**Overall Learning Goal**
Understand the challenges and opportunities faced by multi-channel businesses through an experiential learning project.

**General Learning Objectives**
1. The student will analyze a retail business marketing strategy both digital and non-digital.
2. The students will apply the information presented in class to the marketing strategy.
3. The students will represent their learning with three visual artifacts.

**Experiential Learning Activity - The Process**

**Step 1: In-class Lecture**
- Students were provided all the relevant information with regards to the project to help them analyze the information.

**Step 2: Provide details for Experiential Activity**
- Types of Retailers
  - **Omni-Integrated**
    - Understanding Omni-channel shopper
    - Conquered multichannel business strategies/innovating constantly
    - Engaged in email marketing/mobile marketing
    - Active in social media
  - **Advanced**
    - Moving to multi-channel
    - Playing with social media
    - Evaluating mobile strategies
  - **Novices**
    - Multi-channel is a priority
    - Launching email marketing
    - Social media and mobile are couple of years away
- Team Formation - Retailer and Digital Strategist Teams
- Location - The activity took place in class
- Time - Held during class time

**Step 3: Feedback from students**
1. One hardest thing you had to overcome and how did you overcome it?
2. Skills you developed during the course of the activity and relevancy to our academic as well as professional career?
3. Do you agree with the choice the team selected as the “best” why/why not? Explain.

**Step 4: Assessments**