

Marketing Guru

By RAJESHWARI SWAMINATHAN| CHENNAI

Hailing from the southern town of Kumbakonam, professor TN Swaminathan has made his hometown proud by bagging the Best Marketing Professor award, presented by ABP news. He is currently a professor and director - Branding and Public Relations, at the Great Lakes Institute of Management, Chennai.



A microbiologist turned MBA (IIM-Calcutta), he has cross-functional experience in R&D, sales and marketing. Professor Swaminathan has been teaching since 1992 - Marketing, Sales courses and as visiting faculty at several IIMs.

Speaking about how he took up teaching, he says, “My first job was in 1965 as a demonstrator in Microbiology at St.Xavier’s college, Bombay. During my corporate career (1973- 2004), I used to teach one elective course in a B-School whenever I could. Once I decided to hang up my boots in 2004, I shifted to full time teaching as that was one way to give back to society.”

Adhering to the reformed pedagogy style, he believes teaching should be a blend of conceptual and experiential. “Corporate experience helps in connecting the concepts to application through real life examples.”

He feels there has been a tremendous shift in students’ quality. “Although the percentile has remained the same, the numbers have gone up. We were not blessed with technology; today they are; the downside is some complacency.” His message to the students community is: “Learn as much as you can as probably for most students a B-School will be the last academic stop.”

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