

Spring 2011



# Mississippi State University

## Department of Kinesiology

## Cowbell Central

Sport Administration and Sport Studies Newsletter

### News from the Program: Curricular Updates and Other Changes

For those who may not know, our academic programs have undergone some curriculum changes and updates in recent years. At the undergraduate level, our Sport Studies major now features tracks in sport business and sport communication. The sport business track is designed to prepare students to work in fields related to management, development, sponsorship, marketing, planning, organizing, budgeting, operations, and leadership at the professional, collegiate, and recreational levels of the sport industry. The sport communication track, meanwhile, is designed to prepare students to work in such fields as sport journalism, broadcasting, public relations, media relations, and videography. At the graduate level, the Sport Administration master's degree program seeks to prepare students for leadership positions in such areas as professional sport, collegiate sport, sport marketing/sponsorship, and event/facility management.



Current MSU Athletic Marketing interns (from left to right): Stevie McKinnis, Jada McMullen, Emily Wooten, Kristin Long, and Brittany Clark.

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The program balances classroom education in areas such as marketing, administration, promotion, finance, legal issues, event management, and development/fundraising, with practical experience, as students will complete an internship in the sports industry prior to graduation.



Current professor Dr. Adam Love takes his Globalization and Sports class to the Drill Field for a little game of cricket. This class emphasizes the importance of sport on the global level. With guest speakers and hands on activity, students were able to experience a sport that has become global.

## **Current Faculty News: Two New Faculty Members Join Program in Fall 2008**

### **Dr. Adam Love:**

Dr. Love came to MSU after completing his Ph.D. at the University of Tennessee, where he taught in the sport management program for three years. Prior to that, he completed his master's degree in sport management at Tennessee, while working in the media relations department. Before his move to the Southeastern Conference, Love was an undergraduate at Washington State University, where he completed a bachelor's degree in sport management. At MSU, Love teaches classes in the areas of sport ethics and globalization and sport. His research interests include volunteerism in the sport industry as well as sociocultural and diversity issues in sport.

### **Dr. Alan Morse:**

Dr. Morse completed his Ph.D. at the University of Northern Colorado, where he was co-director of the Sport Marketing Research Institute. Prior to that, he completed his master's degree in sport management at Illinois State University, while working in the athletic marketing department. Before being a Redbird, he was an undergraduate at Wayne State College, where he completed a bachelor's degree in sport management. At MSU, Morse teaches classes in the areas of sport marketing, sport finance and sport law. His line of research is focused on revenue generation in sport.



# Program News:

## Harrington Gets Inside Look at Sport Industry in Turkey



Zack Harrington (second from left) received an inside look at the horse racing industry during his summer abroad.

Zack Harrington, who completed his sport administration master's degree in December 2010, had the opportunity to intern in Turkey during the summer. Zack describes his time abroad, which included an inside look at the world of horse racing and the Turkish soccer club Beşiktaş:



Fiyapı İnönü Stadium in Istanbul, home of the Beşiktaş soccer team.

“My internship was an opportunity to further understand sport management techniques and procedures on a global scale. While working with Beşiktaş, I saw first-hand the similarities and differences between Turkish and American management practices. We primarily focused on various marketing and sponsorship techniques. On the other hand, working with the Adali family and their professional horse racing team were almost like a vacation. I traveled most of Turkey while visiting various farms and observing day-to-day operations. Beşiktaş was once recognized as the loudest soccer venue in its region. In addition, the region is the grassroots for horse racing; passion never appears to be lacking at a race. For the first time, I recognized the demand for sport has no boundaries. The uniqueness of competition and team identity fulfills the human spirit worldwide. The global sports industry brings competition to the highest level and brings the unique opportunity of personal reward and collective business success.”

## North Works with IMG Academies

Mary Allison North, a senior sport studies major, had the opportunity to serve as an intern at IMG Academies in Bradenton, FL over the summer. She describes her experience below:



Mary Allison North (left) with a group of young athletes at IMG.

“I had an amazing opportunity to work at IMG Academies this past summer. I worked in the Game On department of the performance institute and taught athletes how to utilize better communication skills through different exercises. Working with athletes from all over the world and all ages was a blessing and taught me more about myself and the world of sports.”



# Program News:

## Hawkins Builds Resume with Cotton Bowl Experience

Paul Hawkins, a senior in the sport studies program, had the opportunity to work with the communication and media staff at the 2011 Cotton Bowl in Dallas. Paul describes his experience:

"The AT&T Cotton Bowl Classic is one of the premier bowls to work for, or even attend for that matter. All players, coaches, staff, volunteers, and fans usually report the exceptional hospitality received during their experiences with The Classic. During my week in Dallas, I conducted all hotel press conferences for the team representing the Southeastern Conference while transcribing player and coaching staff quotes. On game day, my duties ranged from pre-game hospitality, ball spotting, talent statistics, and conducting and transcribing post game press conferences. The possibilities of a successful career have vastly increased due to the amount of networking available at these games. I really appreciate the opportunities given me by Mississippi State's Sports Studies program, and I would encourage everyone interested in a sports related career to initiate any conversation possible and always lend a helping hand."



Paul Hawkins (third from left) with halftime performers "Little Big Town" and other interns prior to the game.



Kristin with Grizzlies mascot.

## Long Becomes Intern for Memphis Grizzlies

Sport studies major Kristin Long is currently a junior and has had the opportunity to work with the Memphis Grizzlies for the past two summers. Describing her experience, Kristin says:

"I started working for the Memphis Grizzlies and FedEx Forum the summer of 2010. I was an intern for Corporate Communications and Publications. I was assigned to work under Matt Tumbleson who was the Manager of Corporate Communications and Publications. I worked in the Administration Office for the Memphis Grizzlies. For the most part of my internship I did proofing news releases, stories and recaps for Grizzlies.com. After practice and reviewing examples, I gradually started to do more and more writing for the website. I got to interview players and coaches, update media source valuing for the organization and even was present at major FedEx Forum events and concerts. If I could describe my internship with the Memphis Grizzlies in one word, it would be "rewarding." From advancing my skills in news writing to having interaction with players and celebrities, my experience here was a great opportunity. I am so happy that I took on this internship and feel like it will only help to strengthen my future career plans."



The FedEx Forum is the largest public building in Memphis history and was built in 2001, is located on Beale Street in downtown Memphis.



## Undergraduate Involvement:

### **Sport Studies Society:**

This semester, the Sport Studies Society was finally able to be declared an official club after meeting with university officials and writing out the club's constitution. The current president of SSS is Stevie McKinnis, a junior, majoring in sport studies, with a minor in accounting. She says, "The purpose of the Sport Studies Society is to give opportunities for students to gain valuable networking opportunities in the field of sports. We would like to allow Sport Studies and Sport Administration students a chance to prepare for the highly competitive job market they will be entering after graduation."

### **Special Olympics:**

Several sport studies and sport administration students served key roles in running the spring Special Olympics event held at the Sanderson Center on the MSU campus. Participants competed in the 100m race, long jump, frisbee throw, tennis ball throw, wheel chair races, and bocce. Sport studies student Nikki

Chapman served as event coordinator and explained the importance of student volunteers: "Volunteers help each game run smoothly by being in charge of stations, helping participants get from one station to another, taking score, handing out ribbons, and helping keep everyone

motivated and happy!"

**Campus Involvement:** Many sport studies students are taking advantage of opportunities offered on campus to get involved in such areas as athletic marketing and media relations, helping them gain valuable experience to jump-start their professional careers.

*Athletic Marketing:* "Athletic marketing has been an exciting way to work with the athletic department to create a fun game day atmosphere for students, alumni, and fans. Whether it be working Fan Fare, painting faces, or participating in on-field promotions, there is something for the whole family." –junior Brittany Clark

*Media Relations:* "Media relations has given me the opportunity to experience the heartbeat of the media from behind the scenes. I have enjoyed the opportunity to write feature stories for game day programs, as well as work with national media outlets, such as ESPN and CSS." –junior William Pochop

# Alumni Updates:

**Mark Anderson** (M.S. in Sport Administration, 2005) is currently working as Director of Operations for the Memphis Redbirds, Triple-A affiliate of the St. Louis Cardinals. His responsibilities in the position involve overseeing day-to-day operations of AutoZone Park in downtown Memphis, which was selected by Baseball America as the No. 1 ballpark in Minor League Baseball.

**Aaron Epstein** (M.S. in Sport Administration, 2008) is the Director of Marketing/Business Development & Game Presentation for the Pensacola Ice Flyers of the Southern Professional Hockey League. His responsibilities include several different areas, ranging from sales and business operations to marketing, advertising and promotions.

**Jen Gray** (M.S. in Sport Administration, 2005) is currently serving as Match Official Manager for USA Rugby. Her position entails overseeing all facets of match official training courses delivered in the US, developing course content and policy, creating officiating programs to deliver across the US, budget creation and monitoring, and revenue generation.

**Jason Kelly** (M.S. in Sport Administration, 2003) is currently the Assistant Athletic Director for NCAA Eligibility and Student-Athlete Success at Ohio University. His duties include overseeing academic eligibility for student-athletes, compiling and maintaining CAi (Compliance Assistant Software) and APR (Academic Performance Rate) data, and managing the operating budget for his department.

**Bob Miller** (M.S. in Sport Administration, 1998) is the current Associate Director of Student Affairs, Budgets, and Financial Services at the University of Texas at San Antonio. At UTSA, both Athletics and Campus Recreation are under the Division of Student Affairs, so he works closely with those departments in their business-related processes.

**Jim Stennett** (M.S. in Sport Administration, 1999) currently works in media relations at Spring Hill College in Mobile, AL. As the head sports information director, he handles statistics and website management, plans game day operations, and produces media guides for all 13 Spring Hill athletics teams.



An important purpose of this newsletter is to serve as a tool for improving communication with alumni of the program. Not only does it allow us to communicate information about the program, but we hope it also gives you an opportunity to send updates to us. Please send any updates or news to Dr. Adam Love at [adam.love@msstate.edu](mailto:adam.love@msstate.edu). Above are a few recent updates from alumni of the program. For more complete profiles, check our website: <http://kinesiology.msstate.edu/>

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