Bringing The Business of Sport Inside Your Classroom

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Teaching & Learning Fair - Experiential/Service Learning (Other)
Teaching & Learning Fair Presentation
Abstract 2019-302
Saturday, June 1, 2019
9:20 AM
Room: Borgne

Sport management students are eager to learn about industry trends and initiatives. Sport organizations are interested in developing a network of future talent and ideas. Pedagogical techniques can make this partnership work. The purpose of this T&LF abstract is to demonstrate industry and student working together inside the classroom environment.