

“Field” Learning: Analyzing Consumer Behavior at Sporting Events

➤ The Teaching Moments:

- Experiential class projects centered around participating in and observing consumer behavior at local professional sporting events

➤ Settings & Assignments:

➤ Gwinnett Braves game

- Students used personal observations & self-reflections to analyze the effects of sociocultural, psychological and marketing influences on consumer behavior at the game

➤ Gwinnett Gladiators hockey match

- Students used personal observations & self-reflections to analyze various situational influences on consumer behavior during the match, including the effects of physical and social surroundings



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➤ Anecdotal Outcomes:

- Appeals to different learning styles
 - Students can better visualize course concepts after seeing them in action
- Able to see bigger picture and better understand connections across course concepts
 - Helped them “tie everything together”
- Enhanced attention and interest
 - Students saw and observed things related to class that they would not have normally noticed
 - Forced them to “think deep” and interpret everything around them
- Fun and memorable experience
 - More engaged in the “live experience” which impacted learning & retention
- Enhanced creativity, interaction & teamwork
 - Students “actually worked together” (!) and enjoyed the social interaction and creativity it allowed



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➤ Conclusion:

- As educators, we can enhance student learning by providing life experiences that transcend the classroom setting and allow our students to see how class concepts play out in the “real world.” Overwhelmingly, students who participated in these projects reported memorable and enjoyable experiences, greater learning, and team-building.

