

# E.S.U. Sport Management Makes Strides Towards Success!!

## UNDERGRADUATE AND GRADUATE SPORT MANAGEMENT PROGRAM NEWSLETTER

### MESSAGE FROM THE DEPARTMENT

Salutations to alumni, faculty, students and friends of our program! First off, as of the 2016-17 school year, we as the Sport Management Department would like to welcome our new Chair, Dr. Jaedeock Lee! He has been a huge influence within this department for many years and we support him fully throughout the process.

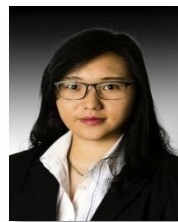
*“ESU Sport Management program’s vision is to prepare highly qualified professionals for a fast-changing and diverse sport industry. With tremendous support from our faculty, staff, and alumni, I am very confident to accomplish our goal - educating future sport management leaders. We are committed to provide the best learning experience and hands-on opportunities for our students.”*



**Jaedeock Lee** ([jaedeock@esu.edu](mailto:jaedeock@esu.edu))  
Department Chair  
Associate Professor of Sport Management  
Internship Coordinator

### SMGT FACULTY AND STAFF

**Minjung Kim** ([mkim5@esu.edu](mailto:mkim5@esu.edu))  
Assistant Professor of Sport Management  
Graduate Coordinator



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Head Football Coach



**Nancy Jo Greenawalt** ([ngreenawalt@esu.edu](mailto:ngreenawalt@esu.edu))  
Associate Professor of Intercollegiate Athletics  
Instructor of Sport Management



# SPORT MANAGEMENT AND THE SPECIAL OLYMPICS



The Sport Management Club, and the Organization and Administration of Sport Programs (SMGT 445) both became intensively involved in the running and organization of the East Stroudsburg University Qualifier for the Special Olympics. From the running of the volleyball matchups, to weight lifting and the running events around campus, our students were the ones handing out decisions.

*"The project in its entirety was a great resource in utilizing what our students learn in class and reflecting that on the real world environment. Even further, our faculty establish this bridge by having foots in every part of the sport world such as academic, coaching, financing, and marketing, as well as running their own businesses!"*

- Professor Arner

*"This is one of the best events to become involved in, and to help those running it this year makes me proud to be not only a SMGT student, but also a warrior!"*

**Nora Wade**

Sport Management Club Vice President  
A student of the O & A class



## SPORT MARKETING CLASS PROJECT PARTNERING WITH POCONO RACEWAY

The Undergraduate Marketing class (SMGT 409) taught by our Chair Dr. Lee, worked together with the Pocono Raceway to organize a marketing strategy for their Indy Car Series event taking place in the summer of 2017. They worked in groups and presented their ideas to the representatives of the Raceway, and showed our programs diversity of ideas and concepts.







Our graduate students in the Introduction to Research class (SMGT 570) successfully completed the research poster presentation! Under the advisory of Dr. Kim, each student discussed their respective research topics in the Innovation Center. It was an overall successful evening, with the Director of Athletics, Director of Graduate and Extended Studies, and the Chair for Research Studies attending. When the pressure started increasing, our students went above and beyond and represented what this department wants out of our students.

*“My students have really worked hard to develop their research ideas and posters throughout the semester. This project could be very challengeable for them, but they made it fantastically!”* - Dr. Kim



## JINGLE BELL 5K WALK/RUN

The Graduate level Facilities Management Class (SMGT 546) worked with the Physical Education and Health Education Department with running the 3<sup>rd</sup> annual Jingle Bell 5K. A total of 30 running came out to support the program even in the cold weather. Our students worked together with Dr. Brett to ensure registration is running smoothly as shown in the picture, Eric (middle), and Macie (right). All in all the race was a success and ran completely smooth with no issues.



# SMGT GRADUATE ASSISTANTS

Alexandra, Christopher, and Nicholas respectively, are the Graduate Students who assist our department day in and day out. From the management of Social Media, internship information, grading papers, exams and finals, to helping our undergraduate students understand the course work. They are a great representation of our graduate programs!



## LIST OF GRADUATING STUDENTS - DEC 2016

### Bachelor of Science in Sport Management

Patrick Ace	Francis Mcmenamin
Kaje L. Cowans	Niko Louis Morisi
Roberto De Los Santos	Casey Saverio
Teron Allen Dobbs	Christian Scherm
Steven Christopher Farnesi	Daulton C.W. Smeigh
Kahlil Greene	Dante Luigi Surace
Theodore John Hester	Andrew Torregrossa
Nicholas Anthony Izzo	Matthew Robert Troeller
Desiraye Jordan Mack	

### Master of Science in Sport Management

Lumoi Muttu  
Mark Stallings

### Master of Science in Management and Leadership Sport Management

Michelle Canepa  
Elizabeth Graeber

*We wish you the best of the luck in your future and endeavors!*



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to keep updated on current information regarding this department.

ESU SMGT Alumni & Others



@esumgt