

# Authentic “Learning by Doing” Projects in Business in Market Research Course

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## Two Birds: One Survey = Experiential Learning Overall Class Learning Module

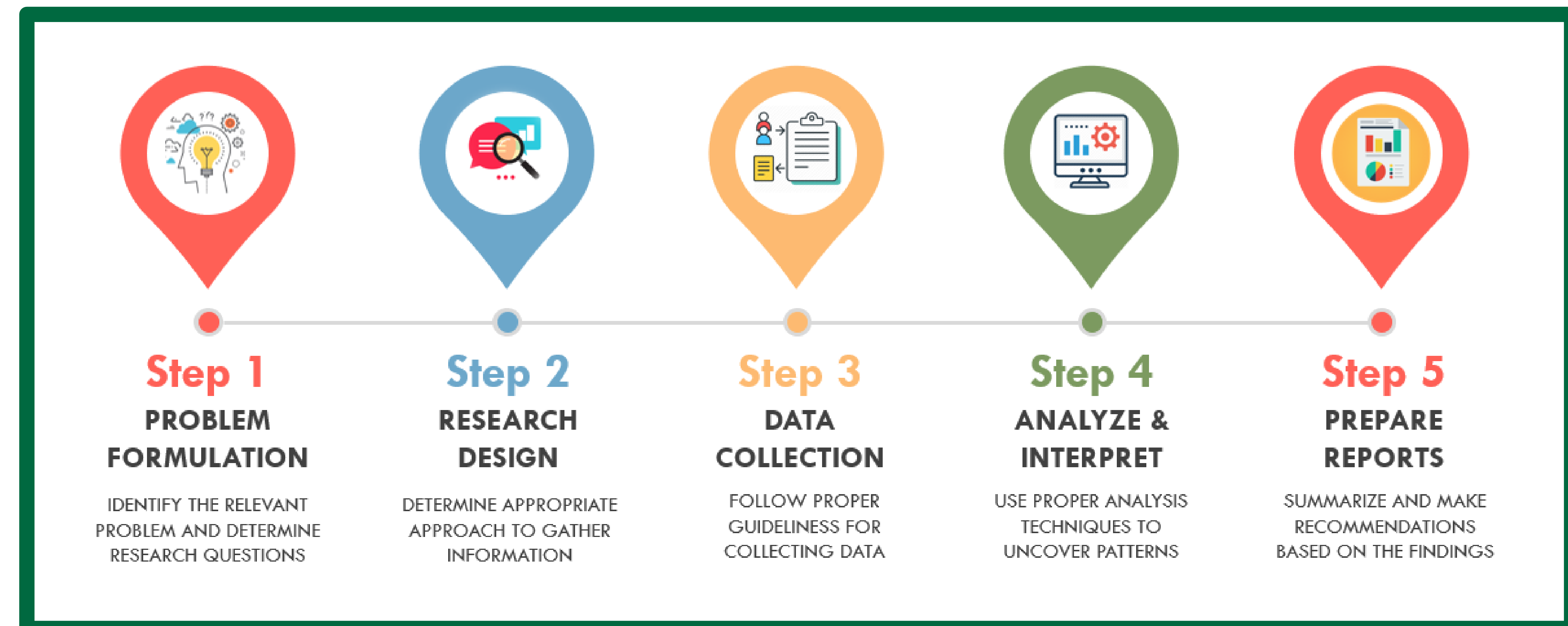
For Students:

- Deeper understanding of the research process using an authentic exercise
- Use their real data to learn how to use research tools and interpret results

For Faculty:

- Gain insights into student learning needs each semester
- Continuously improve the curriculum with new courses and refreshed existing courses

The methodology is flexible and beginning to be used with a variety of team projects: Honey Bee Initiative, Executive & Professional Education, and Food Delivery Robots..



Market Research Process

## Experiential Learning Theory and Application

- Experiential learning involves actively engaging students to experience learning content with authentic activities, analysis and reflection.
- The “learn by doing” approach of experiential learning has been shown to increase interest and motivation of students – which are linked to improved performance.
- While student learning in courses has evolved to be interactive, faculty learning about courses continues to rely on traditional course evaluations.
- Too often experiential learning is only focused on students. Faculty can benefit too!
- Marketing Curriculum Survey  
[http://gmusom.azure1.qualtrics.com/jfe/form/SV\\_e42ijZ2XjHiaNut](http://gmusom.azure1.qualtrics.com/jfe/form/SV_e42ijZ2XjHiaNut)

Honey Bee Initiative



Food Delivery Robots



Executive & Professional Education



## Findings

- Positive feedback in a required course that some students fear or have low interest
- Higher motivation because students know their inputs are being reviewed
- More confident to pursue additional market research courses and/or career
- Curriculum improvements including new minor, courses and others and insights for real world clients
- Consistent with experiential learning theory (references available)