

## Innovative Pedagogical Methods

<b>Name of the faculty</b>	K Rajeshwari
<b>Position</b>	Senior Associate Professor ( Marketing)
<b>Qualification</b>	PhD
<b>Experience &amp; Expertise</b>	Rajeshwari has close to three decades of sales and marketing experience across industries; She has also been selected as the ‘Subject Expert –Marketing’ by TCS and is on the International Board of PDMA USA ( Product Development Management Association)- a leading body worldwide that creates, curates and disseminates NPD knowledge to academia and practitioners.
<b>Course name and Year</b>	Sales and Distribution
<b>Area of Difficulty/Improvement</b>	To capture ‘real life’ learnings on channel management
<b>Description of the Difficulty/ Need for improvement</b>	Insufficient ‘real’ data to understand channel ROI
<b>Innovation Name</b>	Field project
<b>Description of the Innovation</b>	Students are encouraged to do a field project where they collect real data on costs and returns from distributors and calculate ROI. They make recommendations on how to manage their ROI better.
<b>Learning Outcomes</b>	Distributor performance management
<b>Other significant outcomes</b>	Real data collection in the field Channel interactions Team working
<b>Assessment of Innovation</b> <b>a. Is effectiveness tangible</b>  <b>b. If YES, Evidence of effectiveness</b>	<b><u>YES</u></b>
<b>Is it Replicable?</b>	<b><u>YES</u></b>

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<b>Course name and Year</b>	Integrated Marketing communication
<b>Area of Difficulty/Improvement</b>	Assessment of 'creativity' in communication
<b>Description of the Difficulty/ Need for improvement</b>	No hand on experience in producing /evaluating creative output
<b>Innovation Name</b>	Group project-Create ad campaigns and defend them with rationale in the context of the brand.
<b>Description of the Innovation</b>	Students are encouraged to do a group project where they product a complete ad film (right from idea/ script/ direction and production); they present to the entire class and explain how the brand will be impacted through his campaign.
<b>Learning Outcomes</b>	Communication development and assessment
<b>Other significant outcomes</b>	Ad agency working Balancing creativity with brand strategy Team working
<b>Assessment of Innovation</b> <b>a. Is effectiveness tangible</b>  <b>b. If YES, Evidence of effectiveness</b>	<b><u>YES</u></b>
<b>Is it Replicable?</b>	<b><u>YES</u></b>
<b>Any other Remarks</b>	Very popular with the students with high learning value