

Resurrecting Kolb's Learning Cycle: Using Microsoft's PhotoStory 3 to Challenge Preferred Learning Styles in the Marketing Classroom.

Using Microsoft's PhotoStory 3 faculty can utilize photographs captured during foreign travel as a way to integrate global marketing scenarios into course content. Photographs allow students to visualize levels of economic development whether they be political, economic, sociocultural or technological in nature and the multi-sensory aspects of this technology offer visual and auditory learning options. In addition, the use of this technology challenges the user to reorganize thoughts challenging preferred learning patterns, a strategy encouraged by Kolb. Mature learning takes place when the learner uses learning styles that are least preferred.