

**CASE STUDIES AS A  
TEACHING-LEARNING TOOL  
IN ACCOUNTING AND  
MARKETING COURSES**

An Instructor's Perspective

**Yusof Ismail**



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**INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA**

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## CHAPTER 9

# Case Studies as a Learning Tool in Marketing to Undergraduates

*B.Acc Student Experience with Marketing Cases*

**Ahmed Shakir and Yusof Ismail**

### Introduction

Case studies became an integral part of Shakir's studies since its introduction in *Business Studies* of Edexcel Advanced Level during my high school. After he joined International Islamic University Malaysia, a lot of courses incorporated case studies. In fact, now we have a course in accounting department called *Integrated Case Studies*. The whole course is about the case studies.

Case studies are really important for *Marketing Principles*. Marketing is a very wide concept and case studies helped him to understand the subject better. It gave him an understanding into how marketing is actually practiced by the companies and the good and bad application of marketing by several companies. Cases also helped Shakir to remember the contents of the subject. When the case explains about the application of concepts by companies it helped him to remember the concepts and sometimes associating the concept to specific companies helped me to remember the concepts.

### Objectives of using cases

Three (3) benefits that Shakir obtained by doing case studies assignment in a *Marketing* course which he studied about three semesters ago are as follows:

1. *Real world experience*: Case studies based on real life companies and their real problems gave him an experience into how it is actually practiced in the companies.
2. *Understand course*: Cases helped him to remember course contents and terms better. For instance, when the question asks about target costing, he remembers the case in which target costing was explained in class.
3. *Team building*: Group case assignments helped him to develop his ability to work in teams. It gave him an exposure into the difficulties that he may face when he is involved in team work.

### Relevance of the cases

All the cases he studied in marketing class were related to one or more of the marketing theories and concepts. Different companies have different marketing issues. It is whether about pricing, costing or distribution. They were always related to marketing issues. For example, Panasonic mini case is about the pricing strategy of Panasonic products.