

Learning Log - Dr. Jones Mathew

Name of the faculty	Dr. Jones Mathew
Position	Professor of Marketing, Program Director- PGCM, Chairperson – Rankings and Accreditation
Qualification	Ph.D, MBA
Experience & Expertise	-18 years of corporate experience – private and public Indian and MNC companies in marketing, sales, vendor development, retail operations & procurement. -13 years of academic teaching, research and MDP experience
Course Name and Year	Learning Log – Marketing Management 2, AY 2021-22 onwards
Area of Difficulty/Improvement	Low retention of session-wise knowledge/information/takeaways
Description of the Difficulty/ Need for improvement	Students forget very quickly the learnings and takeaways of each session of a course. Most students are new to marketing as a subject. The course has a lot of information download which they hear for the first time. The rate of retention needs to be improved.
Innovation Name	Learning Log
Description of the Innovation	It is a daily journal that each student must maintain of the main takeaways of each session. There is a 24-hour window after the completion of a class for the students to log in their learning in a password protected excel sheet with one page dedicated to one student. It is designed to be tamper-proof.
Learning Outcomes	The students learn the importance of journaling. The students learn to summarize a 90-minute session into 2-3 main takeaways. The students can look back at the whole course later as a jigsaw puzzle with all the pieces in place. It teaches them the ability to look at the big picture.

<p>Other significant outcomes</p>	<p>The students learn that maintaining a log helps them refresh their memory about the course quickly; it forces them to think of what is truly the most important learning of a particular session and also learn how to be disciplined with their course-related journey.</p> <p>The Learning Log helps students to synthesize the 30 hours into one excel sheet – teaching them the benefits of being concise.</p>
<p>Assessment of Innovation a. Is effectiveness tangible b. If YES, Evidence of effectiveness</p>	<p>a. Effectiveness is tangible for sure.</p> <p>b. The Learning Log has been mentioned in feedback as a useful tool for remembering major marketing management concepts and examples shared/discussed in class</p>
<p>Is it Replicable?</p>	<p>YES</p>
<p>Any other Remarks</p>	<p>This could be practiced by all course facilitators because of its simplicity. It is an individual student activity. Exploring a group level innovation of the Learning Log combining it with gamification could be possible.</p>