

**NEW ADVANTAGES AND INSIGHTS INTO THE LIVING CASE TEACHING METHOD: AN EXPLORATORY STUDY.**

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**ABSTRACT**

This paper reports on an experiential learning approach using a living case study in two graduate marketing strategy classes as a term paper assignment, one class using student groups and the other, using individual students to write a term paper. The same case study was used for both classes. Analysis of the group and individual student term paper comments produced insights suggesting two possible new advantages: developing ownership and discovering service to the business community. Also highlighted are examples of student insights into marketing management and the ambiguity of a real-life marketing situation. Although student groups are the more accepted method in case teaching, this paper will also report on some interesting insights for individual student case history projects.

Keywords: *Living Case method, ownership, service, teaching*