Incorporating Role-Play Scenarios in Revenue Generating Courses

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Teaching & Learning Fair - Experiential/Service Learning (Professional Sport)
Teaching & Learning Fair Presentation
Abstract 2019-070

Thursday, May 30, 2019
2:35 PM
Room: Borgne

This exhibition discusses an experiential project aimed at preparing sport management students with strategies to communicate with prospective buyers throughout the sales process. Students will learn to ask appropriate questions, listen, respond to objections and finalize a sale. A copy of the semester project is available in a handout.