

## **Online Training Session on Marketing Management and Consumer Protection Act**

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

*Date- 22<sup>nd</sup> 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 23<sup>rd</sup> 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 understand the concept of marketing
- To understand the concept of marketing mix
- To understand the concept of marketing strategy
- To understand the concept of marketing plan
- To understand the concept of marketing control
- To understand the concept of marketing research
- To understand the concept of marketing communication
- To understand the concept of marketing ethics
- To understand the concept of marketing law
- To understand the concept of marketing environment
- To understand the concept of marketing information system
- To understand the concept of marketing audit

### Objectives

- To understand the concept of marketing
- To understand the concept of marketing mix
- To understand the concept of marketing strategy
- To understand the concept of marketing plan
- To understand the concept of marketing control
- To understand the concept of marketing research
- To understand the concept of marketing communication
- To understand the concept of marketing ethics
- To understand the concept of marketing law
- To understand the concept of marketing environment
- To understand the concept of marketing information system
- To understand the concept of marketing audit



## How to deliver the marketing course

- Pedagogical tools
  - Lecture
  - Case example
  - 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?
- How can you explain the concept of marketing?
- How can you explain the concept of marketing?

### Marketing – Concept, functions and philosophies

Marketing – Concept, functions and philosophies	Learning Objectives
1. Understand the concept of marketing	1. Explain the features of marketing
2. Explain the functions of marketing	2. Discuss the functions of marketing
3. Explain the marketing philosophies	3. Explain the marketing philosophies



## 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?

Marketing – Concept, functions and philosophies	Learning Objectives
1. Understand the concept of marketing	1. Explain the features of marketing
2. Explain the functions of marketing	2. Discuss the functions of marketing
3. Explain the marketing philosophies	3. Explain the marketing philosophies
<b>Marketing Mix – Concept and elements</b>	1. Understand the concept of marketing mix
	2. Describe the elements of marketing mix
<b>Product – branding, labelling and packaging – Concept</b>	1. Understand the concept of product as an element of marketing mix
	2. Understand the concept of branding, labelling and packaging
<b>Price – Concept, Factors determining price</b>	1. Understand the concept of price as an element of marketing mix
	2. Describe the factors determining price of a product
<b>Physical Distribution – concept, components and channels of distribution</b>	1. Understand the concept of physical distribution
	2. Explain the components of physical distribution
	3. Describe the various channels of distribution
<b>Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations</b>	1. Understand the concept of promotion as an element of marketing mix
	2. Describe the elements of promotion mix
	3. Understand the concept of advertising
	4. Understand the concept of sales promotion
	5. Discuss the concept of public relations

