EXPERIENTAL LEARNING PEDAGOGY

3C (Cloning Company Conditions) Project

Sub : Consumer Behaviour 3.4.2 ; Batch: 3rd Semester 2018-20

1) **THE NEED**

The advent of Internet and Apps such as google, Wiki etc. has made knowledge available to all instantly on our fingertips. Thus the era of education for Knowledge and using it as a differential is lost now. The students need to be trained in Creative Destruction (Ref Joseph Schumpeter), for they will be increasingly working in the VUCA environment.

Accordingly discussed with Students and we set a target to take them up the Blooms Taxonomy Cognitive Domain below from Remember to Apply & Analyse.
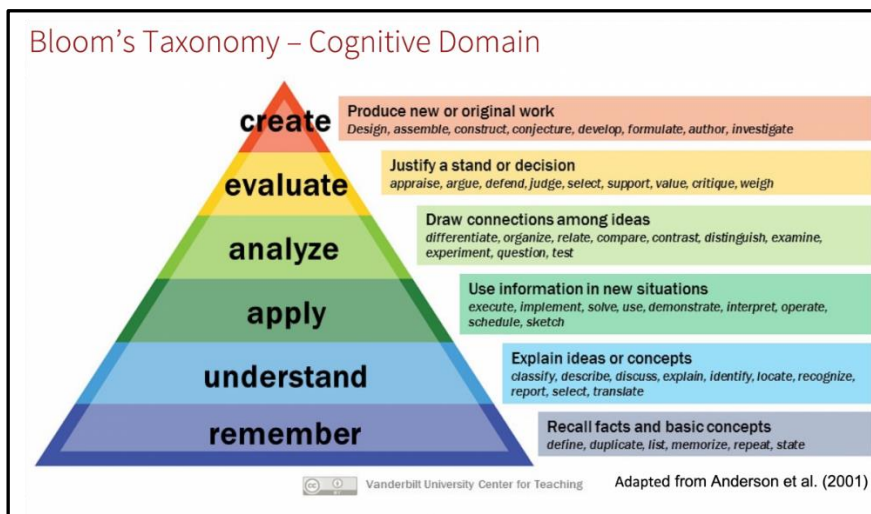
2) **THE PREVAILING PRACTICE**

Student Involvement in each Class Session was a challenge for they were not challenged to apply for their own Semester Projects on that subject.

Subject Projects were chosen by students midway through the Semester and wer delinked from the Class sessions; it was assumed that they would be apply the learned concepts in these Projects.
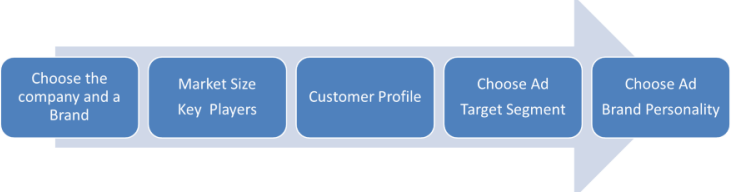
3) **THE INNOVATION**

a) Each student had to select a Company / Brand at the beginning of the Semester and he was deemed as the Brand Champion for that Brand.

b) To enable understanding across various Product Categories (FMCG, Consumer Durables, Industrial / Services), the class was grouped in teams of Three each. Each Team member had to choose one Brand each from these three categories, without overlap. The objective here was "Standalone Teamwork", for each student had to work on his chosen Brand independently, but had the support from team members if needed.

c) A student briefing was done at the beginning of the Semester as per below :

R V INSTITUTE OF MANAGEMENT, BANGALORE

3RD SEMESTER 2018-20 BATCH

SUB : CONSUMER BEHAVIOUR 3.4.2 – PROJECT

MY BRAND

Objective

To enable students relate the Consumer Behaviour theory to the practical world, so that they can progress from current *Remember* to higher levels of *Understand* and *Apply* in the Bloom's Taxonomy -hierarchy of learning.

How

1. Select a Brand (not company) as "My Brand". You choose a Brand from one among three categories below:
   a. FMCG
   b. Consumer Durable
   c. Industrial or Service
2. A team of 3 students to be formed, such that all three Brand categories above are covered.
3. You must own your "My Brand" and take actions during the Semester as per below :
   a. Industry Write up : Study the Industry of "My Brand", its market size and economic /environmental factors affecting the industry
   b. Brand Share / Positioning : Understand "My Brand" positioning and it's estimated current market share
   c. Apply Consumer Behaviour(CB) Concepts : Apply the various CB concepts taught in class to "My Brand"
   d. Environmental Factors: Monitor the Environmental factors (Political, Economic, Socio-cultural, Technological etc) affecting the "My Brand" by following local / India & International News.
4. Evaluation will be done based on following :
   a. Class participation by applying concepts taught in class to "My Brand"
   b. Periodic submissions (at least one per month) covering application of concepts taught in class for "My Brand" in the context of Environmental factors. Specific guidelines on Requirements will be circulated for each of these submissions
   c. Case Studies Presentation in class (Optional; to be developed by you on "My Brand" under Faculty guidance). Bonus points for such voluntary efforts
   d. Project Submissions / Class Presentations at the end of Semester.
5. Marks Weightage : 20 out of 30 internal marks.
6. This is compulsory for all students ; if you have not chosen "My Brand" / Group and informed the Faculty, you will lose all 20 internal marks.

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d) The Project submissions were staged through the Semester and were given immediately after completion of relevant module. The various submissions for the Semester were as below :

Submission 1 - Market Size & key players & Customer Profile
Estimated market size of the "my Brand" segment in India, estimated market share of "My Brand" and other key competing Brands (name at least 3) – Max 300 words
Describe a typical Customer Profile of "My Brand" – Max 150 words
(FYI, Customer Profile is a description of a customer or set of customers that includes demographic, geographic, and psychographic characteristics, as well as buying patterns, creditworthiness, and purchase history).
Estimated market size of the "my Brand" segment in India, estimated market share of "My Brand" and other key competing Brands (name at least 3) – **Max 300 words**

Submission 2 – Target Segment and Brand Personality for a Print Ad
Select One Print Ad for "My chosen Brand" which came out   in 2019
Target Segment
Analyse the Ad and identify which target segment that it is addressing. You need to explain the Target Segment by their Demographics & Psychographics (Max 300 words)
Brand Personality
Analyse the Ad and explain the Brand Personality that the Ad is attempting to project (150 words)

e) Some other key highlights :

- **Think & Breathe your Brand** : The students were forced to think and breathe about their chosen Brand through following questions in class :
  - Application**:** Students were randomly chosen and asked to explain how the new concept is applicable for their Brand.
  - Market Awareness : Students were randomly asked about current affairs and events which affect their Brands
- **Think Company**: The students were forced to visualise a typical company environment and how their CEO/ Marketing Manager will ask for specific problems to address and tasks to be completed.
- **Presentation**: Students were randomly chosen in the class and had to make a presentation on their Submissions. This forced students to apply their minds properly for all Submission. *Evaluation was done by Faculty, as well as other students in the class.*
- **Optional Case Study:** Students were given the option of developing a Case Study under Faculty guidance. The choice of Company / Brands were mainly companies where students were placed. *By doing so, students got to know their companies which they were to join better.* And for other students, their general awareness of these companies improved. *To encourage case Studies, Bonus marks were given for Internal Assessment.*

e) Assessment criteria were as below:

Item	Item	Max Marks	Basis
R V INSTITUTE OF MANAGEMENT, BANGALORE			
3RD SEMESTER 2018-20 BATCH			
SUB : CONSUMER BEHAVIOUR			
PROJECT MY BRAND - EVALUATION CRITERIA			
Submission 1	Discipline	5	Submission as per deadline
	Content	10	Evaluated by Faculty
Submission 2	Discipline	5	Submission as per deadline
	Content	10	Evaluated by Faculty
Submission 3	Discipline	5	Submission as per deadline
	Content	10	Evaluated by Faculty
Submission 4	Discipline	5	Submission as per deadline
	Content	10	Evaluated by Faculty
Submission 5	Discipline	5	Submission as per deadline
	Content	10	Evaluated by Faculty
Class Presentations	Discipline	5	Presented when called
	Class	10	Evaluated by Class
	Faculty	10	Evaluated by Faculty
TOTAL		100	
Late Penalty		-10	Not registering My Brand Project on time
Case Study Bonus		20	Case study to be presented & discussed in class. Faculty will assist in preparation

4) **THE IMPACT**

The students were initially hesitant and not participative. But by end of the Semester, they were comfortable, highly involved and gained in confidence.