Conducting Phase I of a Feasibility Study by Examining Proposed MLS Expansion Markets

Liz Sattler, St. Ambrose University

Teaching & Learning Fair - Case Studies (Professional Sport)  Friday, June 2, 2017
Teaching & Learning Fair Presentation  10:15 AM
Abstract 2017-139  Room: Sopris

This presentation provides an overview of a feasibility study assignment utilized in a sport finance course. Students are tasked with conducting a feasibility study to determine both market and financial feasibility of a professional sports league expanding into a new market. Copies of the assignment will be available to attendees.