



DAYANAND COLLEGE OF COMMERCE, LATUR

Experiential Learning Activity: “Product Launch & Marketing Pitch Activity”

By: Dr. Lata M. Jadahv

Date of Activity: 13/10/2025

No. of Student Participants: 40

Objectives of the Activity

- To develop effective communication and presentation skills among students.
- To enhance creativity and innovative thinking through product design.
- To provide practical understanding of marketing and product positioning concepts.
- To build confidence in public speaking and stage performance.
- To develop teamwork and coordination skills in group activities.
- To improve problem-solving ability by answering audience questions.
- To encourage entrepreneurial mindset and business thinking among students.
- To promote active participation and interactive learning in the classroom.



Description of the Activity

In this activity, students worked in groups of five. Each group acted as a startup team launching a new product in the market. The group collaboratively presented their product on stage, where each member had a specific role such as introduction, product features, marketing strategy, pricing, and conclusion.

They explained the uniqueness, benefits, and market potential of their product while trying to convince the audience to buy it.

After each group presentation, the audience (other students) asked questions, and different group members responded, demonstrating teamwork, communication, and problem-solving skills.

Flow of the Activity (Sketch)

1. Preparation Stage
Students formed groups of 5 members.
Each group created a product idea (real or imaginary).
Roles were divided among members (e.g., presenter, marketer, designer, finance, etc.).
They prepared a group pitch (5–8 minutes).
2. Presentation Stage
Each group came on stage together.
- Members presented different aspects: - Product introduction - Features and uniqueness - Marketing strategy - Pricing and benefits
The group collectively tried to convince the audience.
3. Interaction Stage
Audience asked questions (price, usability, competition, etc.).
Different group members answered confidently.
4. Feedback Stage
Teacher provided feedback on teamwork and presentation.
Peer suggestions were encouraged.
5. Evaluation (Optional)
Team coordination
Creativity and innovation
Clarity of presentation
Confidence and participation of all members
Ability to handle questions

Glimpses of Activity



“Consumer Interaction with the Product Producer”





“Introduction of the Product Producer to Consumers”



Student Attendance

DAYANAND COLLEGE OF COMMERCE, LATUR Student Attendance Sheet

Name of the Activity: Product Launch & Marketing Pitch Activity

Name of the Teacher: Dr. L.M. Jadhav.

Date: 13/10/2025.

Sr. No.	Name	Class & Div	Gender	Sign
1.	Kadam Anuradha S.	B.com Ty ^C	F	<u>Anuradha</u>
2.	Shailch Shahin Z.	B.com Ty ^C	F	<u>Shahin</u>
3.	Wongaskaz Bhakti R.	B.com Ty ^C	F	<u>Bhakti</u>
4.	Shaukh Guljoe Asif	B.com Ty	F	<u>Guljoe</u>
5)	Koelke Anuradha G.	B.com Ty	F	<u>Anuradha</u>
6)	ustuye vaishnavi Rajkumar	B.com Ty D	F	<u>vaishnavi</u>
7)	Kamble Durga Santosh.	B.com Ty (D)	F	<u>Durga</u>
8)	Raut Kundan Ankush	B.com Ty D	F	<u>Kundan</u>
9.	Bansode Rajnandini	B.com Ty D	F	<u>Rajnandini</u>
10)	Gaikiwad Sakshi	B.com Ty D	F	<u>Sakshi</u>
11)	Kamble Meghana	B.com Ty D	F	<u>Meghana</u>
12)	Mundada Sejal	B.com Ty C	F	<u>Mundada</u>
13)	Mundada Gauri	B.com Ty C	F	<u>Gauri</u>
14	Kare Siddhi	B.com Ty C	F	<u>Siddhi</u>
15)	Kadam Bhakti Hansraj	B.com Ty C	F	<u>Bhakti</u>
16)	Angul sneha Shankar	B.com Ty C	F	<u>sneha</u>
17)	Take Artiya Ayyub	B.com Ty D	F	<u>Artiya</u>
18)	Juned Lalitka Patil	B.com Ty C	M	<u>Juned</u>
19)	Bramhwarle Abhishek Arvind	B.com Ty D	M	<u>Abhishek</u>
20)	Dhaware Harsh Arun	B.com Ty D	M	<u>Harsh</u>
21)	Kamble Sakshi Sahadev	B.com Ty D	F	<u>Sakshi</u>
22)	Pawar Snehal Anant	B.com Ty D	F	<u>Snehal</u>
23)	Sunwase Aashutosh	B.com Ty D	M	<u>Aashutosh</u>
24)	Suryawanshi Sahil	B.com Ty D	M	<u>Sahil</u>
25	Shelke Gayatri	B.com Ty C	F	<u>Gayatri</u>
26	Joshi Mrudula	B.com Ty C	F	<u>Mrudula</u>
27)	Putne Purnati Kiran	B.com Ty C	F	<u>Purnati</u>
28)	Shinde Ritesh Balaji	B.com Ty D	M	<u>Ritesh</u>


Subject Teacher


PRINCIPAL
Dayanand College of Commerce,
LATUR.

[illegible]

Principal
Dayanand College of Commerce,
LATUR.

This activity makes learning **interactive, practical, and engaging**. It connects classroom knowledge with real-world business situations and helps students think like entrepreneurs.