

INTEGRATING AN “ADOPT-A-RETAILER PROJECT” INTO A RETAILING COURSE

Alexandra Hutto, Metropolitan State College of Denver, Department of Marketing, Campus Box 79, P.O. Box 173362, Denver, CO 80217-3362; 303-556-3008; ahutto@mscd.edu

ABSTRACT

The “Adopt-A-Retailer Project” was designed as an experiential learning tool for retailing students in an undergraduate course. The semester-long project afforded student partners the opportunity to consult with a variety of small retailers across a major market. The project proved to be successful in providing retailers with a fresh perspective on their businesses while enabling students to gain a rich real-world consultative experience to add to their portfolios. The experience was in keeping with the mandate many professional schools of business have to provide their students with experiential learning that develops skills and better simulates actual business conditions.

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