THE 6WS OF IMPLEMENTING EXPERIENTIAL LEARNING WITHIN YOUR MARKETING COURSES.

Led by

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and

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Thursday, April 18, 2013
10:00 a.m.-12:00 p.m.
Studio Room

This workshop provides guidelines and steps for developing experiential learning activities within an array of marketing courses. Although experiential learning is not new, it does take time and some creativity to develop, implement, and assess. This is a hands-on workshop where you will learn the following: what are experiential learning activities, why include experiential learning activities, when to include experiential learning activities, how to assess experiential learning activities as well as develop experiential learning activities. The hands-on activities within this workshop will prepare you to create experiential learning activities in your own courses.

Workshop Objectives:
At the conclusion of the workshop, the participants will be able to:

* Differentiate experiential learning activities and other learning activities
* Convert current coursework activities into experiential activities
* Determine which activities can transform into experiential learning activities
* Compose experiential learning activities based on course learning outcomes
* Develop grading instruments to assess experiential learning

Note: Please bring a few examples of your course learning outcomes

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