

EXECUTIVE SUMMARY



Included is an examination of current opportunities for Haskayne School of Business (HSB) marketing students to participate in experiential learning throughout their program, along with recommendations to improve and build upon these offerings.

Part I: Experiential Learning Primer

Includes a definition of experiential learning, and an outline of experiential learning opportunities available at Haskayne and other business schools. Primary research findings on experiential learning at Haskayne and areas for improvement are also examined.

Part II: Experiential Learning Class

Proposed course outline for a senior marketing course based on the foundations of experiential learning. The goal of this course is to offer specialized experiential learning to marketing students within the marketing industry through an independent internship combined with research and presentation elements.

Part III: Internships 101

Detailing current sources and opportunities for HSB marketing students to find temporary work placement as a means of experiential learning. Included is a proposed Marketing Internship program to extend temporary work placement opportunities to students and establish relationships between marketing students and industry, along with examples of these internship possibilities.

Part IV: Community Outreach

A recount of experiential learning opportunities pursued from both external organizations and within other faculties at the University of Calgary.

Part V: Network Model

An examination of interested parties and network contacts relating to the Marketing Concentration Area, and potential opportunities for implementation.

Part VI: References

Part VII: Appendices

Interviews, existing course outlines for reference, student and faculty survey results, and student hypothetical project descriptions.