

Smell The Coffee - Dr. Parveen Ahluwalia

Name of the faculty	Parveen Ahluwalia
Position	Adjunct Professor of Marketing
Qualification	MA(Economics), MBA(Marketing)
Experience & Expertise	<p>-36+ years in senior/top management roles in research, advertising, marketing, brand communications and brand consulting till now. Have managed the largest of MNC and leading Indian brands in terms of designing and executing G-T-M and marcom strategies for them</p> <p>-32+ years of teaching experience in India's best B Schools and media institutes; as well as conducting MDPs. FDPs and training programs for leading corporates</p>
Course Name and Year	B2B Marketing (22-23), (23-24), SDM(23-24), IMC(23-24) in PGDM. Also IMC (23-24) in PGPM
Area of Difficulty/Improvement	Inability to translate and use academic concepts on a practical and industry oriented basis.
Description of the Difficulty/ Need for improvement	RESULT: brand understanding, consumer profiling and overall marketing orientation was thin and lacking substantive "practical and real life simulation" experience
Innovation Name	"SMELL THE COFFEE"
Description of the Innovation	<ul style="list-style-type: none"> - The entire class is divided into random groups from day 1 - On a "give and take basis", every alternative session, faculty details/describes/teaches the academic concept using as many live, industry brands/companies - The subsequent week, each group works on a live brand/company/case and presents the same back – using the academic knowledge gained previously and applying to the brand case - The entire course is taught in this way – thereby ensuring that all students get to work practically on at least 7-8 live brands in the semester (including mid-term and end-term) - The assessment and evaluation too, both on a group basis (internal) as well as on an individual basis(end term) is done by giving live brands and having students address the marketing issue/gap/concern as a strategic recommendation

<p>Learning Outcomes</p>	<ul style="list-style-type: none"> - Students learn to work as a team across the entire semester; teams change randomly again if students take another elective in subsequent terms - Real-life situations in terms of categories/brands/companies are tackled in terms of a marketing solution (e.g., sales maximisation, distribution channel strategy, brand positioning, sales pitches, communication strategy, etc.) on an ongoing basis - Students get to work across industries and across brands and diverse categories, thereby giving them a rich, diverse and cross industry exposure
<p>Other significant outcomes</p>	<ul style="list-style-type: none"> - Finally, at the end of the term, after all this exposure and learning curve, students are ready for the corporate world as they have had a pragmatic, reality check!
<p>Assessment of Innovation a. Is effectiveness tangible b. If YES, Evidence of effectiveness</p>	<p>a. Yes, it is as it's being monitored and evaluated on an ongoing basis</p> <p>b. Students feedback at the completion of the course categorically spells this out as an insightful and relevant experience in terms of an industry oriented and pragmatic learning curve</p> <p>c. A student population of more than 9k students across various institutes in the past three decades still remember and miss this classroom experience – as many of them, and that too manning CXO posts today, keep in touch by reminiscing about the same!</p>
<p>Is it Replicable?</p>	<p>YES</p>
<p>Any other Remarks</p>	<p>This could be adopted in two ways:</p> <ul style="list-style-type: none"> - First, to start with, course facilitators incorporate the same modus-operandi in a step-by-step manner before deciding to adopt this entirely - Second, as part of the term, course facilitators can start by having at least 2 SDPs as part of the curriculum to set the ball rolling