

CASE STUDY 1: DOWN TO BUSINESS

Subject: Sports Marketing

Course Logistics: 12 Business graduate students in an online course.

Prompt: Create a business card as a succinct self-presentation that uses text and images.

Artifact: Business card.

Justification: The form is a way that business professionals introduce themselves. The outcomes can assess preconceptions about branding; establish content regarding business and marketing strategies; build community through learners' self-presentation and professionalism.



MadLib Prompts

- Your name
- Your job title
- Course subject
- Number
- Exotic animal
- Vacation activity
- Your shirt color
- Adjective
- Emotion
- Home state

MadLib:
<http://bit.ly/2sT0pL0>