

Marketing Failures Help Students Realize Cooperative Learning Benefits

Lori Costello & Tracy Rutherford ~Department of Agricultural Leadership, Education, and Communications

This exercise is flexible and can be used in a variety of contexts.

The Group Project

Marketing and research skills are valuable in agricultural industries.

The exercise combined cooperative learning strategies with marketing communications teaching strategies.

Groups were given “failed” products poorly marketed, and asked to give them new life.

Students worked together to create a plan to reintroduce the product in a contemporary setting.

Students learned the importance of knowing the target audience’s needs and motivations.



Identify:

- Primary and secondary audiences
- Demographic and psychographic information
- Information sources and channels
- Prior knowledge and experience

Create:

- Research objectives
- Market and competitive analysis
- Strengths, weaknesses, opportunities, and threats (SWOT) analysis
- Conclusions and recommendations

Achieve:

- Collaboration and presentation skills
- Enhanced self-esteem
- Critical thinking abilities
- Interpersonal development



TEXAS A&M
UNIVERSITY®

“It’s fine to celebrate success, but it is more important to heed the lessons of failure.”

Bill Gates, Founder of Microsoft