

## **The Villages**

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This course was designed in a very unique manner, giving our group the opportunity to work directly with a contact from our sponsoring company. We gained first-hand knowledge of The Villages, the project we were working on; by taking a school sponsored field trip and traveling as a group to meet with the president of the homeowners association. We learned how to communicate with business professionals. This course requires students to apply marketing techniques to specific contexts, causing them to learn more about the particular practices of each sponsor company's field of business. It is a great opportunity to get credit towards your degree in a free-form environment. Students must think critically, stay focused, and utilize all resources available to complete their projects. This is arguably much more valuable than any classroom experience.

During one of our trips to The Villages we had a unique experience to be part of a ribbon cutting ceremony, welcoming a new internal medicine office into the community. Also, we were featured in an article of the community's newspaper.

We not only learned a lot about our assigned project but were able to hear about the progress other groups were making during our periodic meetings together.