

Primary Research based Group Project - Dr. Venkatesh Umashankar

Name of the faculty	Dr. Venkatesh Umashankar
Position	Professor of Marketing,
Qualification	PhD, MMS, MSc (Ag. Econ.)
Experience & Expertise	<ul style="list-style-type: none"> - 02 years of corporate experience – private sector Sales Channel Management. - 32+ years of academic teaching, research, training and administration experience
Course Name and Year	Consumer Behaviour, AY 2021-22 onwards
Area of Difficulty/Improvement	Practical (marketing) validation of theoretic explorations in consumer sociology and psychology.
Description of the Difficulty/ Need for improvement	Consumer Behaviour as an elective course is largely opted for by Marketing Major students and the content tends to be strongly steeped in theory, which entails reading a lot of research. Students find many times the application of such theory in practice, a bit tenuous and not easy to comprehend and internalise.
Innovation Name	Compulsory Primary Research based Group Project
Description of the Innovation	<p>This course entails students developing a deeper understanding of the underlying concepts and decision-making models explaining consumer psychology, sociology and consumption behaviour. The Group Project aims at inducing students in groups to focus on a theoretic concept/construct/model discussed in class and investigate whether and how this shapes consumer behaviour in a given product category. Each project involves - real products; real markets and real customers and how these are impacted by constructs/models covered in the course. The students have to conduct quantitative analysis of primary data collected through custom designed data collection instruments and tools. They have to submit their research in the form of a properly referenced Research Report of 3000 words.</p>
Learning Outcomes	Connect theory with practice and develop a deeper engagement with theories discussed in the classroom, in the ways in which these theories and constructs are able to explain real consumer behavior.

<p>Other significant outcomes</p>	<p>In addition to the deepening of subject knowledge, this project also pushes the students to conjure innovative market research design and data analytic methodologies, which can help them extract significant insights based upon which they can decipher managerial implications of their research findings.</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 Research Project (AOL Instrument) is assessed through a detailed Rubric, shared and discussed with the class at the start of the Term. This AOL instrument is mapped to a PLO (Program Level Outcome) of developing managerial capabilities (that helps in the achievement of marketing/organizational goals). This is hence quantitatively measured and reported.</p>
<p>Is it Replicable?</p>	<p>YES</p>
<p>Any other Remarks</p>	