



Sport Management Newsletter

GROW



"ESU Sport Management continues to thrive this fall semester! Our students in Organization and Administration class did an excellent job to plan and organize the Special Olympics in October, with recruiting more than 600 volunteers! Undergraduate sport marketing students worked with the SWB RailRiders for the marketing plan project. More than 40 students went to the NY Jets game and talked to the Jets executive members at MetLife Stadium! Hope you enjoy this newsletter finding out great things happened in our program!" - Dr. Lee, Department Chair, Associate Professor of Sport Management

Faculty Starting Line-up!

INSPIRE



Minjung Kim

- Assistant Professor of Sport Management
- Graduate Coordinator



Edward Arner

- Instructor of Sport Management
- Sport Management Club Advisor



Jason Perry

- Instructor of Sport Management



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CAREER IN
SMGT TODAY!!!**

SUCCEED



Education Beyond the Classroom



Check out the SMGT
bulletin board for
internships with
these organizations &
many more!



The Undergraduate Marketing class taught by our Chair Dr. Lee, worked together with the Wilkes-Barre Scranton RailRiders to organize a class trip for a class marketing project. The class met with members of the front office that included team president Josh Olerud, V.P. of ticket sales Robert McLane., and director of marketing Barry Snyder. Later in the semester these executives were invited to sit in on the presentations to listen to students ideas and marketing plans at their facility.

The Sport Management Club organized a trip to watch the New York Jets take on the Atlanta Falcons! A packed bus pulled up to MetLife Stadium a few hours before game time so students could meet with front office executives from the Jets, and tour the facility. Students were given an opportunity to learn from actual professionals in the field and better their understanding of managing a professional sports team.



Alumni Spotlight

JIM GLOVACH

Class of 2013

What advise do you have for current or potential SMGT students?

"Gain different experiences and be willing to explore different options. Do not just box yourself into one specific area. Being able to do different things helps you climb the ladder because it shows that you understand how to do a variety of jobs."

What is your current position?

"My current position is Compliance Coordinator with West Texas A&M University Athletics. I deal with NCAA rules and regulations."

Were you a part of any organizations while you attended ESU?

"Yes I was a member of the SMGT Club, and eventually became club president. Being able to lead that group and to be able to make decisions that were for the betterment of the people in your major was great leadership experience."

"I am a big proponent of practical experience and the required internship was the best piece of the overall curriculum at ESU. I was able to gain valuable experience working in the field to prepare me for my professional career."

How has the SMGT program at ESU prepared you for your professional career?

Research Presentations

Our graduate students in Dr. Kim's Introduction to Research class (SMGT 570) presented their research posters on various hot topics in the industry. This project is the culmination of months of hard work, and exemplifies our students dedication to quality research in the SMGT field!



"My students have worked extremely hard this semester in preparation for this event. We had a great turnout, and the presenters did an excellent job discussing their research proposals!"

- Dr. Kim



Sport Management & The Special Olympics

The university, SMGT club, and others continued their support of the East Stroudsburg University Qualifier for the Special Olympics. Our students were heavily involved as they were responsible for organizing operations, and handling critical decisions. Events such as this not only provide a platform for our students to demonstrate their management and leadership skills, but to also be a part of a great event that touches hundreds of thousands of lives each year. Furthermore, the SMGT club significantly exceeded its goal as more than 500 volunteers joined in to help prepare for the games. The university and SMGT department is proud to have such a committed student body that is always finding ways to get involved, and to further their experience. Our students are what make us **WARRIORS!**



"For our SMGT 445 class we planned the Special Olympics Pennsylvania Eastern Fall Sectional. With help from Gina Reid and Professor Arner we helped run a successful event in which the entire class helped to orchestrate. The most important thing that I learned from this event was that an event like this takes a lot of work from every person involved and each one of my classmates put in the work needed. I hope that students in the future take this class and take as many skills from it as I did."

- Kyle Jimenez, SMGT Club Officer



Meet the Grad Assistants

Donald Odendo

"Working as a GA has created opportunities to work within the department while showing me a path that will help me in my career. I have also assisted the SMGT club in organizing the Special Olympic event this year-2017 which was very successful."



Eric Bohem

"As a graduate assistant I get to work alongside some of the most experienced professors in the field. Each day presents new and exciting challenges that are preparing me for my professional career. I couldn't be happier with my position and highly recommend it."

SMGT Fall Graduation



Hats Off to the Grads!



"I wish all of our graduates the best of luck on their future endeavors!" –Dr. Lee

Undergraduate

Richard Buffi
Erin Day
Taylor Domenech
Kaelyn Englert
Janelle Fernandez
Kevin Gross
Ira Hayes

Nicholas Honey
Colin Marshall
Lucas Monica
Kenneth Rankin
Ethan Sinko
Nora Wade
Brian Wells

Graduate

(Management & Leadership – SMGT)

Sophie Coy
Alexandra Galati
Samantha Hosford
Dominique Washington

(Sport Management)

Jacob Beitler
Macie Hauck
Christopher Ott
Jared Putt



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