

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

An Instructor's Perspective

Yusof Ismail



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CHAPTER 13

Planning to Use Cases in a Marketing Course

Zulkarnain Kedah

Introduction

Studying and teaching are inter-related and yet different. I have taught *Marketing Principles* equivalent course but not using case studies then. In response to the book editor's encouragement to contribute a chapter, I would like to share my thoughts if I were to teaching the course using case studies. This is my proposed plan, which I may have to modify should I teach the course again using case studies.

Objectives of using cases

I imagine these would be three possible benefits I may obtain by doing case studies assignment in *Marketing Principles* course:

Firstly, to develop critical thinking and reflective learning in the students as case studies will encourage them to find ways to bridge the gap between the theories and practices. Usually, case studies will improve the student's organisational skills because information acquired is very dense in nature and to condense it into logical order, a proper organisation is needed to address the problems or issues clearly.

Secondly, to enhance communication skills as case studies can be used to improve the student's written and oral communication. Non-verbal communication skills are also practised to train the students such as use of gestures, body language or posture, facial expression and eye contact.

Thirdly, to train managerial communication skills such as holding a meeting, negotiating an interview session and giving a presentation. Case studies force students into real-life situations to require them to get involved in collaborative learning and team-working skills amongst their group members.

Relevance of the cases

Case study may lead to a clear understanding of marketing strategies in the context of theories and concepts in a well organised manner. For example, Proton, the largest national car manufacturer in Malaysia plans to penetrate the 7-seater market. So, Proton segments the market by identifying 7-seater's customers, defines its target market as those young couples with children, and positions itself in the market as a budget 7-seater namely Proton Exora.