

# Education by Implementation: Experiential Case Study Creation for MBA Practicums

*Dr. Thomas Tanner, ttanner@bloomu.edu*  
*Dr. Heather Kirkwood, heather.kirkwood@farmingdale.edu*  
*Mr. Tyler Milfeld, tmilfeld@vols.utk.edu*  
*Mrs. Yvonne Tanner, ymdonovan@hotmail.com*

## ABSTRACT

Far too often, students are assigned cases studies to read, interpret, and analyze for discussion. This paper emphasizes the importance of enhancing student's learning through the creation of a case study rather than the assignment of a case study. The focus centered on graduate students utilizing their MBA practicums to design, develop, and produce a case study for a local children's museum in the community.

Museums are a critical component to small town tourism and the creation of local jobs. From a consumer perspective, individual leisure time, discretionary income, and other recreational options tend to be vital aspects to the consumer decision-making process. Museums should build marketing communication strategies inspired by the successful activities adopted by other entertainment industries and learning institutions competing for the same people's attention and interest. The aim of all visitor-oriented approaches is to produce an immersive visitor experience by finding what consumer qualities influence their decisions to visit museums. For promoting museums as attractive destinations, keying in on specific consumer behaviors can greatly impact the success and/or failure of the museum.

The above aim will be accomplished by fulfilling the following research objectives:

*Objective 1: To identify people who do not regularly visit the museums.*

*Objective 2: To identify the reasoning behind why people do not regularly visit museums.*

*Objective 3: To recommend strategies that will create an increase in awareness and engagement.*

*Keywords:* Case Study, Case Study Development, Experiential Learning, Museums

*Track:* Special Sessions/Case Study

*ID#:* 1444