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## Service-Learning Partnerships in Marketing Education: A Case Study in a Sales Management Course

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Service-Learning Partnerships in Marketing Education: A Case Study in a Sales Management Course  
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## Abstract

Marketing educators often collaborate with the business community to prepare students for the real world. Another option for doing so is via service-learning partnerships that tie nonprofit agencies to particular college courses over a period of time. This article describes how such a partnership was incorporated into a sales management course. Following a review of service learning literature, this manuscript will discuss how the partnership was developed and implemented, learning outcomes, and future considerations.

## Keywords

service learning and nonprofit