

ABSTRACT

Research Title: A Study on Effective of Applying Case Study to Teaching on Advertising and Sales Promotion for Fine and Applied Arts Students in Business Administration Program at Suan Sunandha Rajabhat University

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The purpose of study was to build activities and evaluate learning activities by using the case study medium into the instruction of advertising and sales promotion course with the junior student groups majoring in fine and applied arts of computer graphic design while the majoring in handmade design was used lecturing method, and then comparing the assessment of learning effective in both groups. The subjects consisted of forty-eight students, divided into two groups of twenty-five and twenty-three students: the experimental group and control group. The instruments used in this study were five case studies in advertising and sales promotion of business firms, textbook, midterm and final examinations, and satisfaction questionnaire. The researcher taught both groups with the different learning activities as designed in thirteen times of the three periods. The experimental group learned with the case studies while the control group learned with lecturing methods. At the end of time, the students from both groups took midterm and final examination tests.

The results of this research showed that the average midterm examination scores of both groups were a significant difference at the 0.01 level of paired *t*-test. The case study learning group was the average learning effective scores higher than the lecturing learning group both in midterm and final examinations. The midterm examination score of the case study learning group was 13.30 and final examination score was 18.13, and also higher than the lecturing learning group scores in midterm at 5.82 and final at 7.13, respectively. Efficiency 1 and Efficiency 2 of Medium Criterion or E_1/E_2 was 96/52. Furthermore researcher can use this

five case studies applying into another marketing course of business program. Finally, most of the experimental group was satisfactory in case study learning more than lecture methods.

Suggestions for other are 1) researcher can use case study for student learning centered but would carefully in selecting case study before study and should suitably to the subject and classroom environment 2) sample group for the next study should be in business administration or any majoring in human resource management, finance, accounting, marketing and etc. compare to fine and applied art students 3) case study can be studied with other learning methods i.e. CAI, WBI, and e-learning and 4) if any should it be pretest the score obtained before and after to apply the case study in experiment.