



Dr. Mine Ucok Hughes
Associate Professor, Marketing

Course: MKT 3400 Consumer Behavior (Fall 2023)

Keeping Nature Accessible

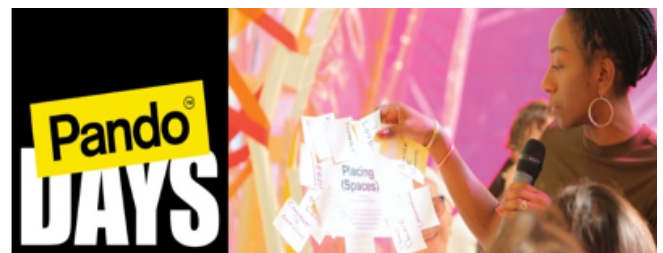
Helping a greater number of blind and visually impaired people get out in nature by removing obstacles to their participation.



Project Overview

The MKT 3400 Consumer Behavior undergraduate students worked with a local community partner called the Hearts for Sight Foundation, a non-profit organization whose mission is to break down barriers to health and fitness that restrict the blind and visually impaired so that they may pursue physical, mental, and emotional wellness. The students analyzed survey data using AI technology to identify barriers, motivators, and benefits experienced by the target audiences and provided marketing strategy recommendations based on their analysis. The project was chosen as 1 of 16 projects by a non-profit organization called Pandopopulus, which partners with the Chief Sustainability Office of Los Angeles County.

Cal State LA Community Partners



Presentations:

<https://pandopopulus.com/programs-pando-days-projects/> -

<https://pandopopulus.com/programs/pando-days-23/schools-projects-23/cal-state-university-losangeles/>