Use of Unique Teaching Methods in a Sport Finance Course

Mary Beth Chambers, Belmont Abbey College; Troy University

Teaching & Learning Fair - Problem Based (Professional Sport)  
Teaching & Learning Fair Presentation  
Abstract 2017-220  
Friday, June 2, 2017  
1:50 PM  
Room: Sopris

Using scavenger hunts, military intelligence questioning strategies and graphic organizers, sport finance students are guided by the instructor, librarians and team executives through a group project in which they craft a corporate intel report and concept. After which, they develop and present sponsorship and ticket sales revenue generating ideas.