Teaching Cost-Effective Community Engagement Strategies via Social Media Management

Ashley N. Weingartz, East Carolina University  
Whitney W. Marks, East Carolina University  
Stacy Warner, East Carolina University

Teaching & Learning Fair - Other (Online Community)  
Teaching & Learning Fair Presentation  
Abstract 2019-076  
Thursday, May 30, 2019  
2:35 PM  
Room: Borgne

Given the emergence of new media, it is imperative that sport management students understand how social media can be used to promote and build community within their organizations. This presentation will provide an overview of how current sport and social media management research can be integrated into classroom activities.