Capturing the Art of Public Relations in Sport: A Social Media Portfolio

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Teaching & Learning Fair - Portfolios (Online Community) Friday, May 31, 2019
Teaching & Learning Fair Presentation 2:10 PM
Abstract 2019-200 Room: Borgne

This assignment requires students to browse through social media posts of various sports organizations, select story lines throughout the semester, and analyze the way in which sport organizations communicate information. Students will capture screenshots, include a written analysis of each post, and creatively display the information in a portfolio.