

# The advantages (benefits) and disadvantages (weaknesses) of educational drama: perceptions of students studying marketing at university

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*[This paper appeared in Volume 4, Number 2 of the International Journal of Management Education, published in 2004]*

## **Abstract**

This paper documents university student perceptions of the advantages and disadvantages of educational drama and reports on qualitative research used to evaluate the effectiveness of a drama-based approach to teaching a marketing subject at university. Interpretive research was conducted using multiple sources of evidence with thirty-two undergraduate students enrolled in the elective subject 'New Frontiers in Marketing' offered at the Blacktown campus of the University of Western Sydney (UWS), New South Wales, Australia in 1999. The perceived advantages of educational drama were: retention; imagination; confidence; freedom; application and activity; independent thinking; role/performance; learning; enjoyment; and social relations. Perceived disadvantages of educational drama were: that drama requires commitment; that drama may not be suitable for all subjects and all situations; and that drama may engender doubt, fear and suspicion in students. On balance, the perceived advantages of educational drama outweighed the disadvantages of educational drama.

**Keywords:** Marketing education; educational drama; experiential learning; educational evaluation