

GAME PLAN: EXPLORING MARKETING THROUGH CINCINNATI SPORTS

Hey there! Ready to kickstart your college journey and discover what really matters? The D'Artagnan Scholars Program is the perfect way to dive into this exciting adventure! The class "Game Plan: Exploring Marketing through Cincinnati Sports" is the perfect topic to explore how Marketing operates within the Cincinnati sports industry, and how decisions are made that connect fans with the organization!

What's in Store for You:

- 1. Strategic Thinking:** Strategic thinking in sports marketing is about crafting clever plans to boost fan engagement and attract sponsors. It's like being a coach for your brand—analyzing trends and making smart moves for maximum impact!
- 2. Ethics and Social Responsibility:** In sports marketing, ethics and social responsibility mean promoting fairness and making a positive impact. You'll learn how brands can support communities and stand up for important causes, showing that sports can be about more than just winning.
- 3. Interpersonal Skills:** Interpersonal skills are all about building relationships. You'll learn how to collaborate with teammates, engage fans, and network with industry professionals—essential for success in any sports marketing role.
- 4. Engage with the Community:** Dive into hands-on projects that connect classroom learning with real-world issues in your community.
- 5. Explore Your Values:** You'll dig into important topics like ethics and social responsibility, helping you figure out what truly matters to you and how you can make a difference in the world.
- 6. Collaborative Learning:** Work with classmates on group discussions and projects that challenge you to think creatively about overcoming barriers. You'll share perspectives and learn from each other's experiences.
- 7. Build Your Network:** Connect with faculty and peers who share your passion. You'll forge relationships that can help you navigate your college experience and future career paths.

In short, the D'Artagnan Scholars Program is your launchpad into college, helping you grow as a person and a community member while developing the skills and mindset needed for a fulfilling college experience. Are you ready to dive in and make your mark?

Oh, and it gets better: After successful completion of this two-week program, MKTG 300 – a business core class, is waived for Xavier attendees.

Program Details:

Application Period:

November 18th - March 15th

(or when the program reaches capacity)

Program Duration:

May 27th - June 8th 2025

Program Duration:

\$2,500

(\$500 enrollment fee due at the time of confirmation plus \$2000 program fee)

Program Fee

is all-inclusive and covers the cost of all instruction fees and materials, housing and meals (two-person occupancy, all meals included), and daily scheduled activities.

Please note that this does not include personal transportation to and from Xavier University

Program Contact: Ashley Stadler-Blank

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**Tuesday May 27th****3:00 PM - 5:00 PM: Move in**

Move into your dorm, get settled, meet your roommate for the next week and get your first impressions of Xavier's beautiful campus

5:00 PM - 6:00 PM: Orientation

Meet the faculty and staff that will make your experience great. Learn about the upcoming week and ask any questions you might have

6:00 PM - 7:00 PM: Dinner

Relax and enjoy a meal with your peers and parents.

7:00 PM - 9:00 PM: Community Building Activities

Participate in fun team-building exercises, networking events, or social gatherings to strengthen connections.

May 28th - June 7th**8:00 AM - 9:00 AM: Breakfast**

Start your day with a hearty meal to fuel your brain!

9:00 AM - 11:00 AM: Morning Instruction

Engage in dynamic lessons covering key business concepts, business etiquette and professionalism, or learn about our majors.

11:00 AM - 12:00 PM: Study Time

Review what you've learned, work on assignments, or prepare for discussions.

12:00 PM - 1:00 PM: Lunch

Enjoy a break with friends and recharge for the afternoon!

1:00 PM - 3:00 PM: Afternoon Instruction

Dive deeper into business topics and participate in interactive discussions.

3:00 PM - 5:00 PM: Experiential Learning

Get hands-on experience through case studies, simulations, or field trips to local businesses and sports venues.

5:00 PM - 6:00 PM: Dinner

Relax and enjoy a meal with your peers.

6:00 PM - 8:00 PM: Community Building Activities

Participate in fun team-building exercises, networking events, or social gatherings to strengthen connections.

Sunday June 8th**8:00 AM - 9:00 AM: Breakfast**

Start your day with a hearty meal to fuel your brain!

9:00 AM - 11:00 AM: Morning Instruction

Engage in dynamic lessons covering key business concepts, business etiquette and professionalism, or learn about our majors.

11:00 AM - 12:00 PM: Study Time

Review what you've learned, work on assignments, or prepare for discussions.

12:00 PM - 1:00 PM: Lunch

Enjoy a break with friends and parents!

1:00 PM - 3:00 PM: Move out

Move out your dorm, say "see you later" to your peers, faculty and staff