Faculty Initiatives on Teaching and Learning

Faculty initiatives in teaching and learning encompass a range of efforts initiated by individual faculty members with an objective to elevate the standard of education and enhance the outcomes of student learning. These initiatives manifest in diverse formssuch as use of ICT, instructional methods, assessments, evaluation and inclusive class rooms that lead to effective, efficient, and engaging instructions.

In this regard, all faculty members are required to mention the **INNOVATIVE TEACHING LEARNING initiatives taken in past/ in practice at present** to enhance the quality of teaching-learning process:

Faculty Name: Dr. Ranjeet Verma **Employee ID: E14435**

S.No.	Pedagogical Tools	If Used (Please Tick)
1	Technology driven Pedagogical Initiatives	√
2	Group Discussions	√
3	Management Games	
4	Case Study	√
5	Field Projects	
6	Simulation	
7	Role Plays	
8	Flipped Classrooms Activities	
9	Innovative Assessments approach	
10	Community Engagement	
11	Project based Learning	
11	Any Other, please mention(Quiz)	√

Detailed Description of the initiative undertaken along with supporting evidence (Photos/ Email/ Allocation Proof, etc.)

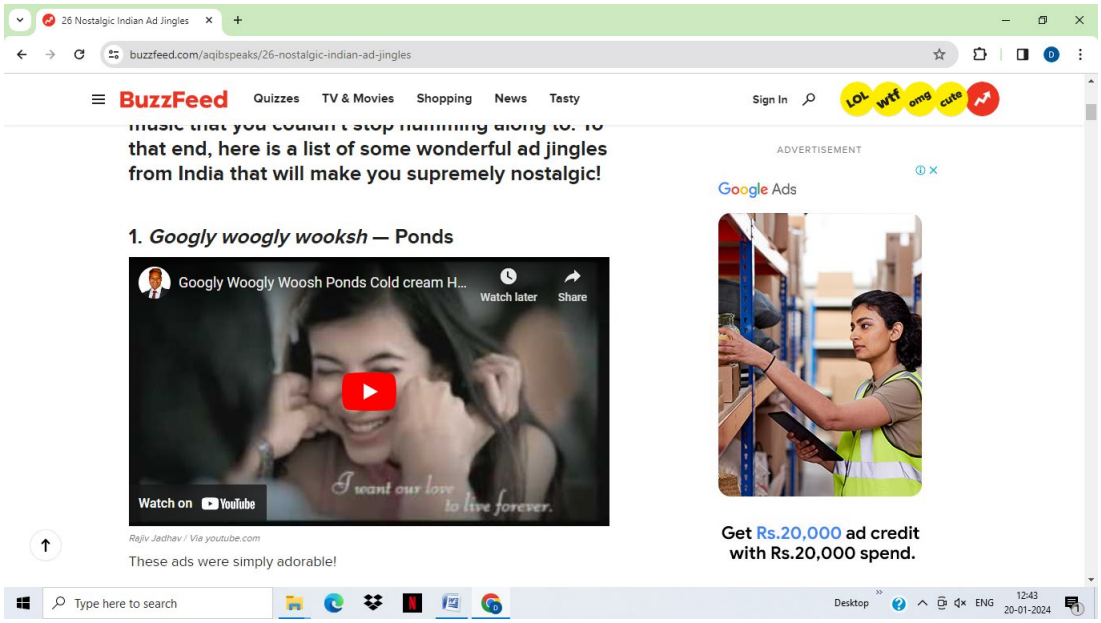
Subject: Advertising and Brand Management

Semester: 3rd

Description: 26 Indian Ad Jingles that are way catchier than most bollywood songs through audio video aids in the classroom

Proof: https://www.buzzfeed.com/aqibspeaks/26-nostalgic-indian-ad-jingles

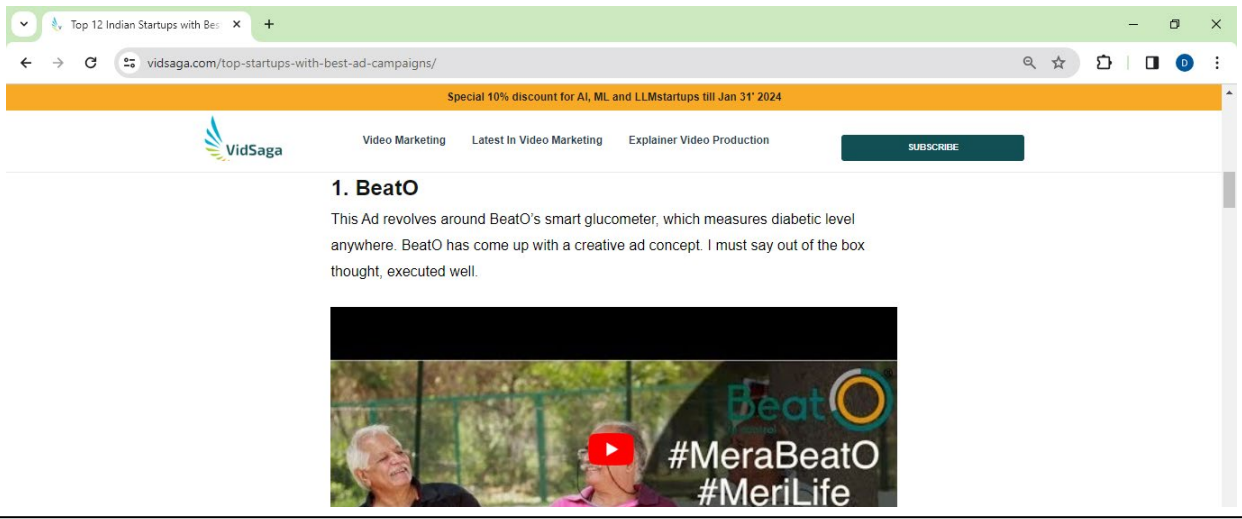
1. **Googly woogly wooksh- Ponds**
2. **Dil Mange More- Pepsi**
3. **Vicco turmeric nahi cosmetic- Vicco**
4. **Aya naya Ujala- Ujala etc…….**



Top startup ad campaigns

Proof: https://www.vidsaga.com/top-startups-with-best-ad-campaigns/

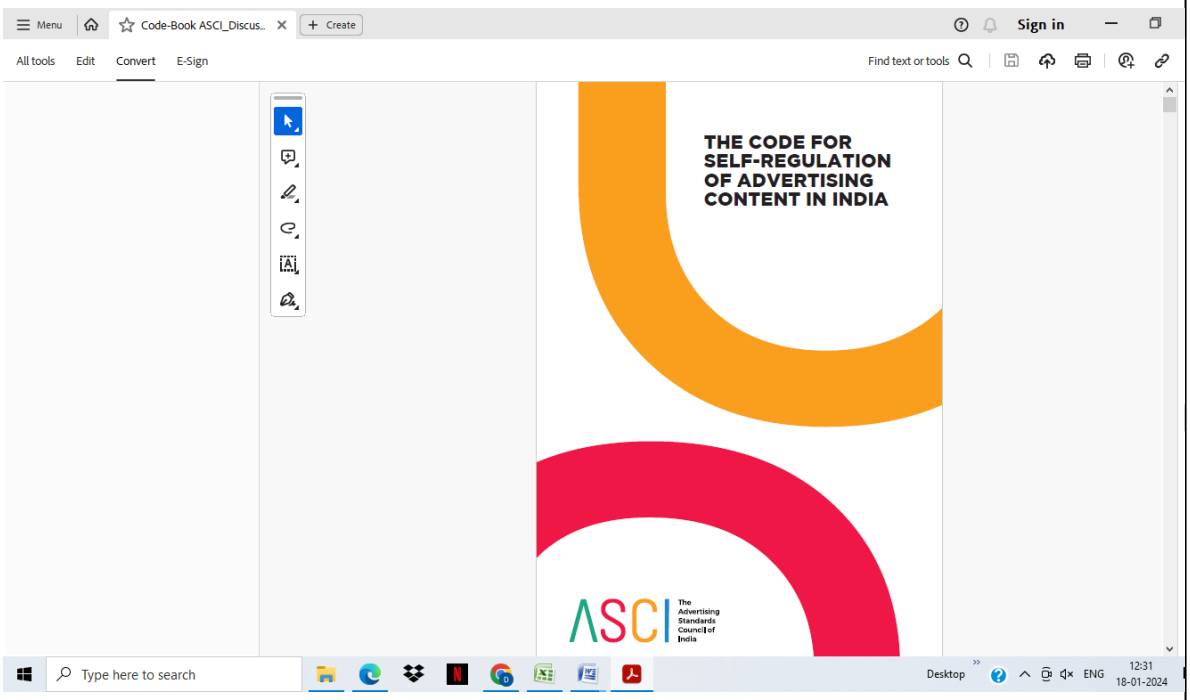
1. **BeatO**
2. **Bewakoof**

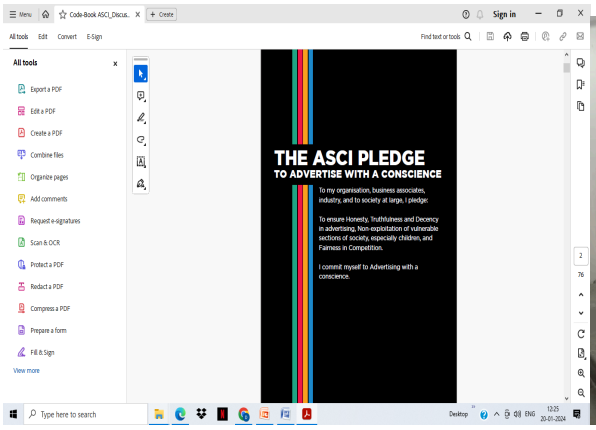


GROUP DISCUSSION ON THE CODE BOOK ADVERTISING STANDARDS COUNCIL OF INDIA

Subject: Advertising and Brand Management

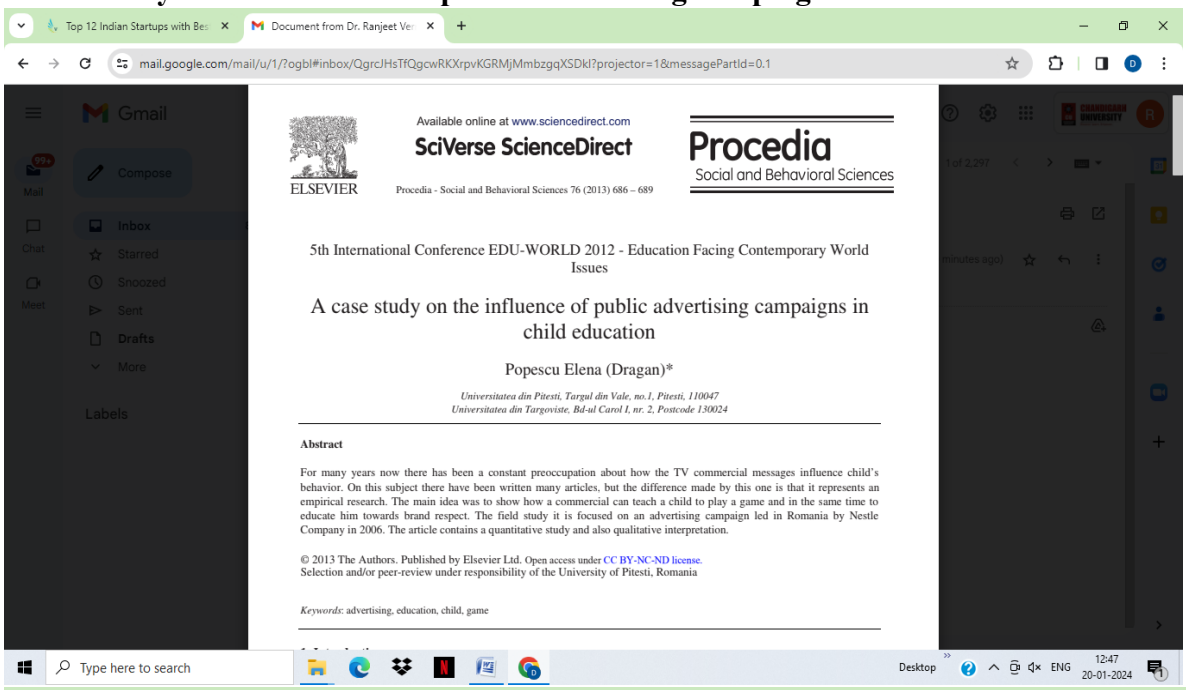
Semester: 3rd







CASE STUDY DISCUSSION
Subject: Advertising and Brand Management
Semester: 3rd
A case study on the influence of public advertising campaigns in child education



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A case study on the influence of public advertising campaigns in child education

Popescu Elena (Dragan)*

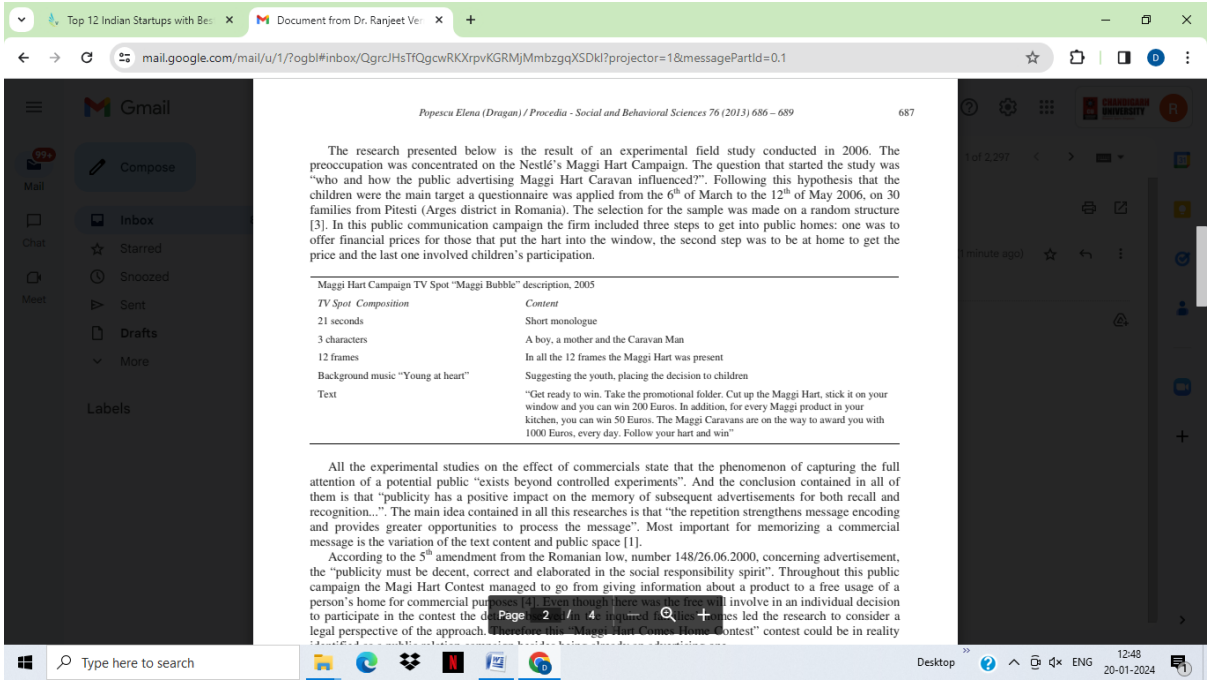
Universitatea din Pitesti, Targul din Vale, no.1, Pitesti, 110047
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Abstract

For many years now there has been a constant preoccupation about how the TV commercial messages influence child's behavior. On this subject there have been written many articles, but the difference made by this one is that it represents an empirical research. The main idea was to show how a commercial can teach a child to play a game and in the same time to educate him towards brand respect. The field study it is focused on an advertising campaign led in Romania by Nestle Company in 2006. The article contains a quantitative study and also qualitative interpretation.

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Selection and/or peer-review under responsibility of the University of Pitesti, Romania

Keywords: advertising, education, child, game



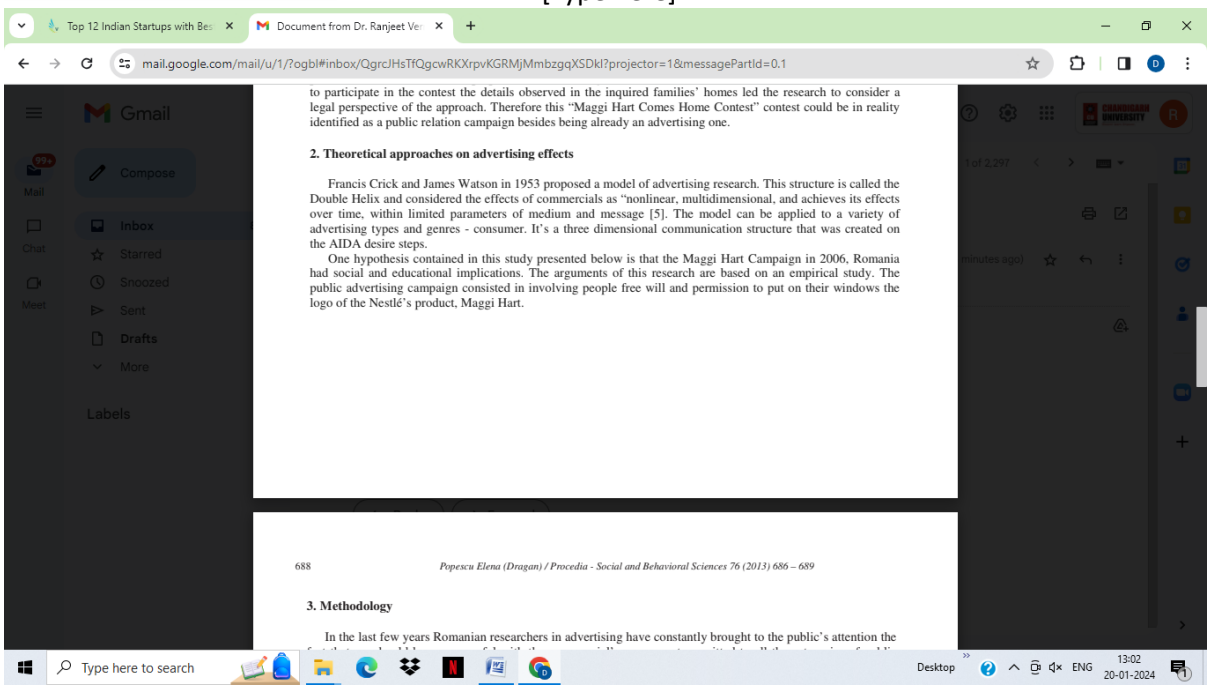
The research presented below is the result of an experimental field study conducted in 2006. The preoccupation was concentrated on the Nestlé's Maggi Hart Campaign. The question that started the study was "who and how the public advertising Maggi Hart Caravan influenced?". Following this hypothesis that the children were the main target a questionnaire was applied from the 6th of March to the 12th of May 2006, on 30 families from Pitesti (Arges district in Romania). The selection for the sample was made on a random structure [3]. In this public communication campaign the firm included three steps to get into public homes: one was to offer financial prices for those that put the hart into the window, the second step was to be at home to get the price and the last one involved children's participation.

Maggi Hart Campaign TV Spot "Maggi Bubble" description, 2005

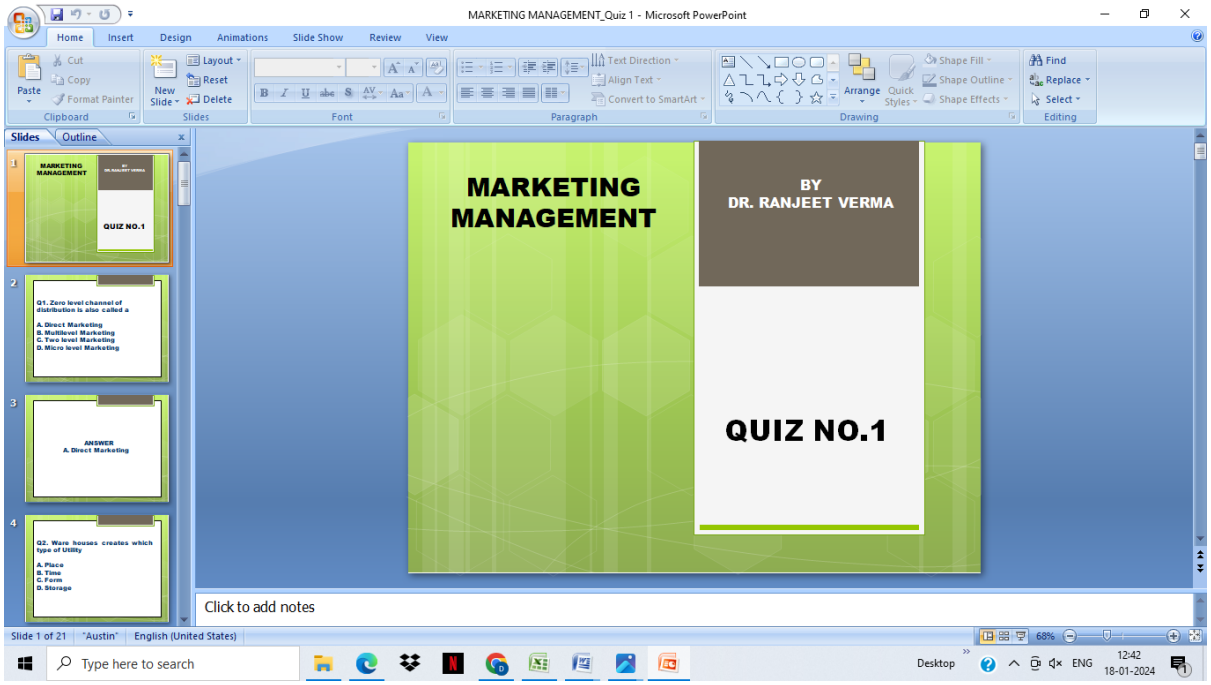
TV Spot Composition	*Content*
21 seconds	Short monologue
3 characters	A boy, a mother and the Caravan Man
12 frames	In all the 12 frames the Maggi Hart was present
Background music "Young at heart"	Suggesting the youth, placing the decision to children
Text	"Get ready to win. Take the promotional folder. Cut up the Maggi Hart, stick it on your window and you can win 200 Euros. In addition, for every Maggi product in your kitchen, you can win 50 Euros. The Maggi Caravans are on the way to award you with 1000 Euros, every day. Follow your hart and win"

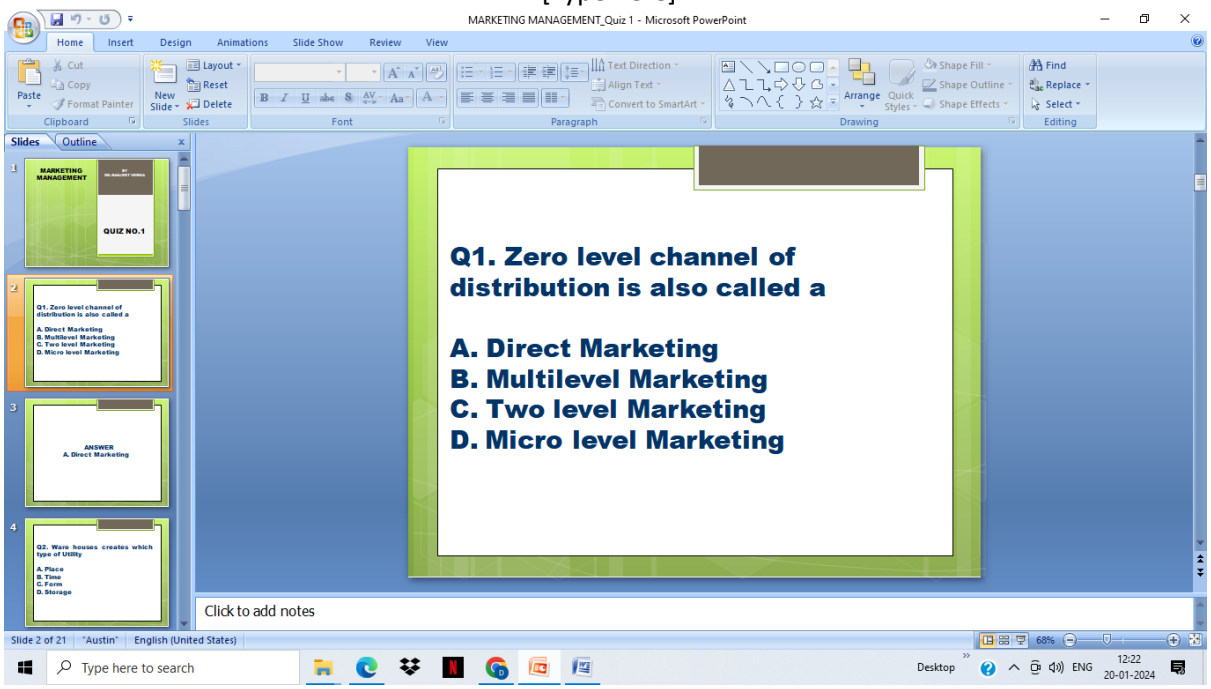
All the experimental studies on the effect of commercials state that the phenomenon of capturing the full attention of a potential public "exists beyond controlled experiments". And the conclusion contained in all of them is that "publicity has a positive impact on the memory of subsequent advertisements for both recall and recognition...". The main idea contained in all this researches is that "the repetition strengthens message encoding and provides greater opportunities to process the message". Most important for memorizing a commercial message is the variation of the text content and public space [1].

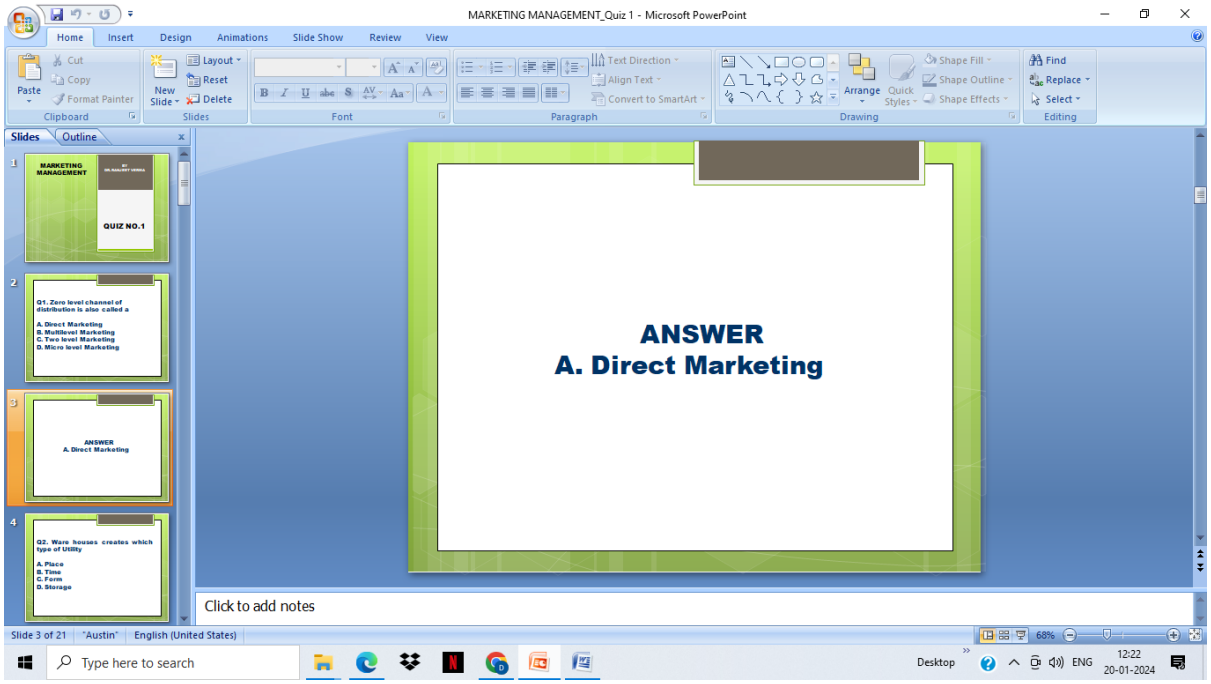
According to the 5th amendment from the Romanian low, number 148/26.06.2000, concerning advertisement, the "publicity must be decent, correct and elaborated in the social responsibility spirit". Throughout this public campaign the Magi Hart Contest managed to go from giving information about a product to a free usage of a person's home for commercial purposes [4]. Even though here was the free will involve in an individual decision to participate in the contest the de[illegible] the inquired [illegible]omes led the research to consider a legal perspective of the approach. Therefore this "Maggi Hart Comes Home Contest" contest could be in reality

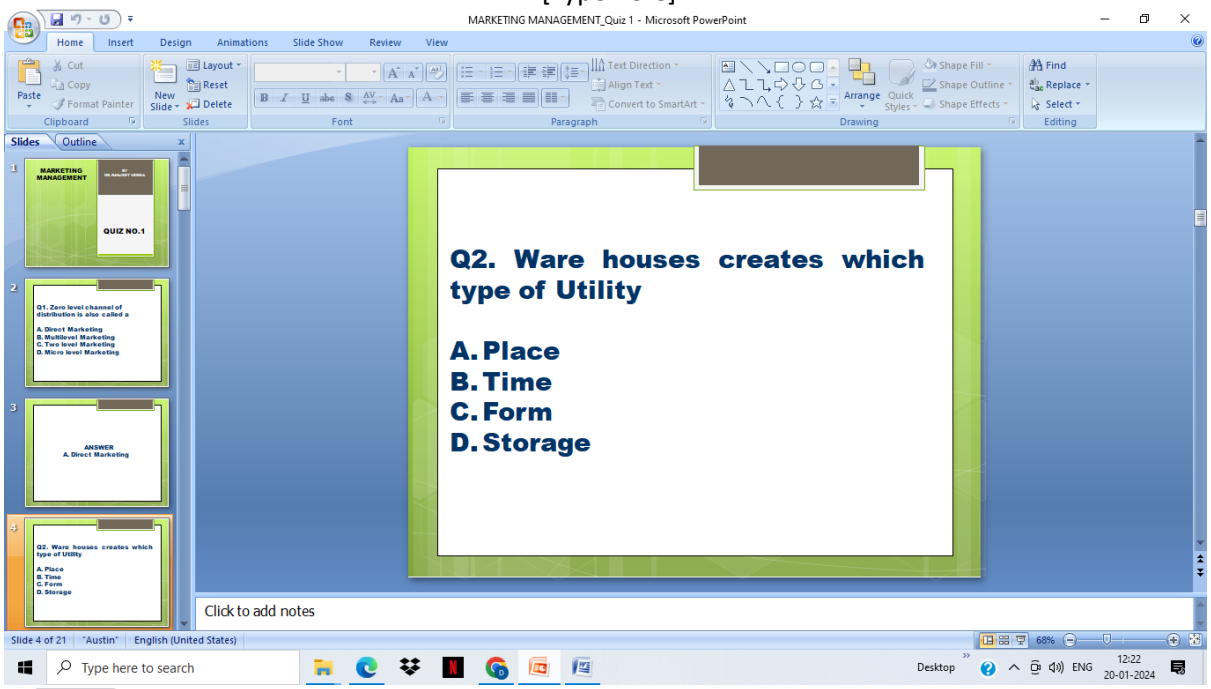


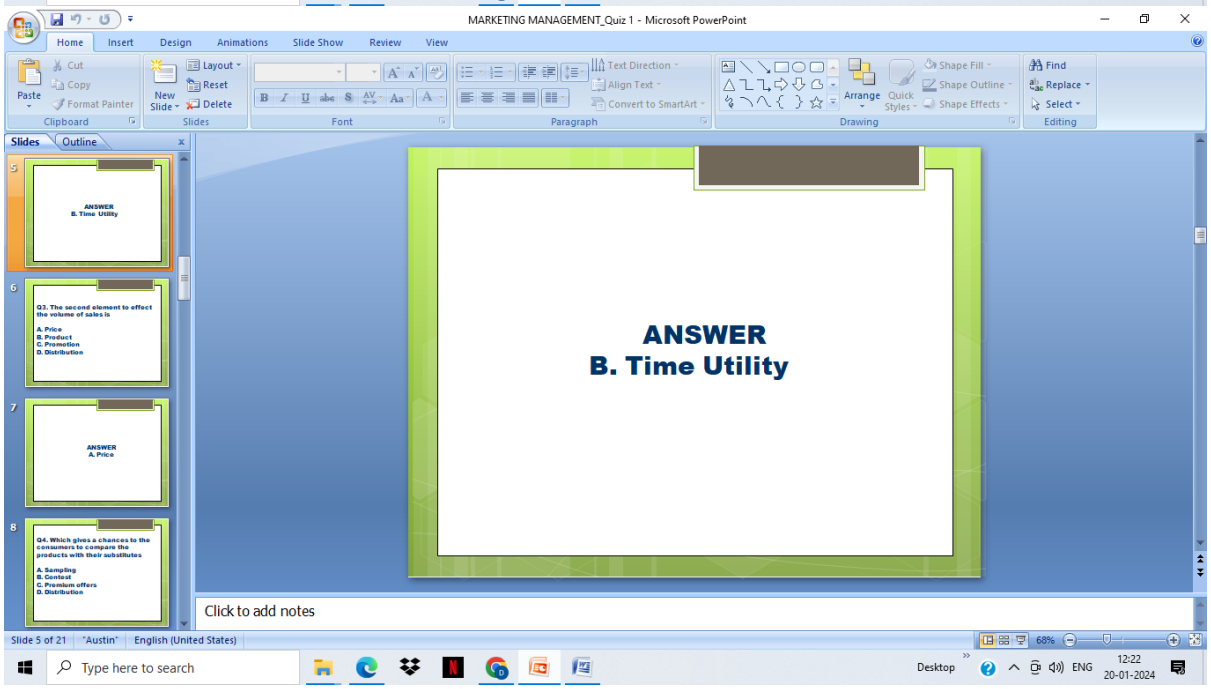
Quiz conducted in the Marketing Management
Semester-1st

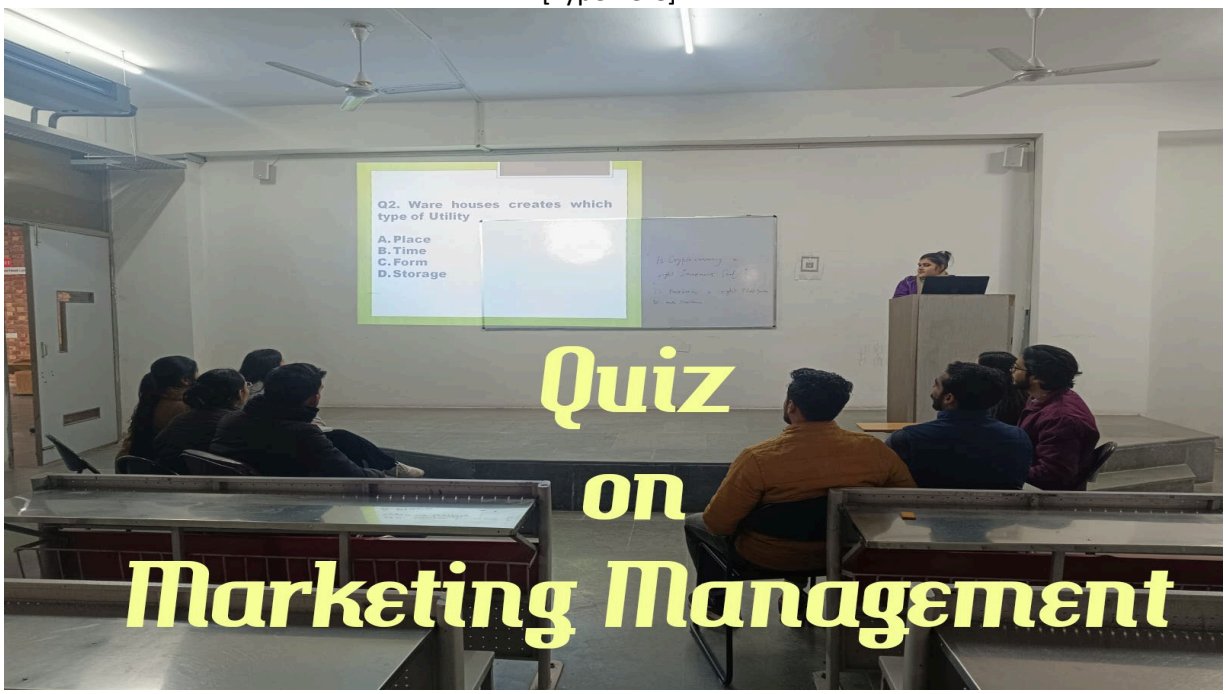



MARKETING MANAGEMENT_Quiz 1 - Microsoft PowerPoint
Q1. Zero level channel of distribution is also called a
A. Direct Marketing
B. Multilevel Marketing
C. Two level Marketing
D. Micro level Marketing
Click to add notes
Slide 2 of 21
Type here to search


MARKETING MANAGEMENT_Quiz 1 - Microsoft PowerPoint
ANSWER
A. Direct Marketing
Click to add notes
Slide 3 of 21
Type here to search


MARKETING MANAGEMENT_Quiz 1 - Microsoft PowerPoint
Q2. Ware houses creates which type of Utility
A. Place
B. Time
C. Form
D. Storage
Click to add notes
Slide 4 of 21


MARKETING MANAGEMENT_Quiz 1 - Microsoft PowerPoint
ANSWER
B. Time Utility
Click to add notes
Slide 5 of 21


Q2. Ware houses creates which type of Utility
A. Place
B. Time
C. Form
D. Storage
Quiz
on
Marketing Management