

Are You Pimping, Blogging, Tagging & Casting? Suggestions for Integrating Technology and Trends into Your Sport Management Program

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**Session 24: Professional Preparation
Workshop (75-minute)**

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9:00 AM - 10:15 AM

Technology is playing a critical role in the advancement and growth of many businesses and organizations (Iansiti, 2006). The need for practical skills, such as training students in the use of technology, has become imperative due to the demands of the business world (Tynan, 2006). Researchers have found that using technology in the classroom has "clearly influenced actual student learning. Students using the technology benefited from that use through increased learning, as demonstrated by stronger course performance" (Krentler & Willis-Flurry, 2005).

In a recent Wall Street Journal article, John Helyar argued that practical skills training is missing from many Sport Management programs throughout the United States. Although articles and commentary such as this can tarnish the reputation of Sport Management education, it also brings to light an important void in many programs. Is the use of applied technology beneficial to student learning and eventual placement in internships and entry level jobs? For our Sport Management students, the answer is undeniably, yes.

To meet the demand of the business and sport industries, we have enhanced our Sport Management students' practical skills through the use of cutting edge technology and practical application. Both internship supervisors and employers have given positive feedback regarding the technological skills of our students and recent graduates.

This workshop will demonstrate how to integrate cutting edge technology (i.e. screen captures, audio interviews, and webinars) and current trends (pimping, blogging & tagging) into your Sport Management teaching and coursework. All those who attend will walk away with specific suggestions for integrating technological competencies into courses and curricula. Sample projects and assignments for creating online databases, blogging and web marketing will be shared.