

MANDI: A TEACHING PEDAGOGY FOR MARKETING THROUGH ACTION LEARNING APPROACH

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ABSTRACT

At National Institute of Industrial Engineering (NITIE), Mumbai, is a premier Management Institute for managerial education and research in India. An innovative action learning pedagogy 'Mandi' is used here for teaching Marketing Course.

Mandi got its due recognition as the best innovation in teaching pedagogy award by the Association of Indian Management Schools (AIMS) in August 2009. *Mandi* method of learning was successfully presented in ABSEL Annual Conference at Las Vegas, USA during March 2005.

Mandi has graduated into many forms like *Corporate Mandi* for canvassing Cadbury and Nokia products, *Shanthi Mandi* involving selling M K Gandhi's autobiography during his birthday on 2nd October. *Mandi* has grown in its coverage and impact.

Distinct advantages of this innovative pedagogy which is based on sound principles of Learning theories are:

This approach not only neutralizes the drawbacks associated with Lecture method, Case Study and Simulation methodology, but also has certain distinct advantages:

i) High Involvement: With the real life challenges as the focus, the involvement of the students is quite high. The application component makes the learning experience more interesting and hence more effective.

ii) Higher Level Learning: Learning is not restricted to Level One (Knowledge) and Level Two (Comprehension) of Bloom's Taxonomy, but is elevated to Level Three (Application) and Level Four (Analysis).

(All the fundamental concepts of Marketing Science (Marketing Orientation, Needs, Value, Demand, STP, Marketing Mix, Competition, Positioning etc) can be made clear to the students. Practical dimensions of Selling process can best be taught.)

iii) Collaborative Learning: An enriching learning experience is facilitated by virtue of sharing of ideas, views, experiences among/within the student groups, alumni, faculty members and industry experts participating in the program.

iv) Creation of IP: In the normal course with conventional approach, the efforts of the students, Faculty and Industry Guides involved in Project Work goes waste with Project Report finding its place on the rack. But with this methodology, it creates superior learning and at the same time the efforts are translated in to some thing tangible of a value.

References Available on Request