

Innovation in Teaching and Learning Case Study Writing and Teaching

Subject: Digital Marketing

Introduction - From June 20th to 24th, 2023, a 5-day Faculty Development Workshop enhanced case writing and teaching skills. Participants collected invaluable insights from authentic real-life scenarios shared by case narrators, enhancing their ability to craft engaging cases. This culminated in a collaborative effort led by faculty members with diverse educational backgrounds, Dr. Niyat Shetty, Dr. Vijaylakshmi Kannan, Dr. Krati Sharma, Ms. Gargi Dubey and Mr. Shailesh Sargade resulting in a case study focusing on Brand Management, Market Development Strategy, and Professional Growth. Presented at MET-IOM for MMS students, this case emphasizes our commitment to reproducibility and peer review, ensuring credibility, fostering collaboration, and advancing knowledge dissemination within the academic community.

The Journey of a Brand Manager by Dr. Niyat Shetty, Dr. Vijaylakshmi Kannan, Dr. Krati Sharma, Ms. Gargi Dubey and Mr. Shailesh Sargade

Goals: The main objective was to incorporate the case study into the existing curriculum, ensuring alignment with course content and educational goals

Method:

The case study provides MBA students with an opportunity to gain a deeper understanding of brand management principles and strategies. Explore various market development strategies employed by the brand manager to expand the brand's presence and reach new customer segments. Students can analyze the effectiveness of market expansion efforts, such as product diversification, geographic expansion, or targeting new demographics.

Result:

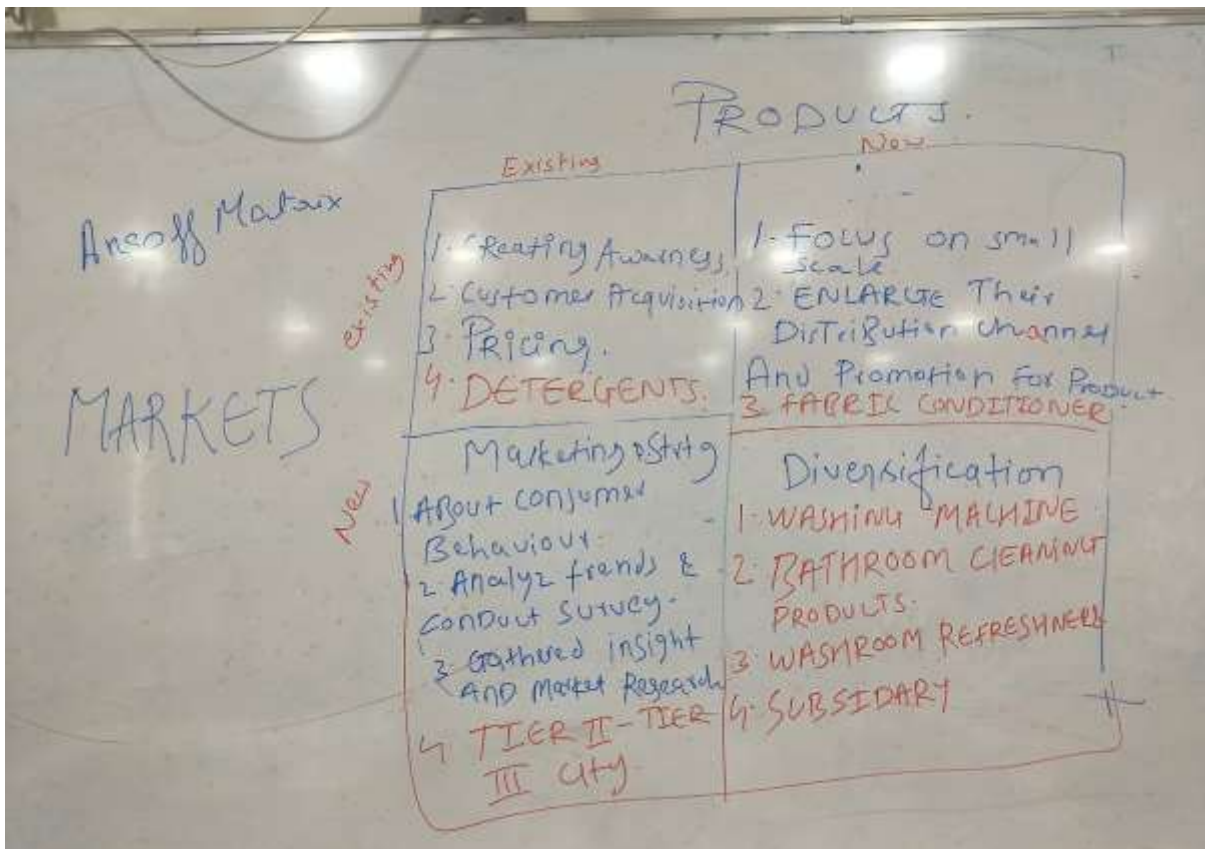
Feedback from the Faculty:

- The case study resonated well with students due to its clear language and engaging content, facilitating deep engagement.
- Students adeptly utilized the Ansoff matrix to address the challenges presented in the case, providing insightful solutions. They effectively proposed strategic diversification approaches for the company's growth
- Faculty member noted that students demonstrated a good grasp of concepts such as market penetration, market development, and diversification strategies during the case analysis.

Feedback from the Student:

- The case study was perceived by students as clear and readily understandable. Its language was straightforward, which aided in their comprehension of topics like Brand Management, Market Development Strategy, and Professional Growth.
- Moreover, students comprehended concepts such as forward and backward integration, as well as generic strategies, demonstrating a solid understanding of strategic management principles.

- The case study effectively facilitated their exploration of various strategic approaches and their implications for business growth and development.
- Additionally, it prompted insightful discussions on topics such as competitive advantage, market positioning, and innovation strategies.



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