Marketing Failures Help Students Realize Cooperative Learning Benefits

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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.

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

Bill Gates, Founder of Microsoft

Texas A&M University