

Online Training Session on Marketing Management and Consumer Protection Act

Organised by The Delhi Public School Society- Human Resources Development Center

Date- 22nd July 2021

Attended By: Ms Shradha Bhatnagar

Resource Person: Dr. (Prof.) Kavita Sharma, University of Delhi

Aiming to provide an extensive training on teaching on the course of the topic in XII, an online workshop on Marketing Management and Consumer Protection Act was organised by The Delhi Public School Society- Human Resources Development Center on 23rd July 2021.

The need and rationale of these topics in the curriculum of class XII was analysed in detail. Speaking on the occasion, the resource person, Dr. Kavita Sharma emphasised that along with the learning, there is a strong need for unlearning and relearning how to teach the new generation students in this highly technological world. The availability of information at the click of the mouse for the students has made the 21st century teaching a very challenging one and teachers should mold themselves to the required environment.

She quoted examples of how use of videos, games, quiz, role plays etc. in a vast topic like Marketing Management can be used to make classroom teaching interesting and interactive. The focus was on learning by doing rather than using age old methods and rote learning. The main objective of marketing management as course of study is to orient students towards marketing skills. We should aim at bringing clarity of thought amongst learners about contribution of marketing to business and social cause.

Dr. Kavita also talked about the changes in the Consumer Protection Act and its impact on consumers and business organisations. The changes in the new act and establishment of central consumer protection authority to promote protect and enforce the rights of consumers was emphasised upon. It was recommended that the assessment of these topics should be done with the help of criterion like application, analysis and creation of various activities like quiz, presentations etc. In the end, the resource person answered the queries of teachers and gave them valuable suggestions on how to deliver these two topics in an engaging way. The workshop helped gain valuable inputs regarding looking at the curriculum from a new and effective perspective.

DPSS-HRDC Online Session - Marketing Management & Consumer Protection Act

Prof. Kavita Sharma

Learnings for the course

Purposes of the Course

- To provide a comprehensive understanding of the marketing process and its various functions.
- To equip students with the necessary skills and knowledge to develop and implement effective marketing strategies.
- To enable students to understand the role of marketing in business growth and success.
- To provide students with a practical understanding of the marketing process through case studies and real-world examples.
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Objectives

- To understand the concept of marketing and its various functions.
- To understand the role of marketing in business growth and success.
- To understand the various marketing strategies and their implementation.
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How to deliver the marketing course

- Pedagogical tools
 - Lecture
 - Case examples
 - Problem solving
 - Role plays
 - Presentations
 - Project work
 - Use of Vocational documents



Marketing – Concept, functions and philosophies

- How can you explain the concept of marketing?
- What are the functions of marketing?
- How is marketing different from selling?
- What are the different philosophies of marketing?
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Marketing – Concept, functions and philosophies

Marketing – Concept, functions and philosophies	Learning Objectives
• How can you explain the concept of marketing?	• Explain the concept of marketing.
• What are the functions of marketing?	• Explain the functions of marketing.
• How is marketing different from selling?	• Explain the difference between marketing and selling.
• What are the different philosophies of marketing?	• Explain the different philosophies of marketing.



Marketing Mix – Concept and elements

- What is there for marketing expert to decide about?
- Why we call marketing decisions as marketing mix?
- Does the marketing decisions remain same across all types of products including tangibles and intangibles, animate and inanimate, real and abstract?

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