

# LOCAL MARKET IMMERSION

## EXPERIENTIAL LEARNING

### OVERVIEW

The Local Market Immersion (LMI) is designed to get students off the bus and experience some of the microeconomics of a city by interacting with local citizens and places in an active exchange. Each location is selected to bring a variety of new encounters to students, allowing them to experience the city from the perspective of a local consumer. The Global Experiences team has arranged successful Local Market Immersions in over 35 destinations since 2012.

During the Local Market Immersion, the students will walk or take public transportation to each location with their groups (Program Leader may accompany the groups). Each location has a unique set of questions that the students answer based on their experience at each stop. These might include questions about customer habits at shops or restaurants, comparisons to U.S. store equivalents, product arrangement trends, presence of Western products, and general differences between cultures. Students may interact with store clerks or buy something at a local market and make note of the interactions. At the end of the activity, the students get back together to debrief on what they saw.

### FORMAT

- › Students are divided into groups of 4-6.
- › The LMI lasts about 3 hours – we aim to start at 9 a.m. and end with a debriefing about the exercise over lunch.
- › Students are given instruction packets with descriptions of the locations to visit, directions and questions to answer at each stop. The locations are typically within walking distance of each other, and ideally are within walking distance of the hotel in which the students are staying (or easily accessible by safe, affordable public transportation from the hotel).
- › Each team will visit 3-4 locations (we aim to identify 20 different locations; several of the groups can overlap if need be).





## LOCATIONS

Locations are typically unique to the country and include the following types of places:

- › Local/multinational fast food chain
- › Local bank
- › Local supermarket
- › Municipal market (vegetable stands, wet markets, artisan crafts, meats, permanent vendors, etc.)
- › Local shopping mall or department store
- › Gas station
- › Local coffee shop/internet café

## DEBRIEF

After the groups have visited their assigned locations and considered the questions, all students will gather at a debrief location. At the debrief, each group will take 5-10 minutes to share their experience and photos with the rest of the students. Some Program Leaders may assign reflection papers/projects for the students to complete following the LMI, but this is not required.



## WORLDSTRIDES' ROLE

The Curriculum Coordinator will work closely with our local partners to establish appropriate locations close to your hotel. Locations and questions will be chosen to academically align with your business visits in that market (i.e. if you are going to Ogilvy to learn about marketing, you may be asked to visit a supermarket to make note of advertising and product placement). The GCC will provide you with a LMI packet, which includes thorough instructions, questions, and locations for each group. The number of groups will be tailored to match the total number of students traveling on the program. Debrief questions will also be supplied to help aid the conversation during the post-LMI debrief session.

## PROGRAM LEADER'S ROLE

The LMI is a university-led exercise and is designed to fully immerse the students in the local culture and customer experience. Thus, the LMI will not include local guides or translators unless previously requested. Program Leaders will split the students into small groups of 4-6, and should distribute the locations and questions to groups ahead of time so they have a chance to review the instructions and questions before the day of the LMI. Prior to the activity, it is suggested to go over the LMI with the students and address any questions they may have. At this time, it is important to point out the debrief location so the students are aware of where they should meet once they have visited all locations. Program Leaders may accompany groups if they wish. At the debrief, they may use the debrief questions provided by the Curriculum Coordinator to lead the conversation between groups.