What’s your [Strategic Marketing] Plan?

Ashley Ryder, The Ohio State University
Derek Walton, The Ohio State University
Brian Turner (Advisor), The Ohio State University

Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning (Professional Sport)  
Teaching & Learning Fair Presentation  
Session: Teaching & Learning Fair Session 2

Abstract 2021-163

Students complete a scaffolded group project which translates concepts learned in the classroom, into a tangible report and presentation. Students are provided with the opportunity to select any professional league team they would like at the beginning of the semester along with deciding upon the goals and objectives based upon that team’s current position and environment. At the end of the semester students present their plan to the board of directors (e.g., guests from department). A structured peer-review process is utilized throughout the semester amongst the groups. Final reports are completed via Canva software to expose students to report design.