

### **Innovation in Teaching: Customer Relationship Management (Marketing elective)**

A unique in-class assignment was organised. The students sat group wise and each group was given 3 hard copies of Economic Times. Each group was given an hour wherein they had to scan the newspapers and document as many CRM related concepts as possible, that they could find in the news articles. Each group then presented and defended their findings through class discussions and peer interaction.

As per informal discussions with students, it appears to have increased class participation, excitement and readership of business newspapers





### **Innovation in teaching: Consumer Behaviour (CB)**

This was the first time I was teaching this course. A unique in-class assignment was organised. The students sat group wise and each group had to choose a card wherein a brand was mentioned in a certain situation. The group had to apply CB concepts as a solution to get the brand out of the situation



