

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

An Instructor's Perspective

Yusof Ismail



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CHAPTER 10

Case Studies as a Learning Tool in Marketing to Undergraduates

BBA Student Experience with Marketing Cases

Farida and Yusof Ismail

Introduction

Cases provide the student with information about the real world experience in business. By analyzing the cases students can suggest strategies to solve existing or potential problems. Most of the cases have multiple problems.

Objectives of using cases

Farida obtained three (3) benefits by doing case studies assignment in *Marketing Principles* course that she studied approximately five semesters ago:

- 1 *Understanding*: Cases give her the opportunity to apply the concepts in correct situation.
- 2 *Exposure*: Cases usually record the actual business situations so they help her to explore the organization's history, structures and current situation faced. From that she can think of what course of action the organisation should pursue.
- 3 *Marketer's position*: She can play the role of marketer who must develop plan and strategies specific for the products of the company

Relevance of the cases

After studying the theory and understanding of what kind of problems marketing manager faces in practice, she can apply the marketing concepts and theory to solve the problem that benefits the company.

The case in the text book is all about the real current situation of organization. Therefore, it gives Farida the ability to analyze complex business situations. She obtains experience from solving the cases and applies it in real life.

Characteristics of the Marketing textbook that you use

Her ratings for the importance of the main textbook are shown below:

<i>Country of publishers whether the book was printed</i>	5
<i>The textbook has text and cases</i>	4
<i>Availability of power point slides</i>	4

Scale: *Not important* 1 2 3 4 5 *Important*