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## Kobe Bryant sits in on international marketing class at Boston College

Posted by Matt Rocheleau January 17, 2014 12:44 PM

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(Boston College)

Boston College International Marketing Professor Nick Nugent with guest Kobe Bryant at BC Thursday evening.

By Matt Rocheleau, Boston.com Staff

Los Angeles Lakers star Kobe Bryant made an unexpected visit to an international marketing class at Boston College on Thursday evening.

The five-time NBA most-valuable player and 15-time All-Star walked in and sat down like he was just one of the other 40 students in the room, according to campus officials.


For the entire two-hour class, Bryant followed the professor Nick Nugent's slideshow presentation, took notes and even asked a question.

When the lecture ended, he signed autographs and posed for photos.

"I did not go to college," Bryant, 35, told students, according to a statement from BC. "But I love to learn and international marketing is something I am interested in."

On Friday morning, the Los Angeles Lakers shooting guard [tweeted](#): "Learn, Learn, Learn. Thank you #BC #internationalmarketing, Education never stops."

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It was an exciting start for the international marketing class, which met for the first time this semester on Thursday.

"I had just begun the class with an example of the how the NBA is a model of successful international marketing and how Kobe Bryant is its biggest star, when suddenly the door opened and in walked Kobe," said a statement from Nugent. "It was surreal."

During a break in the class, Bryant walked up to Nugent and said he was enjoying the class. A student then asked if the two men knew each other, according to campus officials.

"I know of him," Bryant responded.

Nugent said he's certain Bryant did not actually know of him. Still, he said, the basketball phenom's words will "elevate his teaching reputation to stardom."

Nugent, who has taught at BC for 27 years and also teaches marketing at Harvard University, said the night was unforgettable.

"The only difficulty will be next week when I try to top our first class," he said in a statement.

The Lakers will square off with the Boston Celtics Friday night at TD Garden. Bryant is sidelined from basketball currently due to a knee injury.

Matt Rocheleau can be reached at [matthew.rocheleau@globe.com](mailto:matthew.rocheleau@globe.com). Looking for more coverage of area colleges and universities? Go to our [Your Campus pages](#).

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