

## **CASE ANALYSIS USING ELECTRONIC STORYTELLING**

Dr. Julia Cronin-Gilmore and Donna L. Carter, Bellevue University

### **Abstract**

Traditional marketing case analysis involves students reading from a textbook and writing an analysis paper. It contains a summary of the present situation, root problem(s), presenting alternatives, evaluating strengths, weaknesses, opportunities, and threats, and creating strategy recommendation(s). The idea of having students study case analysis in an alternative format was considered. A small, locally owned, upscale restaurant was chosen as the subject of a new case to be studied in a marketing strategy course. Rather than having it presented in a written format, electronic storytelling was selected as the means for presenting the case. Approximately 125 students completed the case in an online course. The students completed an online survey after submitting case analysis papers. Survey data revealed that 91.5 percent of the population thought storytelling was interesting, 76.6 percent indicated that it improved their learning experience, and 77.7 indicated that they would like more storytelling cases in the strategy course.