A Sports Marketing Experiential Learning Opportunity in Intercollegiate Basketball

Chris Croft, University of Southern Mississippi
John Miller, University of Southern Mississippi
Sarah Stokowski, University of Arkansas

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There has been a call to increase collaboration between sport management academics and sport industry practitioners in order to produce students who possess the appropriate training and skills to work in the sports event industry. This experiential learning assignment provided sport management students an opportunity to collaborate with the university athletic department to develop a detailed plan to market men’s basketball to students, increase student attendance, and formulate ways to engage the student crowd at games. The presentation will identify the steps the students followed for a successful experiential learning opportunity.