Teaching Public Relations Through Fantasy Football

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Abstract 2021-158
Teaching & Learning Fair Presentation
Session: Teaching & Learning Fair Session 2
Mode: Synchronous
Friday June 4, 2021, 2:05 PM - 3:05 PM

While the popularity of fantasy football remains a constant, its structure provides a unique opportunity for experiential learning within the public relations classroom. In a sports media course at Gonzaga University, fantasy football was incorporated to simulate the weekly responsibilities of a PR professional in sports for each student, such as press releases and social media postings. In certain weeks, students even addressed crisis communication situations due to off the field issues (ex. DUI) of their fantasy players. Mid-semester survey results showed a positive view towards using fantasy football as a pedagogical tool, even for the novice fantasy player.