

Scavenger Hunts as Active Learning

➤ The Teaching Moment:

- To encourage active learning of marketing course concepts, students participated in a scavenger hunt during class time

➤ How it worked:

➤ Preparation

- Prior to the class, the professor visited a local shopping mall to generate ideas and formulate “clues” that would lead students to make observations of marketing tactics that provided examples of class concepts

➤ Assignment

- On the day of the assignment, the class met at the shopping mall, broke into teams of 2 students, and followed the clues provided by the professor. The clues led students around the mall to make observations and answer the questions on the assignment.

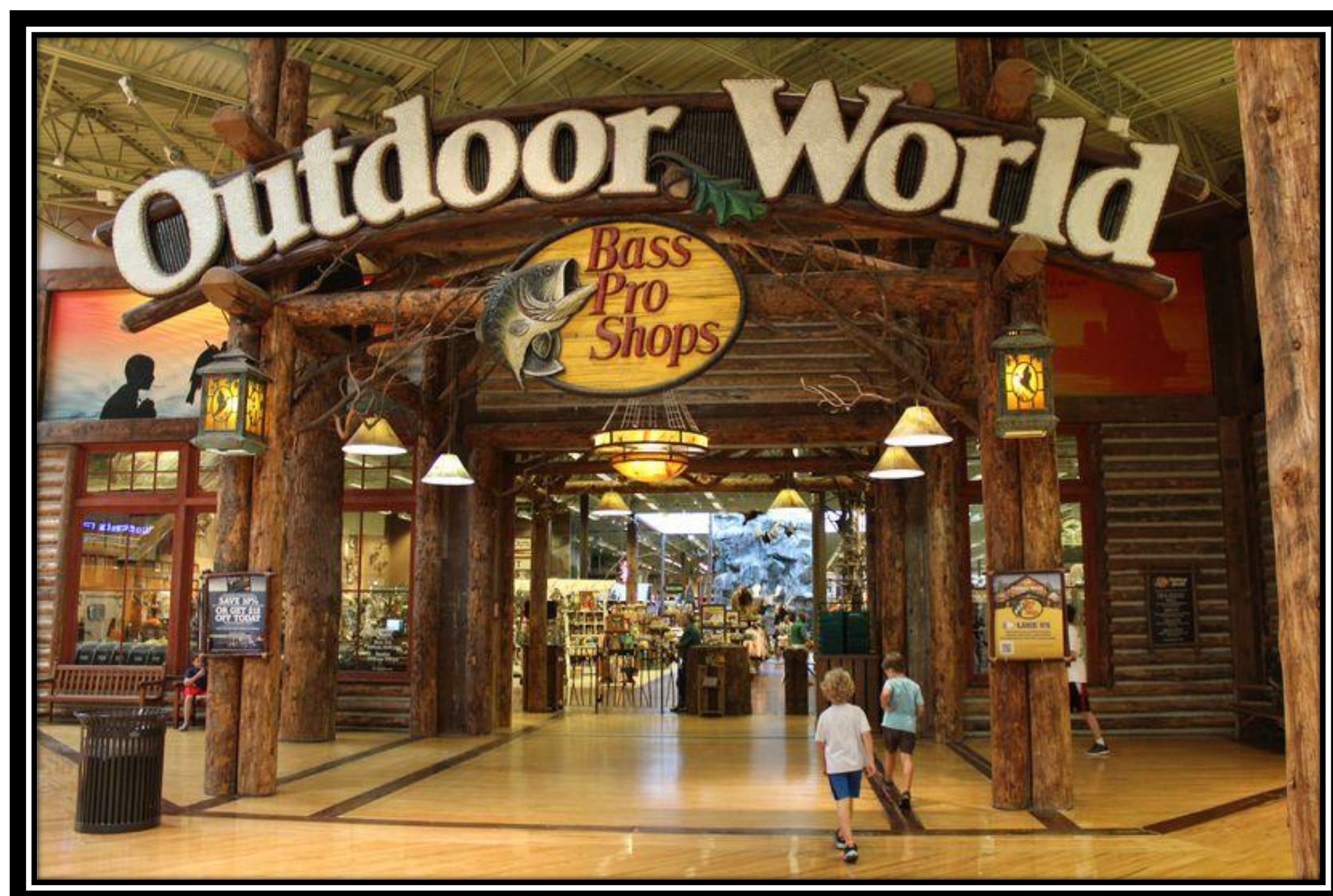


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➤ Sample “clues”:

- What restaurant in the Food Court has a chandelier hanging from the ceiling? In your opinion, why?
- Around the mall there are recycling cans. What are they shaped like?
- Outside of the AMC movies, there is a Coca-Cola vending machine. What popular children’s game can you play on the vending machine? What type of advertising is this? Play it if you have a chance! 😊
- What “scent” is Bath and Body Works featuring this month? In your opinion, why?
- What do you see (and hear!) when standing at the entrance of “Bass Pro Shops”? In your opinion, why do they have this?



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➤ Outcomes:

- Students enjoyed the active learning experience and benefited from observing “real world” examples of concepts discussed in class

