



SPORTS MEDIA

WITH *iBOOKS*



FULL SAIL
UNIVERSITY

Workshop Description

Students will be introduced to sport related fields including marketing, media, and sportscasting. They will work in groups to add commentary to a multitude of sporting events ranging from traditional sports to esports competitions. Students will also be challenged with completing a sports analysis to determine an appropriate city for a NHL expansion team.

Workshop Length

This workshop experience can be adjusted to accommodate **45 - 90 minute** class schedules.

Learning Goals

At the close of this workshop, participants will be able to:

Identify sports careers off the field and understand the concept of monetizing emotional connections.

Complete a location analysis for a NHL expansion team by evaluating the following **information**:

1. City populations
2. City demographics
3. City median household incomes
4. Currently available minor and major league teams

Set-up & Preparation

All supplies, including iPads and location analysis infographics, will be provided by our facilitator for this presentation and we can present throughout the day to accommodate multiple classes. Teachers are also welcome to select a different workshop experience for each class.

Helpful Links

<https://www.fullsail.edu/area-of-study/sports> - Sports Programs

<https://hub.fullsail.edu/related-topics/sports> - Informational content