Introductions
Experiential Learning: The Personal and the Pedagogical
The Personal, The Academic, The Professional

- Understanding the basics
- Adaptability
- Smart change
iPulse and Pulse Agency: Experiential Learning

In an effort to engage students while improving skill sets, it is essential to include hands-on experiential learning in curricula.

- fosters creativity
- empowers students
- true appreciation of their field of study
Pedagogy Implications: iPulse

At Lynn University, faculty have transformed two courses into student-run organizations: an advertising/PR agency and a news publication.
Pedagogy Implications: Pulse Agency
A Student-Run Public Relations and Advertising Agency
Take A Look At Our Team's Work!

**American College Dublin**
A small private college located in the heart of Ireland's biggest city, American College Dublin (ACD for short) is a sister institution aiming to increase study abroad attendance. To do so, Pulse is producing print as well as online promotional material.

**Lynn Drama**
A client that is near and dear to Pulse, Lynn Drama is aiming to make a bigger name for itself in the South Florida theater scene. In order to get them there, Pulse is handling their social media, print promotional material and media placement.

**iPulse Newspaper**
Lynn's own student publication, iPulse has grown over the past few years and now has a need for more manpower to support efforts. As such, Pulse manages social media, works to increase readership and provides ideas for development.

**Loxahatchee Wildlife Refuge**
As a federally-managed natural area, the Loxahatchee Refuge is a very special client. Their goal is to get more of the millennial generation out to enjoy what they offer, and we manage social media for them.

**Celebration of the Arts**
The premier cultural performance event done annually through the College of Arts and Sciences, Celebration of the Arts features talents of both students and staff. Pulse is working to spread the word via social media and on-campus marketing.

**Center Stage**
A youth performing arts program, Centerstage prepares students for careers in singing, acting and dancing. Their main goal has been to increase program attendance, so Pulse has worked to promote the company via social networking and in-person visits to schools.
Creating an impactful culture and learning environment

Incorporating research interests
It’s all about the students!