The "Golden Bat" Awards

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Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning (Professional Sport)
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This assignment was designed for a sport management facility and event management course. The purpose of the assignment allows students to collaborate to create an original themed game-day promotional event proposal for one minor league baseball team. Components of the assignment include developing an event theme, a corresponding marketing plan, a “game-day plan”, and a post-event analysis. Students are required to write a formal report combining each group members’ individual parts. This a very applied and experiential assignment because students get to vote for their favorite promotional event similar to the “Golden Bobblehead Awards” granted in minor league baseball.