

Virginia Commonwealth University to Study Elite Track and Field

October 17, 2017

ETF-Forward
etf.forward@gmail.com

Virginia Commonwealth University (VCU: <https://www.vcu.edu/>) has agreed to host a study topic in collaboration with ETF-Forward (<https://etf-forward.blog/>). Under the guidance of Professor Gregory Greenhalgh (Center for Sports Leadership at VCU), a group of graduate students will study a selected topic related to the marketing of a proposed “Major” event in Elite Track and Field (ET&F). This effort will be held in the Spring semester of 2018, within the SPTL 633 course. ETF-Forward personnel will interact directly with the students during this course. We expect to make a video presentation of the final products of this work.

Interested parties should contact ETF-Forward for details on how they might participate in, or guide, this work.