

Developing partnerships with local sport business as a “Living Classroom” for students to enhance learning sport consumer market research techniques

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Aim of paper

Partnering with a local sport business provides numerous benefits for students, faculty, and the sport business. In this instance, however, the business is the actual class and classroom. My “Living Classroom” provides the students with a real world business in which, with which, and for whom to work and actually use the course content. The aim of this presentation is to share how I have partnered with a local sport business and, through a full seminar course on sport business market research, created a living classroom and how each stakeholder – student, industry, and professor – benefits from the partnership. In addition, an example of one of the many market studies conducted in this class will be presented. Emphasis will be on how to design the research to benefit the sport business and the faculty member’s research agenda for publication.

Organisational/managerial context

This instructional idea originated in a professional meeting between Dr. Pitts and the management professionals at the Georgia Dome in Atlanta, Georgia as an attempt to share expertise and bridge the gap between academic professionals and the practical professionals – or, between higher education and industry.

Organisational/managerial practice/issues

The sport business offers the opportunity of a living classroom. For the sport business, understanding that they are helping with the education of future sport business professionals is important. And for the student, understanding the many benefits of being a part of this relationship as well as the exceptional experiences gained are an essential part of the overall student’s education. For the faculty member, this relationship provides key industry contacts for future resources, and can provide ample data that can be used to forward the faculty member’s research agenda.

Implications for sport and sport management

Every sport management professor and student needs partnerships and relationships with local sport businesses for a variety of reasons, some of which include: for industry to provide work related experience for the students, for professors to provide valuable knowledge and consultation to the industry professionals, and for students to provide help to industry and learn from valuable experience. In these relationships, everyone benefits if everyone’s objectives are realistic and flexible. For some faculty, however, finding the time and resources to develop these relationships can be overwhelming. Yet, for the professor, building these relationships can be beneficial in many ways.

References

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