Integrating History and Tradition of an Athletics Program into a Sport Management Curriculum

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Teaching & Learning Fair - Case Studies (College Sport)  
Teaching & Learning Fair Presentation  
Abstract 2018-311  
Saturday, June 9, 2018  
9:20 AM  
Room: Halifax

This presentation will demonstrate the use of case studies to integrate the history and tradition of an athletics program into the curriculum of a sport management program. The topics of three case studies directly related to overcoming racism at Kansas University are Wilt Chamberlain, John McLendon and Billy Mills.