SPECIAL SESSION:
MAKING THE MOST OF TRADITIONAL AND FIELD PROJECT CASES

Chair: Linda Rochford, Arizona State University West, 4701 West Thunderbird Road, PO Box 37100, Phoenix, AZ 85069-7100, (602) 543-6120

Participants: William Rudelius, University of St. Thomas, 1000 La Salle Avenue, MPL 331, Minneapolis, MN 55403-2005, (612) 962-4268

Thomas R. Wolfruba, San Diego State University, College of Business, Department of Marketing, San Diego, CA 92182, (619) 594-4308

Rajiv Vaidyanathan, University of Minnesota-Duluth, 10 University Drive, 110 SBE, Duluth, MN 55812, (218) 726-6817

ABSTRACT

There is increasing interest in the use of active learning experiences in the classroom. These active learning experiences can take a number of forms. A popular choice is the use of marketing cases. This includes both traditional cases and field project cases. Traditional cases provide information to the student in written format, sometimes supplemented with additional information provided by the instructor (e.g., disks for spreadsheet analysis, references for web sites) or with the expectation that the student will generate additional information or research. Field project cases often provide some starting point information and background to the student but a much greater burden is placed on the student to generate information for analysis and interpretation.

There are a number of important questions and issues facing marketing educators as they attempt to make the most of these case experiences including: (1) team versus individual case experiences—selecting teams, team management and expectations, instructor involvement in team decision making, evaluation of teams; (2) selecting and developing cases; and (3) classroom versus out of classroom learning experiences—how to get the most out of the case, interesting things to do to reinforce the case experience.

The purpose of this special session is to provide a framework for discussion of these issues and then to engage the panel and audience on how best to take advantage of traditional and field cases.