

**MITTAL SCHOOL OF BUSINESS**  
**Lovely Professional University**

**Initiatives on Teaching & Learning**



**BrandSell** is the pedagogical endeavour of Mittal School of Business which operates on the principal of “learning by doing” or “Learn something the hard way” to achieve the overarching objective ‘Outcome Based Education’ of NEP2020.

The practice comprises of following three closely interconnected phases:

- (a) Discovering and procuring unbranded local products with sales potential.
- (b) Creating a brand identity for the acquired unbranded product based on its value proposition.
- (c) Marketing & selling the branded product to the target customers.

**1. OBJECTIVE OF THE PRACTICE**

This experiential learning pedagogical endeavour in form of an Academic Task or Assignment in Marketing Management course of MBA programme is intended to provide students with practical, real-world experience in marketing & sales, allowing them to apply theoretical knowledge to practical situations.

The other objectives of the practice are to provide confidence to tackle real-world business, valuable networking opportunities, enhance students' resumes, promotes holistic learning, develop entrepreneurial interpretation etc.

**2. LEARNING OUTCOMES OF THE PRACTICE**

Through this activity, students will be able to:

- **Analyze Market Trends & Consumer Behaviour:** Analyze market trends and consumer behaviour patterns to make informed decisions regarding product selection, pricing strategies, and target audience etc., showcasing their ability to evaluate and assess market dynamics.

- **Design & Execute compelling Branding & Marketing initiatives:** Creatively brand the locally sourced products, incorporating elements like brand identity, logo design, and brand messaging etc. to make product appealing to potential customers.
- **Devise & implement Innovative Selling Strategies:** Design and implement inventive sales approaches to market their locally acquired products, integrating imaginative sales tactics and compelling branding communication approaches to engage potential customers and generate income.

### 3. THE CONTEXT

**Issues that needed to be addressed in designing this practice in context to higher education system.**

Management programmes across the globe in general face intense criticism for failing to impart useful hands-on skills; eventually falling short in preparing graduates for promising corporate careers. Employers are now seeking candidates who possess hands-on skills that are directly applicable in real-world contexts. Today's competitive business landscape demands more than just theoretical knowledge.

Most of the pedagogical initiative in business education are bringing in fruitful results but as they are at arm's length from actual practice, they often fail to reflect the way business works in real life this a need for pedagogy which imparts hands-on skill exist in business schools.

### 4. THE PRACTICE

**Details of the practice including process of implementation & evaluation**

<b>Detail of Practice (Academic Task)</b>
<p><b>Programme:</b> MBA  <b>Term:</b> Year 1, Module-1  <b>Course:</b> MKTM503 Marketing Management-I  <b>Nature:</b> Team Academic Task/Assignment  <b>Marks:</b> 45  <b>Duration:</b> One Month</p>
<p><b>Assignment Execution Details</b>  Execution of the practice/assignment is divided in the following two parts:</p> <p><b>Part I - Branding (15 Marks)</b></p> <p>A team of five students will:</p> <ul style="list-style-type: none"> <li>• Identify and procure unbranded local market product like clay pots, pickles, toys, embroidery, wood, or metal decorative items etc. Team will have to submit the proof of purchase of products from the local market.</li> <li>• Conduct market research to identify target market segments and choose segment to sell the products.</li> </ul>

- Craft a comprehensive branding strategy, encompassing elements such as the brand's name, its identity, and its core message. This strategy must consider several essential factors, including feasibility, costs, demand levels, and the product's uniqueness.

Given that the team will be investing their personal funds to acquire the products, the devised strategy must guarantee the recovery of this investment while maximizing overall profitability in part-II of the assignment.

### **Part II - Revenue & Profit Challenge (30 Marks)**

In part-II, the same team will work on following points to ensure recovery of the investment made and maximizing profit:

- **Differentiation & Positioning:** The team will distinguish their product from existing competitors and use effective positioning strategies to captivate the intended target segment.
- **Marketing & Sales Plan:** A comprehensive sales plan including channel, tactics, and promotional activities will be formulated to boost sales and brand visibility in the openly identified market.
- **Record Keeping:** Sales data must be meticulously recorded and analyzed to facilitate data-driven decision-making for improving sales.
- **To claim marks,** each group will have to submit proof of the products sold, revenue earned & profit made.

### **Assessment Criteria**

<b>Assignment Part</b>	<b>Description</b>	<b>Marks</b>
Part-I: Branding	Branding part of the assignment will be assessed using rubric (Annexure-III) using following parameters on a four-point scale – Excellent, Good, Fair & Poor <ul style="list-style-type: none"> <li>• Product Selection and Viability (20% weightage)</li> <li>• Target Audience Identification (30% weightage)</li> <li>• Brand Strategy and Identity (50% weightage)</li> </ul>	15
Part II: Revenue & Profit Challenge	Revenue & Profit Challenge: Every group is required to generate a minimum of Rs. 5000 revenue, calculated based on the count of members within each group at a rate of Rs. 1000 per member. A group reaching or surpassing Rs. 5000 in revenue will be granted full 30 marks. Groups that generate less than Rs. 5000 will be assigned marks proportionately.	30
Total Marks		45

### **Gamification**

To generate a competitive spirit amongst the team a competition is announced (Annexure-VI) where the top two winning teams based upon sales performance will also be awarded exciting prizes & certificates.

### **Relevant Documents:**

- Annexure-1: Syllabus of MKTM503 with Course Outcomes

- Annexure-II: Assignment Details
- Annexure-III: Rubrics for assessment
- Annexure-IV: Guidelines
- Annexure-V: Competition Brochure

*Note: Annexures are available on request at dean.msb@lpu.co.in*

## 5. EVIDENCE OF SUCCESS

**Evidence of success such as performance against targets and benchmarks, review results etc.**

Success of any system is measured in terms of its ability to fulfill the desired objectives:

- **Sales Revenue** (Target Rs. 5000 per team): Achieved approx. Rs. 5500/- per team
- **Profit Margin:** Average approx.12% per team

## 6. SAMPLE PROJECT GLIMPSES



**BRAND CREATED**

FIRST CRUSH, as a brand, symbolizes the concept of first love, which undoubtedly evokes memories of candies from everyone's childhood.



**PRODUCT RANGE**






## THE TEAM

MBA 2023-25 Batch Students of Mittal School of Business, LPU



SAHIL BANSAL



TANIKA SIHAG



KAJAL THAKUR



YOGESH BAJPAI



MEHUL MADAN



**7. NOTES**

*(Some other information that may be relevant for adopting/implementing the practice in other institutions)*

The practice process has been detailed above and in case any other institution wants to adopt this practice, the process can be followed as such and any consultancy in this regard will be made available on request. Request can be sent on dean.msb@lpu.co.in