



Experiential Learning Methods in Marketing

June 15-16, 2018, Manipal



This practical and energetic two-day workshop provides a comprehensive exposure to marketing faculty on alternate pedagogies that would help them to achieve increased effectiveness in teaching

Why this program?

Students today come with decreased reading habits and low attention spans which poses a challenge for instructors. However, it is observed that they demonstrate higher confidence and questioning abilities. Hence it is important for instructors to think beyond traditional methods of teaching which predominantly involves lecturing. Research also indicates that adults learn better by doing and experiencing than by listening. This makes a strong case for experiential learning especially in areas such as Marketing and Sales.

This workshop provides participants with a well-thought process of designing, structuring, and executing experiential learning methods such as case studies, games, projects and simulations. It provides them with a framework for defining the right situation for adopting alternate pedagogies.



Program Objectives

- Exposure to different learning theories and adult learning
- Discuss issues in marketing pedagogy
- Recognize the fit between the learner, topic and pedagogy
- Exposure to different experiential pedagogies such as cases, games simulations etc.

Broad Program Outline

- How Adults Learn – Learning Theories
- Alternate Pedagogies
- The learner – pedagogy fit
- Teaching through cases
- Use of in-class games and exercises for effective learning
- Simulations in marketing and their use



Who Can Benefit

- Faculty members teaching marketing courses to MBA / PGDM students.

- PhD Scholars desirous of a career in teaching and academics.

(Note: While the workshop will be conducted with a focus on marketing, faculty members from other areas may also benefit from this experience. Hence, any management faculty can participate)

Trainer's Profile

Dr Simon George holds a PhD in Marketing and has about 33 years of teaching experience. He had worked in the electronics component industry for about 3 years, before getting into academics. He teaches courses like Marketing, Brand Management and Services Marketing. His book on 15 live marketing/brand related cases was published last year. His cases have been published in Vikalpa – Journal of IIM Ahmedabad and he has brought out 3 research compendiums. He is a reviewer of articles for the prestigious American Marketing Association (AMA) conferences. Dr Simon George has a rich experience of having trained professionals from the industry and academics that includes clients such as Ashok Leyland, LIC of India, BPL, Piaggio, Corporation Bank and Syndicate Bank to name a few.

Dr Gururaj Kidiyoor is currently Professor of Marketing at TAPMI. He has worked in the industry for a decade before he discovered his passion for teaching and training. He has been a practicing academician in teaching, training and consulting since the past 19 years. Dr Gururaj teaches Business to Business Marketing, Personal Selling. He also teaches a course on Pedagogy for PhD scholars. Dr Gururaj has handled training assignments for companies such as Infosys, IBM, Axis Bank, ICICI Bank, Ashok Leyland, JVSL and Piaggio Vehicles Private Limited. In the education sector he has conducted faculty development program for SIBER, Christ University, Chetan Business School and M S Ramaiah University.



Duration of the program: Two days (15th & 16th June 2018)

Program Venue:

T A Pai Management Institute, Manipal – 576104, Karnataka

Program Fee: INR 5000 + GST as applicable (for faculty)

INR 3500 + GST (for research scholars)

The program fee includes boarding and lodging for 2 days (15th & 16th June) and course material.

For local candidates who do not wish to avail lodging, the fee will be INR 3000 + GST for both faculty and research scholars.

Experiential Learning Methods in Marketing

Registration Form

Name: _____

Designation: _____

Institution: _____

Address: _____

Phone No: _____

Email id: _____

Category:

Faculty ☐

PhD Research scholar ☐

Facility :

With Lodging ☐

Without Lodging ☐

Any Special Requirements: _____



Scan QR code or Register online at
<http://bit.ly/ExperientialMethods>

Bank Details for Payment

Beneficiary Name : T A Pai Management Institute, Manipal

Bank Name: Syndicate Bank

Branch: TAPMI Branch

Account Number : 24202200000011

Type of Account : Savings Bank

IFSC Code

NEFT : SYNB0002420

MICR Code: 576025027

Branch Code: BIC 2420

SWIFT Code: SYNBINBB014

To send the filled registration form & for any details, contact

Ms. Rajeshwari Shetty

E-mail: rajeshwari@tapmi.edu.in

Ph: 0820-2701018



T. A. Pai Management Institute

Manipal - 576 104, Karnataka, India

Phone: 0820-2701000 | Website: www.tapmi.edu.in

