Sports Partnership: Networking and Experiential Learning Opportunities

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Often the practical experience provided throughout a Sport Management curriculum can promote higher level thinking and a student’s attachment to the course material (e.g., Dees & Hall, 2012; Munoz & Huzer, 2008). Consequently, this semester-long experiential learning assignment details how a local sports commission partnership can be integrated into an undergraduate event management course. Students not only perform and executive compulsory event management tasks for a local event, but an emphasis through the semester is placed on the importance of cultivating a professional network for students hoping to enter the sport industry (Kornspan, 2013).