

EXPERIENCE AS LEARNING 101: DEFINITIONS, THEORIES AND APPLICATIONS

**Christina McCale, Metropolitan State College of Denver, 4406 S. Atchison Circle,
Aurora, CO 80015; (720) 338-4202**

ABSTRACT

Experiential learning has existed for as long as people have prepared for careers. While Kolb and his experiential learning theory is perhaps the most commonly referenced in the experiential learning and business literature, the roots of experiential learning extend far beyond his work. This presentation provides an overview of the history of experiential

learning, and a discussion and comparison of the major theorists. The presentation then will provide a discussion of the role and relevance of experiential education in the marketing classroom, including an overview and comparison of the major types of experiential learning activities found in the marketing literature.