Kent State Day with the Cleveland Indians

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Teaching & Learning Fair - Experiential/Service Learning (Professional Sport)  Saturday, June 3, 2017
Teaching & Learning Fair Presentation  1:55 PM
Abstract 2017-392  Room: Sopris

Kent State University’s sport administration program developed an experiential learning experience in conjunction with Cleveland Indians. Students in Sales Management in Sport and Entertainment class participated in Indians sales training, promotional planning, event planning, and a very successful ticket sales campaign, which resulted in more than 1,570 tickets being sold.