Experiential Learning to Enhance a Sport Sales Course: Partnerships with Professional and College Sport Organizations

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Providing students with engaging and meaningful opportunities for experiential learning is an important component as students gain experience during their college career. This display features an overview for developing a sport tickets sales class through a collaborative partnership with professional and college sport programs. The first half of the course includes: interactive role plays, career development tips and discussion, 1-on-1 coaching from industry professionals. The second half of the course affords students the opportunity to actually sell with a sports organization, as well as gain real-time feedback throughout the process. Project materials and best practices will be available as handouts.