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' selfpresentation and professionalism.

PowerPoint File Edit View Insert Format Arrange Tools Slide Show Window Help

The RUNNING Company



Chase M. Eriksen

CFO, The RUNNING Company

Tel: 940-888-0000 Mobile: 940-766-1212

Email: ChaseME@Running.com Website: https://RunningWebsite.com

MadLib Prompts

- Your name
- Exotic animal
- Vacation activity
- Emotion Home state
- Your shirt color
- Number
- Adjective

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

- Your job title
- Course subject