Sport Consumer Motivation and Social Media Scavenger Hunt

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Teaching & Learning Fair - Other (Other)              Thursday, May 30, 2019
Teaching & Learning Fair Presentation                     2:35 PM
Abstract 2019-074                                         Room: Borgne

Students must identify various social media promotional materials that are currently being used by sport businesses to attract consumers with various motives.

Students must provide a social media visual-based hyperlink that demonstrates how a sport business created social media-based promotional materials to strategically appeal to consumers for each specific motive.