Olympic Sport Addition Case Study

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Teaching & Learning Fair - Case Studies (Olympic Sport)  virtual asynchronous
Teaching & Learning Fair Presentation
Abstract 2020-325  Session: Teaching & Learning Fair I

This Olympic Studies case study project provides students with a macro-level understanding of the role and reception of sport through a global context. This case requires students to design a presentation and executive summary outlining their justification for the inclusion of a new sport in the 2024 Olympic Games. In their justification, students must address the following elements: commercialization, amateurism, marketing, economic benefits/challenges, social issues, Paralympic inclusion/adaptation, and ethical challenges. To bolster their claims, students draw from multiple disciplines, historical accounts from previous Olympic games, and professional organizations associated with their selected sport.