

# KWL

*Directions:*

Answer the question, “What do you know about sports marketing?”

1. List what you know about sports marketing under the “K” section of the project sheet.
2. List several questions you have about sports marketing under the “W” section.
3. Complete the “L” section while viewing the presentation.
4. After completing the presentation, if you have any unanswered questions under the “W” section research these by accessing Internet or library resources.
5. Compile all of the information listed in the K, W and L sections in a brochure or presentation to be presented to the class.

K

W

L