Long-Term Study Abroad: Sport Consumer Behavior in China and Japan

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Teaching & Learning Fair - Experiential/Service Learning (International Sport) Teaching & Learning Fair Presentation Abstract 2018-315

Abstract 2018-315

Saturday, June 9, 2018 9:20 AM Room: Halifax

An overview of a long-term study abroad experience focused on sport culture and consumption in Asia is presented. Specific exploration given to the growth of sport interest in mainland China and sport culture trends in Japan. Faculty/student experiences will be shared, along with copies of a course syllabus and schedule.