Intercollegiate Athletic - Homecoming Project

Chris Brown, University of Kansas

Teaching & Learning Fair - Case Studies (College Sport)  
Teaching & Learning Fair Presentation  
Abstract 2019-207  
Friday, May 31, 2019  
2:10 PM  
Room: Borgne

Students work in teams to complete a case study on intercollegiate athletics. The team is responsible for designing a college homecoming weekend. Each student oversees a different facet of athletics including compliance, event management, marketing, and development. Students present their final product both through a report and an oral presentation.