

Business Administration

Course Number: **BUAD**

Special Notes:

Notes**Team Project Structure**

Teams of students (usually 4-5 per team) will be formed in the first week of classes. These teams shall work together for the duration of the course on both the in-class presentation of applied key concepts (see Class Participation structure below) and the development of the applied event marketing or sports marketing plan project for an organization of your team's choice. The details of this applied project are contained on a separate handout from the syllabus.

Class Participation Structure**Hour #1:**

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