

Experiential Learning Exercises in Services Marketing Courses

Dwayne D. Gremler, K. Douglas Hoffman, Susan M. Keaveney, and Lauren K. Wright

Business schools are often accused of focusing too much on quantitative and technical skills and spending too little time on interpersonal and communication skills. Experiential learning assignments provide an effective vehicle for addressing these concerns and are particularly well suited for services marketing courses. The objective of this article is to present a portfolio of experiential learning exercises that can be used in services marketing courses to facilitate the integration of course concepts, teamwork and team building, communication and listening skills, and critical thinking and problem solving.

The best thing for being sad is to learn something. That is the only thing that never fails. . . . Learn why the world wags and what wags it. That is the only thing which the mind can never exhaust, never alienate, never be tortured by, never fear or distrust, and never dream of regretting. Learning is the thing for you.

—T. H. White (1939, p. 183),
The Once and Future King

EXPERIENTIAL LEARNING

In *The Once and Future King*, the magician Merlyn counsels young King Arthur on the power inherent in learning. The novel contains a fascinating description of the lessons Merlyn arranges for Arthur so that he can truly experience what he will need to know in his future role as the leader of England. (This is experiential learning in the extreme since Merlyn transforms Arthur into an ant, a hawk, and various other creatures to gain the firsthand knowledge that he will need to be a great king.)

While university professors are not typically charged with schooling future kings, we do have the important task of preparing our students for careers in a rapidly changing, highly competitive workplace. Business schools have recently been accused of focusing almost exclusively on quantitative and technical abilities while spending too little time on interpersonal and communication skills (Louis 1990; O'Reilly 1994). While individual quantitative and technical abilities continue to be valued by organizations, the contemporary business environment demands additional skills such as oral and writ-

ten communication, critical thinking/problem solving, and teamwork (Floyd and Gordon 1998). To help students develop these competencies, our classes will need to become increasingly "learner centered" and collaborative (Cunningham 1995; Koch 1997). This will require instructors to "engage learners as full partners in the learning process, with learners assuming primary responsibility for their own choices" (O'Banion 1997, p. 49).

What do "learner-focused" classes involve? A widely publicized study sponsored by the American Association of Higher Education, the Education Commission of the States, and The Johnson Foundation offers the following seven guidelines for creating a learner-centered environment in higher education (Chickering and Gamson 1987).

1. Encourage student-faculty contact. This is the most critical factor in keeping students motivated and involved. Contact both in and outside of class is very beneficial. Knowing a few faculty members well helps students be more intellectually committed to their academic work and future goals.
2. Encourage cooperation among students. Learning is most effective when it is a team effort—collaborative and social rather than competitive and isolated. Students can develop both listening and critical thinking skills when they share their ideas and listen to those of others.
3. Encourage active learning. Students must actively experience the class material and make it a part of themselves. This does not occur when students simply listen to lectures, memorize information, and take objective exams. Students need to process what they are learning by writing or talking about it and relating it to their other academic and life experiences.
4. Give prompt feedback. Students need timely, constructive feedback on what they are doing well and what they can improve. Class activities and assignments should provide

Dwayne D. Gremler is an assistant professor of marketing in the Department of Business, College of Business and Economics, at the University of Idaho. K. Douglas Hoffman is an associate professor of marketing in the Department of Marketing at Colorado State University. Susan M. Keaveney is a professor of marketing at the University of Colorado at Denver. Lauren K. Wright is a professor of marketing in the Department of Marketing at California State University at Chico.

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Exercises In Marketing Research

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Furman I., Yaremchuk N., Pidlubnyi V.,
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Kathleen Foster,Ross F. Macnaughton,1994 **Marketing** Jon Groucutt,Peter Leadley,Patrick Forsyth,2004 Marketing
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international dimensionApplication bringing the elements togetherNotesReferenceIndexPlease view more information on this
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Jim Blythe, Helen Coxhead, Martin Lashwood, Lesley Partridge, Peter Reed, Helen Simms, This title looks to enable you to
understand that everyone in the organisation has some involvement in marketing whether through contacts with internal and
external customers by ensuring that activities and operations contribute to satisfying or delighting customers or by
contributing to business planning *Marketing 1* Jim Blythe,2000 This title will help you to understand the core concepts of
marketing and how they are applied in your organisation the customer orientation of marketing some of the core techniques
of marketing the differences between domestic and international marketing and how these can apply to your own
organisation the strategic position of marketing within the performance of your business At a practical level the module will
enable you to carry out a marketing audit of your organisation and contribute to marketing activities within your organisation

The Changing Public Sector: A Practical Management Guide Malcolm Prowle,2016-03-23 The public sector in the

UK has undergone radical change over the last two decades. Consequently, managers and service professionals have had to adopt new ways of working and acquire a wide range of new managerial skills to deal with the changes that have taken place. The continuing process of change in the public sector also means that these managerial skills need to be continually maintained and developed. This book provides comprehensive coverage of public sector management approaches covering Strategy, Finance, Human resources, Marketing, Quality, Information systems. Thus, it provides managers, professionals, and students with a clear understanding of the main elements of each aspect of management as applied in public sector organizations. The book also outlines the ongoing changes which will impact on public sector organizations in the future and discusses the implications of these changes for public sector management methods.

Management of marketing activities of agricultural formations in the conditions of European integration Lohosha R., Mazur K., Hontaruk Y., Babyna O., Babyn I., Belkin I., Bereziuk S., Harbar Z., Germanyuk N., Kolesnik T., Kubai O., Prylutskyi A., Furman I., Yaremchuk N., Pidlubnyi V., Koval O., Revkova A., 2022-11-18

In modern conditions of global and transformational changes, the role of management of marketing activities of agrarian enterprises is growing. Understanding and using the concept of marketing in the management of agro-industrial enterprises in the conditions of European integration is a mandatory element of effective entrepreneurial activity. The quality of marketing activity in management is decisive as it determines the highly profitable rhythmic activity of the enterprise. Studies of agricultural enterprises of Ukraine confirm that although the implementation of marketing is becoming more and more widespread, all existing forms of management of marketing activities are not yet fully used. What would ensure the competitiveness of agricultural enterprises' adaptation to constant changes in the external environment and market conditions: stability of economic conditions. Management of marketing activities plays a significant role in the development and effective operation of an agricultural enterprise. It is effective work in the field of marketing activity management that will increase the competitiveness of an agricultural enterprise, expand its opportunities to enter new markets and lead to an increase in product sales and profit growth. Due to inertia, many enterprises do not pay attention to the importance of such a component as marketing management, which in the future negatively affects their economic indicators. The article examines the main features of marketing management of agricultural enterprises of the Vinnytsia region and Ukraine as a whole in the conditions of European integration. The significance of the research on the management of marketing activities, which is necessary not only for profit but also for being competitive in the market, is determined. The necessity of using an integrated marketing approach is substantiated. The expediency of using modern methods of product promotion has been determined. The scientific basis of managing the economic development of agribusiness entities is revealed in the works of Ukrainian economists: V. Andriychuk, I. Balaniuk, I. Gryshova, G. Kaletnik, M. Malik, P. Sabluk, A. Tretyak, O. Shpykulyak, and other scientists. Theoretical issues of strategic management are highlighted in the scientific works of M. Albert, O. Amosov, I. Ansoff, Y. Zavadskyi, M. Meskon, G. Mintzberg, H. Mostovoi, G. Odintsova, M. Porter, A.

Thompson A Fayol and other domestic and foreign authors The theoretical principles of marketing activity management became the object of research by H Armstrong L Balabanova O Varchenko A Voychak O Gudzynskiy P Doyle H Kaletnik S Kamilova F Kotler Zh Zh Lamben I Lytovchenko L Naumova M Oklander O Osnach P Ostrovsky A Pavlenko I Reshetnikov M Sakhatsky I Solovyov O Chirva O Shpychak many other domestic and foreign scientists Theoretical studies and practical recommendations of the mentioned scientists formed the general methodical basis of marketing management of agricultural enterprises However research on the management of marketing activities of agribusiness subjects is not sufficiently systematic and complete In the practice of domestic agricultural enterprises there are a number of shortcomings that reduce the effectiveness of marketing activities in the conditions of European integration These include chaotic use of individual elements of marketing reduction of marketing functions only to stimulating the sale of goods food orientation to the short term perspective lack of flexibility and ignorance of consumer requests To solve these tasks it is necessary to develop measures to promote the sale of products through the formation of a sales support system and the development of cooperation with the EU In these conditions the role of marketing activity of agricultural enterprises increases and the need to develop recommendations for the organization and development of marketing tools in agro industrial production at the level of enterprises and the region which determines the relevance of this scientific research The results of the research presented in the monograph were carried out as part of the initiative theme of the Department of Agrarian Management and Marketing of Vinnytsia National Agrarian University Development of the concept of management of marketing activity of agricultural enterprises state registration number 0122U002111 for 2022 2024

Principles of Marketing Gary Armstrong, Stewart Adam, Sara Denize, Philip Kotler, 2014-10-01 The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective easier and more enjoyable than ever Today s marketing is about creating customer value and building profitable customer relationships With even more new Australian and international case studies engaging real world examples and up to date information Principles of Marketing shows students how customer value creating and capturing it drives every effective marketing strategy The 6th edition is a thorough revision reflecting the latest trends in marketing including new coverage of social media mobile and other digital technologies In addition it covers the rapidly changing nature of customer relationships with both companies and brands and the tools marketers use to create deeper consumer involvement

Market Research Peter Clifton, Hai Nguyen, Susan Nutt, 1992 The book is written by three marketing professionals responsible for supporting ITT Europe s marketing thrust by evaluating new products and forecasting and monitoring sales Examples cover consumer construction business and capital goods and services gathered from over 50 different subsidiaries in 16 European countries This is essential reading for lecturers and students as well as professionals with relevant exercises and full coverage of statistical techniques The book is written by three marketing professionals responsible for supporting ITT Europe s marketing thrust by evaluating new products and forecasting and

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MARKETING ACTIVITIES OF ENTERPRISES OF THE AGROINDUSTRIAL SECTOR IN THE CONDITIONS OF WAR Bondarenko V., Barylovykh O., Helevei O., Skakun O., Heraimovych V., Kornichuk T., Lutsii O., Lutsii I., Nahorna O., Ostapchuk A., Riabchyk A., Vyshnivska B., Zbarskyi V., 2023-07-31

The formation and development of market relations in the Ukrainian economy necessitate the improvement of the management mechanism of agricultural enterprises the orientation of the management system to market conditions and the ability to respond quickly and flexibly to changes in the environment and within the enterprise Currently only a small proportion of enterprises use marketing management methods in their business operations and only a few of them use a systematic approach to organizing management based on marketing Military actions on the territory of our country have had a great impact on this course of events and the development of enterprises at the present time Marketing management of an enterprise is an opportunity to organize its activities on the principles of optimal use of the available potential and obtaining the greatest profit taking into account the satisfaction of consumer needs An analysis of the company's capabilities allows to obtain reliable information on the state of assets and liabilities of production to analyze the external marketing environment A systematic approach to organizing management and developing a marketing strategy is a scientifically sound way to increase profitability save costs and improve the company's market position An integral part of the company's marketing management system is to ensure proportionality of development support and preservation of social guarantees for employees However after the Russian Federation started military operations on the territory of Ukraine agricultural enterprises experienced major problems in production sales and procurement of inputs The big problems caused by the war are clearly visible in logistics processes losses in trade relations by sea suspended river traffic heavy load on border crossing points on railways and highways lack of air traffic Due to the constant bombardment by the Russian aggressor a large number of critical infrastructure facilities have been damaged forcing our companies to significantly increase the cost of processing agricultural products and thus stay afloat without stopping their operations A large number of companies from the east and south were forced to move to the western and central parts of the country to resume their operations However given that in Ukraine marketing management of agricultural enterprises is a separate very large and problematic aspect the theoretical and methodological framework is not sufficiently covered there are problematic issues and the strategy for the transition of enterprises from outdated forms and methods of management and business to new scientifically based market methods such as marketing management has not been developed This will allow our enterprises to develop and meet the needs of consumers and at the same time ensure the country's food security in this difficult military

period for Ukraine The results of the research presented in this monograph are determined within the framework of the initiative topic of the Department of Marketing and International Trade of the National University of Life and Environmental Sciences of Ukraine Development of Marketing at Agricultural and Processing Enterprises state registration number 0120U100630 **State and Federal Marketing Activities and Other Economic Work, March 1921-June 21, 1939** United States. Bureau of Agricultural Economics,1923 **Federal Register** ,2013-02 Marketing George Rowland Collins,1930 **Agriculture, Rural Development, and Related Agencies Appropriations for 1979** United States. Congress. House. Committee on Appropriations. Subcommittee on Agriculture, Rural Development, and Related Agencies,1978

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