

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

An Instructor's Perspective

**Yusof Ismail**



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## CHAPTER 12

# Case Studies as a Learning Tool in Marketing to Undergraduates

*BSMS Student Experience with Marketing Cases*

**Syifa' Abdull Halim and Yusof Ismail**

### Introduction

Marketing is one of the subjects studied by undergraduates. Some of the instructors opt to teach Marketing by using solely theoretical approaches while some may include case study analysis. Case studies tend to contain problems and issues faced by real life firms. In Syifa's opinion, case study analysis gives positive significant impact to both students and instructor. In this chapter, she will share my experience in using case studies as a tool to learn Marketing. She will also provide examples resourced from my experience studying the subject as an undergraduate.

### Objectives of using cases

She studied *Marketing Principles* one semester ago. The instructor used both theoretical and case studies approaches. She thinks there are three clear objectives of using case studies in Marketing.

The first objective of studying *Marketing* using cases is to ensure that the students apply the theories and concepts to business cases. If the students simply learn the theoretical part of Marketing, they will mostly study for the sake of examination, and not go beyond.

Other than that, case study application can help the students to relate their studies to real-life situations. By relating these two areas, students can apply their knowledge gained from the course in their life. *Marketing* taught her how to present myself in the public in her daily routines. She believes that *Marketing* is not only meant for business but can be applied in personal life as well.

The next objective of learning Marketing through case studies is to ensure the knowledge gained from the Marketing classes may be applied throughout her life. Learning through memorization only will make the students lack creativity which is crucial in Marketing. The examples provided in the textbooks may become obsolete after a few years as Marketing is among the fast-changing areas in business. This makes learning through cases allow the students to be more creative in finding solutions and suggestions for problems.