

Active Learning Stage	Active Learning Application
Concrete Experience	Student-groups read different sections of the textbook (Lee and Kotler 2015) on the 10-step social marketing planning process with a focus on the development of a place strategy. They go back-and-forth between the textbook and the information available on the organization (website, secondary information, and in-class presentation by the Executive Director). The student groups work on a one-page summary of each preliminary step sharing their initial understanding of the social issue, background, and potential pathways in the creation of a place strategy.
Reflective Observation	The student groups discuss potential opportunities to expand and enrich the place strategy through an analysis of the secondary information provided by the Executive Director of the organization. The students also visit the website to identify existing navigational issues and ways location strategy can be completed via online setup.
Abstract Conceptualization	The student groups apply place-related tactics to assess the viability of the tactics in relation to organizational goals and objectives. The group members discuss among themselves as well as with the instructors and write a one-page summary on their assessment. They share their summary with other classmates for feedback and suggestions.
Active Experimentation	Student groups interview the Executive Director as well as other employees. The group also visits the organization's office and existing donation facilities multiple times during the semester to attain an in-depth understanding of the area of investigation. The groups work closely with the instructor and the contact person at the organization to develop a feasible place strategy, prepare a report of their findings, and present to the class and the representative from the organization.