

Integrating technology in the sport management classroom: Applications and experiences

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From blogs to podcasts to vodcasts, the amount of technology available in our society is ever increasing. Sport management professors are faced with a growing disparity between the level of their own technological competencies and those of their students. This presentation seeks to assist sport management professors in their understanding of current technologies that can be utilized in the classroom, while also presenting the experiences of two professors who have attempted to integrate such technologies in their classrooms at two different institutions: one, a large research university featuring large class sizes, and the other, a small Catholic college featuring small and intimate class sizes. The presentation will discuss the different issues and challenges that arise with both institution types.

In order to best serve our students, it is important for sport management scholars to attempt to understand the technologies that our students use in their everyday lives, and the technologies that will most likely be these students' greatest differentiation drivers against other candidates when applying for jobs in the field of sport management. In developing an understanding of these technologies and integrating them into our classrooms, we are allowing students to practice these technologies and hone their skills, thus making them more attractive in the job market once they graduate.

The two presenters have used technology in sport management courses such as strategic management, organizational theory, sport communication, and sport sales. Technology used by instructors can include programs such as PowerPoint, online teaching applications such as Blackboard or Oncourse, which are generally hosted by the professor's institution, as well as online videos, vodcasts, and podcasts. Along with the instructors' use of such programs and platforms, students can also use technologies to complete assignments or class projects. Examples include podcasts, vodcasts, blogs, online discussion boards, online journals, and website creation.

This presentation will feature explanations of how to implement such technologies in the sport management classroom, as well as how each technology tool can help both students and instructors. Additionally, the presenters will discuss their own successes and failures with technologies and offer advice for those who wish to implement these tools in their sport management classrooms. The presentation is designed to be interactive and provide several visual examples of the technologies presented.