Mobile marketing has the potential to change the retailing environment to one in which retailers enter the consumer's environment through anytime, anywhere mobile devices (Shankar, Venkatesh, Hofacker, & Naik, 2010, in the Journal of Interactive Marketing).

**CONCLUSIONS & RECOMMENDATIONS**

Lessons Learned:
- Emerging trends in social, mobile and location-based marketing present unique opportunities and risks for farmers and other food businesses.
- Learners have a wide range of prior knowledge and experience, any pre- and post-event education you can provide improves their overall learning experience and adoption of mobile marketing.
- There is a wide variety of devices with various operating systems. The OSU Extension team tested a Bring Your Own Device hands-on workshop and found that while participants were familiar with their devices, onsite support people are needed to assist.
- The rapidly changing content that could be included, necessitates multiple modes of learning for entrepreneurs to learn at a pace and place they choose, and offering opportunities for both topic breadth and topic depth.
- Statistics change frequently, the team chose to include only a few quick data examples to introduce or emphasize certain points. Additional data sources were provided online.

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