Scaffolding Academic Service-Learning in the Department of Sport Management: Application of Corporate Social Responsibility and Sport for Development Models

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Academic service-learning (ASL) is an impactful teaching strategy that can enrich student learning, broaden perspectives, and enhance critical thinking. Intentionality around the connection between sport and the values of ASL is lacking. To address this, a scaffolded approach to prioritizing ASL throughout the curriculum is presented. This approach is anchored in the analysis of two sport for good approaches currently infused in sport management courses: Corporate Social Responsibility and Sport-for-Development Theory. We believe faculty will benefit from the pedagogical strategies provided which are designed to improve students’ awareness, understanding, and application of how sport is used to better society.