

RELEVANT, REAL WORLD LEARNING IN AG MARKETING & SALES COURSE

*Employing Experiential Learning Theory
in Innovative Curriculum Re-design and Delivery*

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UNIVERSITY OF KENTUCKY | OUR MISSION

The University of Kentucky is a public, land grant university dedicated to improving people's lives through excellence in education, research and creative work, service, and health care. As Kentucky's flagship institution, the University plays a critical leadership role by promoting diversity, inclusion, economic development, and human well-being.



As our university celebrates a rich history of 150 years, from the original A&M school, to the prestigious tradition of record-setting and record-breaking basketball, and serving as the flagship institution in research, teaching and extension, we ask ourselves, what trees will we plant?

What legacy will we leave behind?

Reimagine

EXPERIENTIAL LEARNING THEORY (ELT)

Experiential Learning Theory (ELT) is built on 20th century scholars of human learning development, defined “to develop a holistic model of the experiential learning process and a multi-linear model of adult development” (Kolb 1984).

- Mixture of Content and Process
- Absence of Excessive Teacher Judgment
- Engaged in Purposeful Endeavors
- Encouraging the Big Picture Perspective
- Teaching With Multiple Learning Styles
- The Role of Reflection
- Creating Emotional Investment
- The Re-examination of values
- The Presence of Meaningful Relationships
- Learning Outside of One’s Perceived Comfort Zone



NATIONAL SOCIETY OF EXPERIENTIAL EDUCATION

- Intention
- Preparedness and Planning
- Authenticity
- Reflection
- Orientation and Training
- Monitoring and Continuous Improvement
- Assessment and Evaluation
- Acknowledgement

MARKETING COMPETENCIES & BEHAVIOR INDICATORS

(ADAPTED FROM MASSEY UNIVERSITY IN NEW ZEALAND)

Marketing Acumen

- Demonstrates knowledge of and applies marketing terminology, tools, tactics, principles and practices, as relevant to the successful delivery of the individual role
- Understands and uses effective market research tools and techniques
- Applies market research in the development of marketing initiatives in support of the University's goals
- Knowledge of media and materials production, communication and dissemination techniques/distribution channels
- Understands the role and use of technology in marketing

Analysis Information Gathering

- Analyses data, identifies market trends, draw conclusions and seeks rationales
- Identifies and gathers data to support operational and strategic decision-making
- Evaluates results of marketing initiatives and campaigns, analyses and reports return on investment
- Monitors competitor products to identify niche opportunities, and develop market strengths
- Monitors industry news in the national and international tertiary education environment, including consumer trends, market developments and growth, and regulatory changes



MARKETING COMPETENCIES & BEHAVIOR INDICATORS

Building Beneficial Relationships

- Develops and applies knowledge of key customers and competitors
- Builds and maintains relationships with media contacts and external service providers
- Establishes and manages appropriate relationships with internal and external stakeholders
- Able to engage and interact effectively with internal and external stakeholders, and customers
- Is influential and persuasive when appropriate to secure marketing opportunities and investment
- Able to assess and respond to customer needs, and evaluate customer satisfaction
- Understands, recognizes and responds to human behaviors and motivators

Contextual Knowledge

- Advanced organizational skills, able to handle high levels of complexity
- Strong attention to detail combined with an ability to take initiative and manage multiple projects and activities simultaneously
- Creative, dynamic and innovative
- Understands own role and responsibilities within team, and works collaboratively with other team members to achieve collective goals and deliver results
- Able to adapt work to accommodate unexpected changes to scope or deadlines, or incorporate new elements
- Able to socialize with and relate to a wide-range of people, honest, professional and cordial in all stakeholder and customer interaction
- Identifies interactions, links or dependencies between marketing initiatives or activities, and brings these to the attention of other team members for information or further analysis
- Self-motivated, able to work independently, meets deadlines and take ownership and accountability for own results

MARKETING COMPETENCIES & BEHAVIOR INDICATORS

Communication

- Advanced professional written and oral communication skills, including presentation skills
- Able to present and convey information in a confident, clear and interesting way, in a manner appropriate to the target audience
- Able to exchange complex information and present ideas, reports, facts and other information clearly and concisely
- Consults with customers and stakeholders, to provide information and receive input and feedback

Personal Responsibility

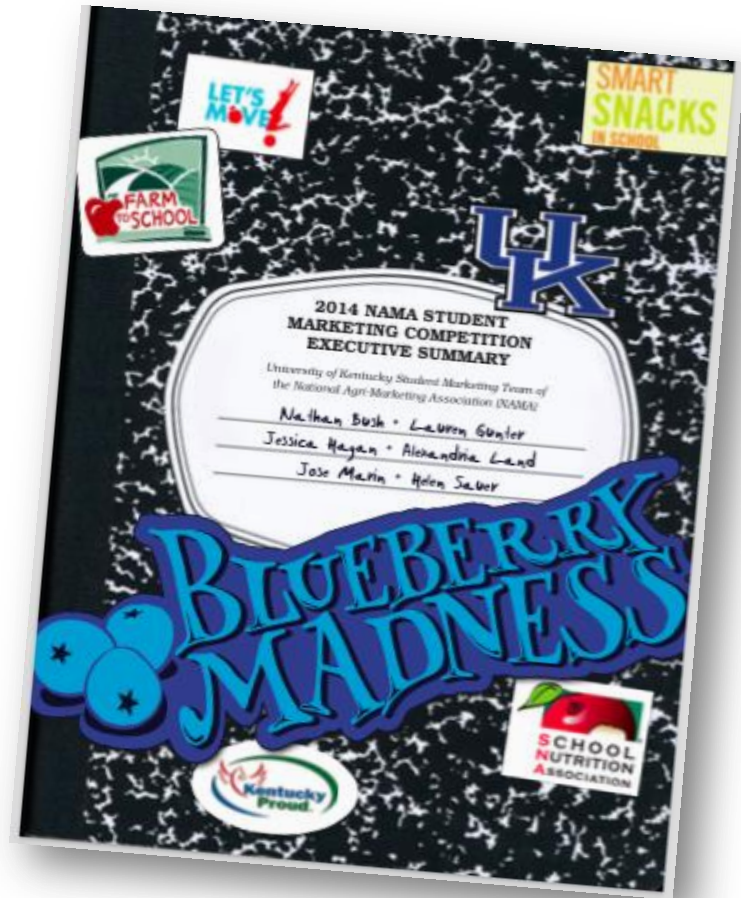
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A GROWING LIST OF CLIENTS

- Consolidated Grain and Barge
- Kentucky Blueberry Growers Association
- Department of Agricultural Economics
- Farm-To-Office
- American Private Enterprise System
- Community Innovation Lab
- Shakespeare and Co.
- UK College of Agriculture, Food and Environment
- The Food Connection
- West Sixth Brewery
- Blue Stallion Brewery



KENTUCKY BLUEBERRY GROWERS ASSOCIATION - BLUEBERRY MADNESS



AMERICAN PRIVATE ENTERPRISE SYSTEM (APES)



- Developed and coordinated by the Kentucky Council of Cooperatives and the University of Kentucky, College of Agriculture, Agricultural Economics Department.
- A primary program objective is to provide youth with an appreciation of cooperatives as an important forms of doing business in the American enterprise system.
- Client in Spring 2014



GREENUP COUNTY EXTENSION OFFICE

Created a credit bearing internship experience, received a startup grant for the APES program, started the program in his home county, and today his county as the 30 students at the local program and 9 attendees to the Kentucky Youth Seminar.

A GRANT FOR REBRANDING



- Marketing students conducted focus groups with youth and phone interviews with Youth Extension Agents
- A rejuvenation of the look and feel of the program and connection with younger leaders
- Dr. Quentin Tyler, state director, received a grant with match funds from the board of directors.
- Today, they are in the middle of round 3 of selecting and developing a branding package



The American
P R I V A T E
ENTERPRISE
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AMERICAN PRIVATE ENTERPRISE SYSTEM (APES)



AMERICAN
PRIVATE ENTERPRISE SYSTEM

THE COOPER HOUSE

- <https://www.youtube.com/watch?v=d3u2GZI-Y9w>