Date:

- Paste the daily news analysis in your notebook, ensuring that each day's analysis is organized chronologically.
- Leave a margin at the top of each page for the date and headline.

2. Maintain Neatness:

- Ensure the printouts or clippings are cut cleanly and pasted without overlapping.
- Use a highlighter or pen to underline key insights or add brief personal notes or reflections next to important points.

3. Categorize by Subject (Optional):

- If you prefer, you can categorize news articles by topic—such as marketing, advertising, NPD etc.—in notebook.

4. Reflection Space:

- Leave a small space at the bottom of each page for any additional notes, thoughts, or questions that you might want to bring up in class discussions or personal study.

Evaluation Criteria

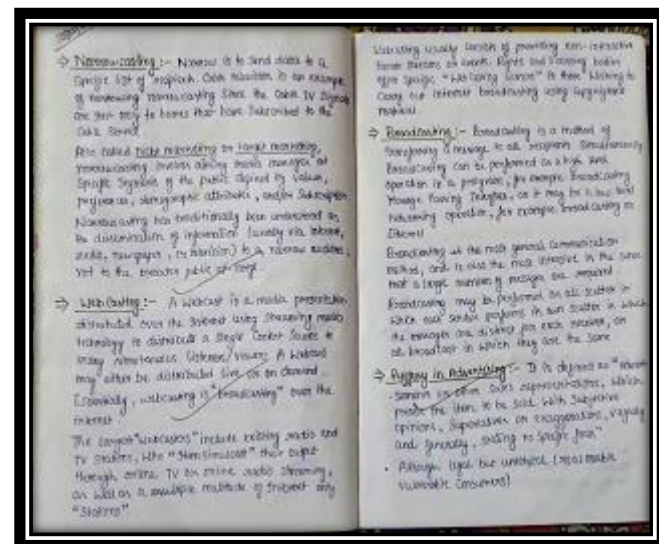
Total Score Calculation:

- **Consistency:** [Score out of 1.0]
- **Neatness and Organization:** [Score out of 1.0]
- **Quality of Reflection:** [Score out of 1.5]
- **Relevance to PGDM Topics:** [Score out of 1.0]
- **Classroom Participation:** [Score out of 0.5]

Final Score: Sum of all individual scores (Out of 5 marks).

By following these guidelines and keeping your notebook updated, students will develop a strong grasp of real-world business scenarios and prepare themselves for successful classroom discussions and future career endeavors.





6. Insert Learning (insertlearning.com)



- With this tool, students can basically take any page on the Internet and turn it into a lesson.
- Suppose a student find a great article from Economic Times/Mint/ Business World that you'd like students to read, but you'd also like to ask them a few questions about it, add a bit of commentary of your own, and insert a related video.
- With Insert Learning, you can do all of that right on the article.

ABHISHEK MADHAVAN BACKCHANNEL 04.06.17 12:00 AM

WHY DISTRIBUTION STILL MATTERS IN THE INTERNET AGE

SHARE



SHARE



TWEET



COMMENT



EMAIL



7. Brand Yourself (Product and Brand Management)

Activity 1. : Brand Yourself



I,
ME,
MYSELF
A BRAND !!

Build your own personal brand called "YOU"

- Short version of the Self Brand Assessment Test to help students in determining the best positioning strategy for "Brand You".
- The Self Brand Strategy 10 Minute Test
- www.selfbrand.com/tools/assessment/short-test.html

How to use LinkedIn as a powerful personal branding tool?
(All students need to create LINKEDLN PROFILE with recommendations and endorsement)

8. Brand Equity (Weekly News Analysis)

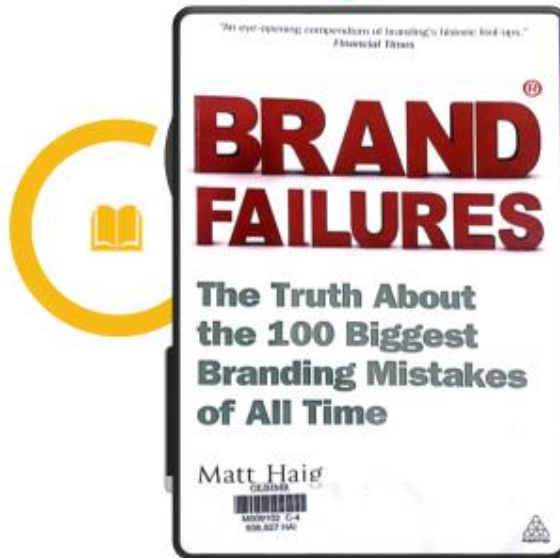
Activity . : Brand Equity (Weekly Article Analysis)



5 Students per week

9. WHAT WENT WRONG

Activity: What went wrong



This book highlights some of the largest branding blunders of all time.

Classic Failures

Idea Failures

Extension Failures

Culture Failures

Rebranding Failures

Objective

To help students to read and to analyse the **KEY DANGER** areas of Branding and how the companies have overcome this failure.

➤ One brand will be allocated to a team of two members

➤ They have to read the details of a **BRAND FAILURE**

➤ Need to present in the class with the help of **PPT**.



10. Assignment: 05 Marks

Assignments are given to the students covering the contemporary issues and trend in the subject area, where in student need to submit their findings and analysis on the given topic in a hard copy within 4 days of announcement.

Critical Thinking Exercises

DISCUSSION QUESTIONS

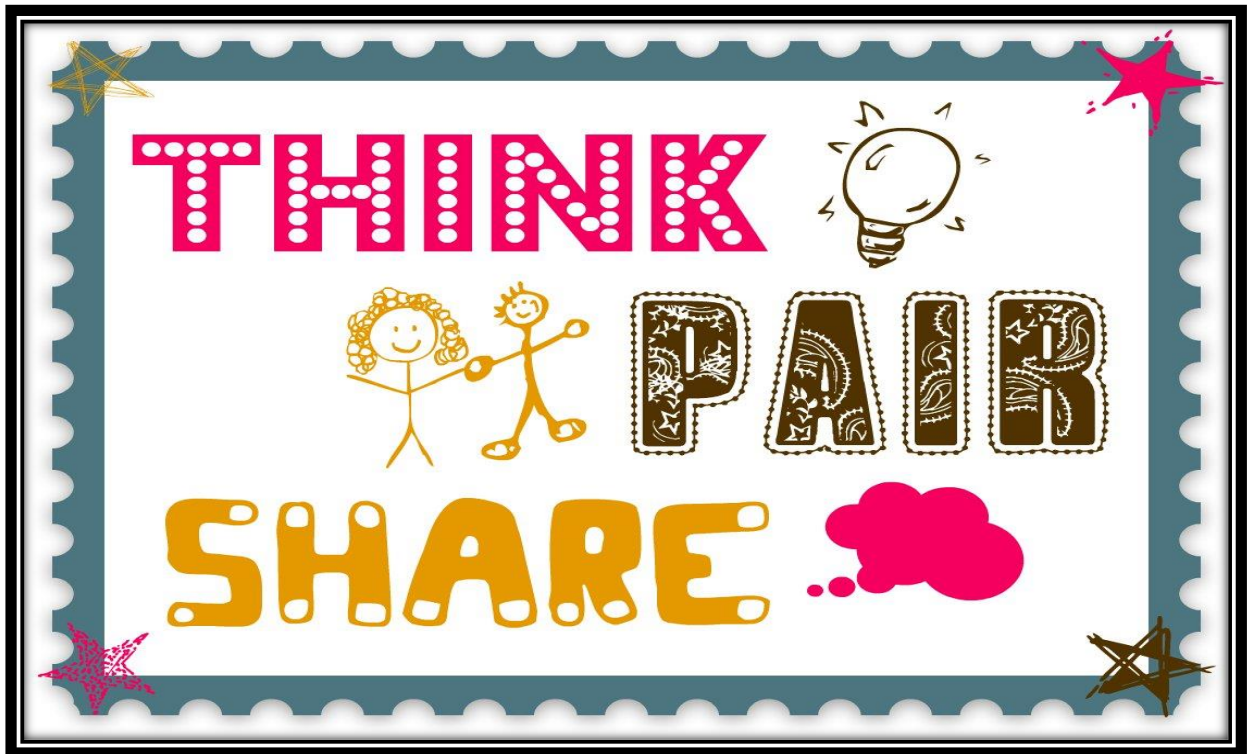
- 1-19. The Lean Cuisine effort to shift consumer perceptions of frozen food products is a typical example of a business attempt to transform consumer opinions and habits. Select a business in your country or region that has attempted something similar. Has the effort worked? How fundamental was the perception change? Was it achievable? Explain your answer.
- ★ 1-20. The marketing director for Tempur-Pedic mattresses is assigned the task of emphasizing the mattress's superior sleep quality in the company's next integrated marketing communications program. Discuss the problems the director might encounter in each step of the communication process since the campaign will emphasize something consumers cannot see or observe. Explain how noise or clutter interferes with the communication process.
- 1-21. How many different forms of advertising are you exposed to over the course of a normal day? Do you recall any specific advertising that had relevance and resonance with you? Compare your observations with the other members of the class.
- ★ 1-22. Why do advertisers ensure that they feature their marketing messages across multiple forms of media?
- ★ 1-23. The use of social media has grown during the last decade. Discuss your personal use of social media. Which social media platforms do you use? Why did you select those particular ones? How do you use social media?

Assignment is a Written Project Report.

- Student needs to submit the project latest by the **10th Session.**
- **No late submission allowed**
- Assessment of the assignment: The assignment will be assessed on the following parameters:

S. No.	Individual Project (IP) Parameters	Weightage (Marks)
A	Content	2
B	Clarity of thoughts	1
C	Language	1
d	Structure and Presentation	1
Total Marks		5

11. Consumer Behaviour (Think, Pair and Share)



Objectives :

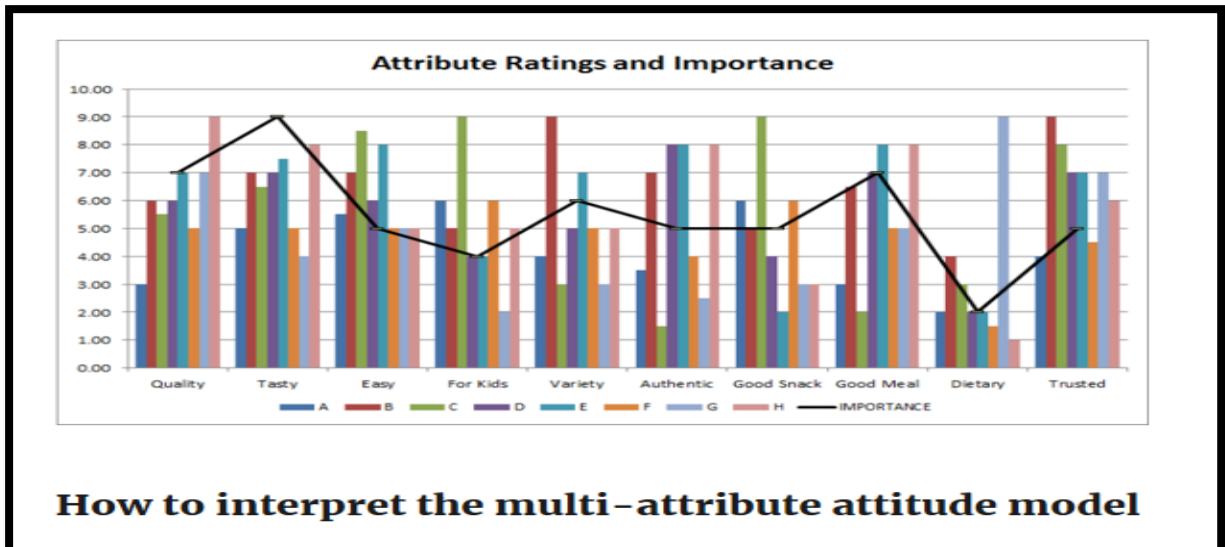
- It helps students to think individually about a topic or answer to a question.
- It teaches students to share ideas with classmates and builds oral communication skills.
- It helps focus attention and engage students in comprehending the reading material.

12. Multi-Attribute Attitude Model: Excel Template

- This model breaks down the consumer's overall attitude (that is, view of each brand) into smaller components.
- These components are the individual product features, functions and perceived benefits – which are collectively known as [product attributes](#).

The structure of the market research questionnaire necessary to obtain the data to construct a multi-attribute attitude model would be:

- The researcher would determine (probably from initial focus groups) the key attributes of a product category
- Then for each main brand the respondent (consumer) would be asked to rate EACH brand for EACH key product attribute (on a scale, 1 to 7)
- The survey would then ask the respondent to also rate (on a scale) how important each attribute is to them in their purchase decision



How to interpret the multi-attribute attitude model

Here is the download link for the free Excel template: [multi-attribute attitude model](#)

13. **Group Project: Advertisement Analysis Presentation**

Group Project: Advertisement Analysis Presentation

Objective : This project is designed to give students a chance to apply the knowledge obtained in the class and to improve students' ability to work in groups, as is often required in the field of business.

Students will form groups of 2 or more and work together to create a thorough analysis of a TV commercial as an application of the consumer behavior concepts learned in class. Each team will choose one TV commercial that reflects a consumer behavior concept (i.e., motivation, personality, or attitudes).

The goal of this analysis is for students to demonstrate how the selected advertisement is a real-world reflection and application of a basic, theoretical concept(s) of consumer behavior.



<https://www.udemy.com/course/consumer-behavior-r/>

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Marketing > Marketing Fundamentals > Consumer Research

Consumer Behavior

Consumer Behavior involves studying the processes a consumer uses to make purchase decisions.

4.1 ★★★★★ (73 ratings) 1,833 students

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