Designing a Course Around a Single Experiential Learning Opportunity

*Colin Cork, Western Michigan University*

**Teaching & Learning Fair - Experiential/Service Learning (College Sport)**
**Teaching & Learning Fair Presentation**
**Abstract 2019-202**

Experiential learning is regarded as the bridge between theory and knowledge application in a real world scenario (Bower, 2014). The design of a new course allowed students to deliver a season long marketing plan to a Division III Basketball team. The presentation includes the course syllabus, handouts, and best practices.