

Innovation in Teaching and Learning Case Study Writing and Teaching

Subject: Digital Marketing

Introduction - During the 5-day Faculty Development Workshop held from June 20th to 24th, 2023, participants refined their abilities in case writing and teaching, gaining valuable insights from the case narrator to develop engaging case studies. Centered around communication strategies, effective communication, and digital marketing, the case was presented to MMS students at MET–IOM. By encouraging peer review and critique of innovations, faculty members invite constructive feedback from their peers, fostering collaboration, refinement, and the advancement of ideas. This transparent process promotes accountability and rigor in academic endeavors, ultimately facilitating the growth and dissemination of knowledge within the scholarly community.

Role of Medical Representatives (MR) in the Age of AI by Dr. Sana Khan and Ms. Arzoo Jaiswal

Goals: The main objective was to provide students with insights into the evolving landscape of healthcare marketing, communication strategies and the integration of digital technologies.

Method:

The case study offers MBA students an immersive learning experience focused on the evolving role of medical representatives in the age of AI within the context of digital marketing. Through this case, students will explore the integration of communication strategies, sales and promotions online, the two-step flow of communications theory, and AIDA models used in digital marketing within the pharmaceutical industry. Understand communication strategies employed by pharmaceutical companies to engage healthcare professionals and consumers.

To build connection with the case, the authors provided below multimedia tools:

- 1) Dr. Guffey's Listening interactive quiz was to enable students listening proficiency and encourage continuous improvement in their communication and critical thinking abilities. https://www.cengage.com/resource_uploads/static_resources/0324223048/7346/listen_quiz.html
- 2) Ogilvy Health explained how the generation will learn from the wisdom through ages with the help of the 2 traits the youngsters can benefit and take advantage of to excel their professional skills. <https://www.youtube.com/watch?v=vE8OQKBr4yw>

Result:

Feedback from the Faculty:

- The implementation of the Listening Quiz enabled students to assess and improve their listening skills effectively.
- Furthermore, the introduction of the two-step flow of communication framework provided students with insights into the dissemination of information and influence within healthcare networks.
- Through this framework, students gained a deeper understanding of the pivotal roles played by opinion leaders, influencers, and online communities in shaping attitudes and behaviors pertaining to pharmaceutical products and services.
- Additionally, students successfully formulated strategies that leverage AIDA principles to craft engaging online content and achieve desired objectives.

Feedback from the Student:

- Students successfully assessed the efficacy of communication strategies and market analysis utilized by medical representatives in the digital era
- Demonstrated creativity in problem-solving, and emphasizing the significance of active listening & observation in alignment with established digital marketing standards.
- The incorporation of Panchmantras facilitated a deeper comprehension of effective communication practices.
- Moreover, students effectively linked the two-step flow of communication with the AIDA model to enhance the effectiveness of communication strategies in digital marketing.



Dr. Guffey's Listening Quiz

How good are you at listening? This interactive quiz enables you to quickly compare your own listening behaviors with behaviors normally thought to be associated with exceptionally good listening skills. Indicate your response using the following scale:

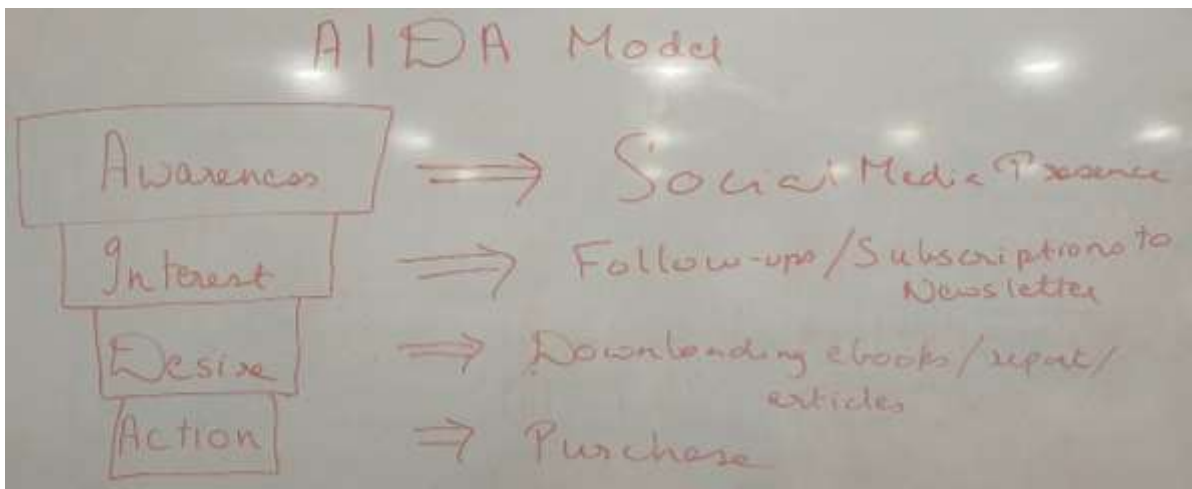
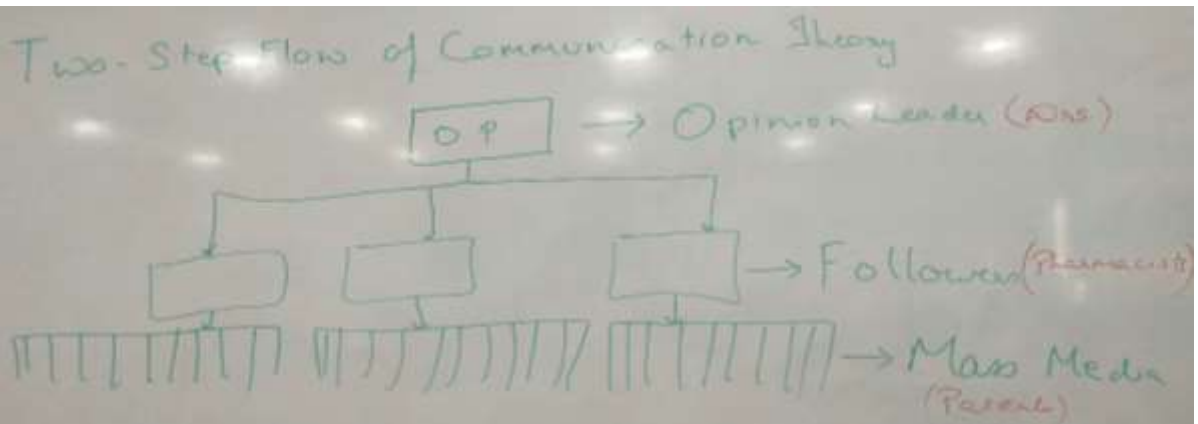
4 = Always 3 = Most of the time 2 = Some of the time 1 = Rarely

¹ I remind myself that listening is an opportunity to learn something.



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For any more information, critique or review please contact: manmeetb_iom@met.edu