Halftime Promotions: Theory to Practice

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Teaching & Learning Fair - Experiential/Service Learning (College Sport)
Teaching & Learning Fair Presentation
Abstract 2018-091
Thursday, June 7, 2018 2:10 PM Room: Halifax

Graduate students applied in-class theory to an experiential learning group project. Students were required to identify a target market and design a promotion for a Men’s College Basketball game. Additionally, students were tasked with recruiting and incorporating a sponsor into the promotion. All handouts and directions will be provided.