

## EXPERIENTIAL LEARNING

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### INDUSTRY OPPORTUNITIES

The Sport and Leisure Management Program prepares the next generation of sport business professionals with an academically rigorous curriculum paired with numerous real-work, experiential learning opportunities. These outside-of-the-classroom experiences enhance the student's degree with the focus on life-skills training, work-force readiness, and an introduction to the realities of employment in a sport or leisure organization.

The business of sport is incredibly alluring, but extremely competitive. Among the most valuable facets of the Sport and Leisure Management Program is its connection with the sport industry locally in the Memphis area and across the country. These ties impact the students in numerous ways, most notably with experiential learning and their Senior Capstone Experience. As a part of their degree requirements, Sport and Leisure Management students are required to complete a 12-credit capstone experience providing an opportunity to gain valuable, hands-on experience in the sport or leisure industry prior to graduation. Examples of industry opportunities include—but are not limited to—the following:

- The **Fan Patrol** is a volunteer opportunity for students to go behind the scenes on Memphis Tigers game days and work with professionals in the athletic department's marketing and promotions office.
- **Sport Marketing Association** is available to those students interested in the sport marketing profession. The association is designed to bring students together academically and professionally to exchange ideas, endeavors, and experiences in the sport management field. The Sport Marketing Association also prides itself on dedication to research, current events, and unique networking opportunities to current and future sports marketing students.
- The **Memphis Tigers Athletics Department** offers on-campus internships and volunteer opportunities in athletic communications, marketing, special events, team sports managers, development, and facilities management.
- **Shelby Farms Park** lies in the heart of Shelby County on 4,500 acres of green space, 6.5 miles of urban trail, and is a community partner with volunteer and internship opportunities for students in events, facilities, development, grant writing, programming, and more.
- With campus just 15 minutes from Downtown Memphis, students can easily get to employment, internship, and volunteer opportunities with the **Memphis Redbirds** (Triple-A Affiliate to the St. Louis Cardinals), the **Memphis Grizzlies**, and **FedExForum**.
- In a city the size of Memphis, there is an abundance of **community and faith-based organizations** that offer students opportunities to get hands-on experience in the sport and leisure field.
- Faculty lead natural history and cultural field excursions are offered annually for students to locations such as **Reelfoot Lake State Park** and **Blanchard Springs Caverns** in the Ozarks.

### FOR ADDITIONAL INFORMATION

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