

## How does this learner type behave?

- Friendly and outgoing
- Engaged in the conversation
- Reflective and detailed long responses

## Who are learners of this type?

- Early 20's and 30's
- Going to college to develop professional skills and have better future career opportunities in business
- Motivated to do well and learn new things that align with career goals in business administration

**BE**

## How does this learner type feel?

- Busy but motivated to do well in school so they can open their own business
- Curious about business concepts that can be applied to the real world
- Determined to improve marketing and business skills

## What are this learner type's views?

- It's important to succeed in school
- It's important to learn what is relevant in my life and future career in business
- This program will provide many opportunities for me in my future career

**DO**

## What does this learner type do?

- Uses technology to understand and apply coursework more effectively
- Works part-time and attends school full-time
- Plans weeks and days strategically to align work and school schedules

## What are this learner type's skills?

- Using technology to enhance learning
- Reading
- Writing
- Verbal and writing communication

**Motivated and Determined Learner Type**

## What does this learner type know?

- I can't work in a collaborative/group environment due to my busy schedule.
- I know examples of strong and successful real-world brands
- I know that I need to develop my skill set and improve in marketing strategies, like creating a strong brand identity.

**SEE**

## What does this learner type see?

- Students struggling in the business marketing and sales class
- Professors assuming that we already know the basics of marketing and sales
- A need for students to learn more about the components of creating a strong brand identity

**KNOW**

## Learning Preferences

What motivates or enables this learner type to learn?

- I like it when I can complete the course and exercises at my own pace and when I have the time.
- I can focus and learn better when I work on assignments that reflect the real world.
- I like it when I get to make decisions in real-world scenarios. It gives me a great idea of how I can apply it to my future job.
- I like it when I receive detailed and meaningful feedback.

## Learning Barriers

What demotivates this learner type or makes it harder for them to learn?

- If the material is not relevant to my life and career.
- If the course is synchronous and requires group work. Since I am working and going to school full-time, I have time constraints.
- Entire tests that center around memorization rather than applying the concepts using a hands-on approach.



*Image citation:* Photo by [Senivpetro](#)  
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**Name:** *Giselle Montoya*

**Demographics:**

- 21-year-old female from Guadalajara, Mexico; immigrated at age 10
- Now a citizen of the United States
- High school diploma from the U.S.
- Administrative assistant for a small business

**Cultural assets, beliefs, and/or identities:**

- Identifies as female and an American of Hispanic heritage
- First generation student
- Both parents work; has many family members that live close to her.

**Attitudes towards learning:**

- Considers herself a dedicated and successful student
- Wants to increase her career opportunities by earning a bachelor's degree in business administration
- Willing to learn new skills that would help her become a better business associate if it's asynchronous and at her own pace.

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**Goals and motivations:**

- Wants to achieve a B.S. in Business Administration to obtain a business role at a company.
- Enjoys school and loves learning new concepts that she can apply to her life and career.

**Technical skills and learning preferences:**

- Strong verbal and written communication skills
- Prefers to learn asynchronously and on her own time.
- Prefers to work independently so she can work faster through the course material.
- Prefers authentic learning experiences that reflect the real world.

**Social and emotional needs:**

- Consideration of her prior knowledge and skills.
- Wishes to receive detailed and meaningful feedback from instructors.
- Appreciates independent work due to her busy and demanding schedule.

**Anticipated challenges and barriers to the learning experience:**

- Needs to see how the learning is relevant to her life and career.
- Very little free time and a busy schedule will make it difficult to engage in collaborative work.
- A lack of hands-on and real-world learning experiences will make it difficult to engage with the coursework.