

MKT-825 Cases in Marketing

1. For many of you, this will be the first course using cases that you have ever taken. The fact that this form of learning is new to you will naturally cause you some concern, and early on, some difficulty. If you are attending a large college or university, think back to the first time you sat down in a large lecture hall. Maybe there were 30, or even 50 or more, students in the room. This was in all probability a much different situation from your learning experiences back in high school. You soon learned that the lecture method of instruction was not all that frightening. Business schools have found lecture halls to be an efficient way to get the principles of topic areas across to a large number of students. The professor talked, you took notes, and you learned the material so that you could demonstrate your knowledge on a test, often a multiple-choice exam. The shortcoming of the lecture method is that it is one-way communication. The professor talks, you listen. If you had questions, you probably had to wait for the end of class, or talked with the professor during office hours.

2. Now you find yourself in a case course. Marketing books provide different theories that present aspects of the strategic marketing planning process, and a large number of "stories" about companies called cases. In some ways case courses are like chemistry lab sections. In a chemistry lab, students can change various amounts of chemicals and see what the results are under highly controlled conditions. In marketing and the other business disciplines, the laboratory is the business world. These cases give you the chance to look at the present situation facing an organization, and after a systematic analysis, make recommendations that, like the chemistry experiments, will produce a change in the results or outcomes. While you cannot be certain what that outcome will be, through the discussion and critique of your suggestions by fellow students and your professor, projections can be made about the foundation for the probable success of your recommendations.

3. To this point in your marketing education you have been learning principles and concepts: the product life cycle, the new product development process, and the scientific method of conducting primary marketing research, just to name a few. Your marketing courses, in addition to other courses in economics, finance, accounting, management, and information systems, have provided you with a set of tools and skills. In this course you will have the opportunity, through cases, to see how well you can select the appropriate tools for the task, and then utilize them to assess and address a business issue or problem.

The case method of Management instructions is based upon the belief that management is a skill more than it is a collection of techniques or concepts. The best way to learn a skill is to practice it in a simulation-type environment. Thus, the swimmer swims, the pianists plays the piano, etc. Because it is impractical to have the student manager manage a company, the case provides a vehicle for simulation. Thus you as marketing students would be able to think beyond the book and beyond marketing literature. Students would gain the most by immersing him/herself in the case, actively playing the role of a protagonist.

4. **Objectives**

- a. To understand the basic nature of case study method of learning
- b. To understand the importance of marketing concepts from an applicative angle.
- c. To understand the application of these case studies in helping solving future industrial problems.

5. **Outcomes**

- a. Will demonstrate an understanding of marketing concepts and techniques.
- b. Will assess and appreciate the importance of case study method of learning
- c. Will demonstrate and apply multiple techniques and models of marketing analytics.

Text and reference books

6. There is no specified book for the course however it is based upon case studies from various case repositories like HBR, Ivey Publishing and case centre etc.