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Message from Department Chair

Greetings! It was super exciting to see students "in-person" on ESU campus this fall! Great to have our field trips back – we visited the Madison Square Garden and Coca-Cola Park. Homecoming breakfast social, Warrior Wake Up, was a great success. New digital credentials, Credly badges, are now ready to be issued to enhance students' marketability. A brand-new sport sales course was officially offered. Lots of activities and accomplishments to share! Please enjoy reading our newsletter and let's celebrate together successful completion of this fall semester. Congratulations to December 2021 graduates and wish all the best. Happy Holidays – ESU students, faculty, staff, and alumni family!

Dr. Jaedeock Lee



@esusmgt



@esu_smg



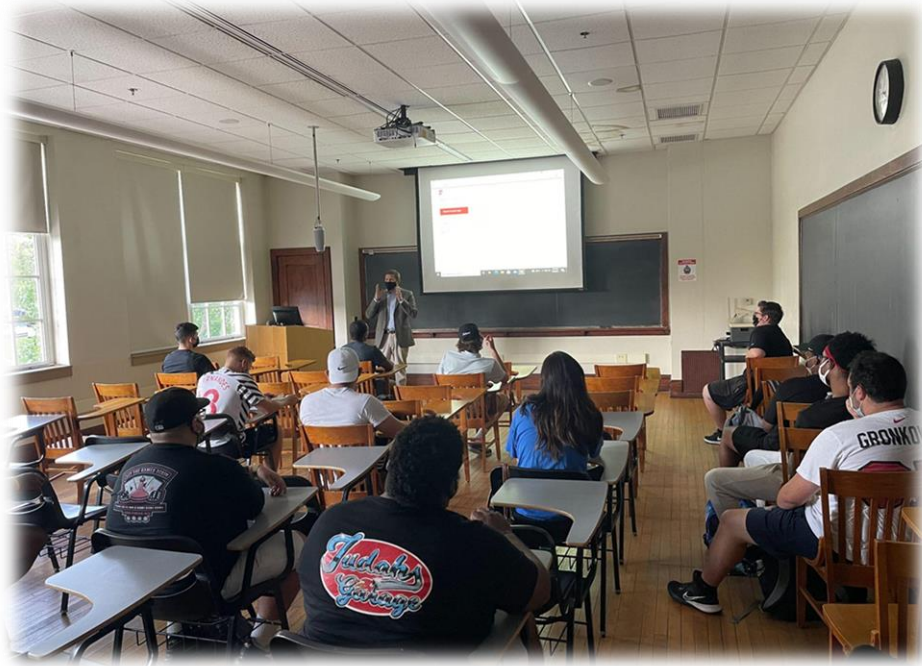
**EAST
STROUDSBURG
UNIVERSITY**

I. Welcome Back on Campus

After being remote due to the COVID-19 pandemic, East Stroudsburg University announced that face-to-face classes will resume for the Fall 2021 semester. Students and faculty are excited to be back in person for the full college experience again.

"We are very aware that our current and prospective students are eager to exchange their current remote learning for in-person experiences in the classroom, the residence halls and in other facilities across campus. A successful return to ESU will require all of us to be committed to doing our part in order to maintain the safety of the entire campus community, both on and off-campus."

**Kenneth Long,
Interim President**



"It is good to be back in person and see my classmates again. Face to face classes make it easier for me to learn the materials."

- Tyler McCole, Class of '21



"Being that I started grad school in January, it was online, so it is really nice to meet my classmates and talk to people face to face again."

Carissa Brizzi, Class of '22

II. Sales Course & Inaugural Competition

SMGT 309 Sales Strategies in Sport (by Professor Edward Arner) is designed to offer students a comprehensive understanding of sales management in the sport industry. Topics include sport sales process and operations, understanding different sales strategies and methods and creating sales plans and tactics for a variety of inventory unique to the sport industry. This sport-focused course acclimates students to the highly competitive sales sector of the sport industry. By the end of this class, each student has to practice the skills they learned in class by selling to other students representing firms within the following sectors: Golf Outings, Sports Apparel, Fitness Clubs, and Ticket Sales.



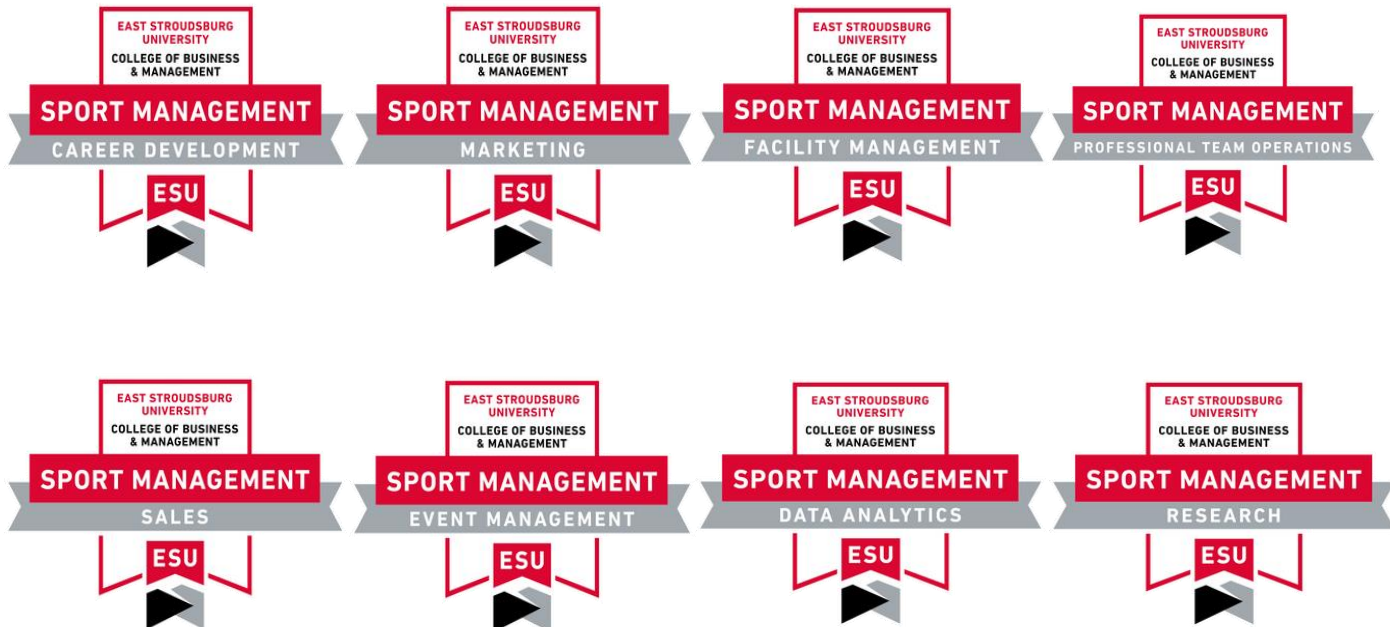
“The course offers students an opportunity to look into the sales component/strategies in the sport industry. Even if they are not interested in sales as a career path, it provides the strong development of communication skills and the ability to interact, communicate, and understand the canvas that is the sport industry.”

Edward Arner, Adjunct Professor

III. Credly Badges

ESU has partnered with Credly, the digital credential platform leader best known for verifying skills and knowledge earned through specific coursework. Credly makes talent more visible and accessible for those who earn the proficiencies. Credly Badges are earned by students earning a B for undergraduate classes listed below with the graduate level class denoted with the asterisk needing a B+ to attain the Credly Badge. Students earning these digital credentials can share it at their LinkedIn!

- **Sport Career Development (SMGT 201)**
- **Sport Sales (SMGT 309)**
- **Sport Marketing (SMGT 409)**
- **Sport Event Management (SMGT 445)**
- **Sport Facility Management (SMGT 447)**
- **Sport Data Analytics (SMGT 346)**
- **Professional sport team operations (SMGT 408)**
- **Sport Management Research* (SMGT 570 & 513)**



IV. Dr. Minkyoo Lee Publication

Lee, M. K. (2021). A re-inquiry of the emotion spillover effect using psychophysiological approaches: how game outcome and process influence cognitive processing of TV commercial. *European Sport Management Quarterly*.

<https://doi.org/10.1080/16184742.2021.1966069>.



Abstract

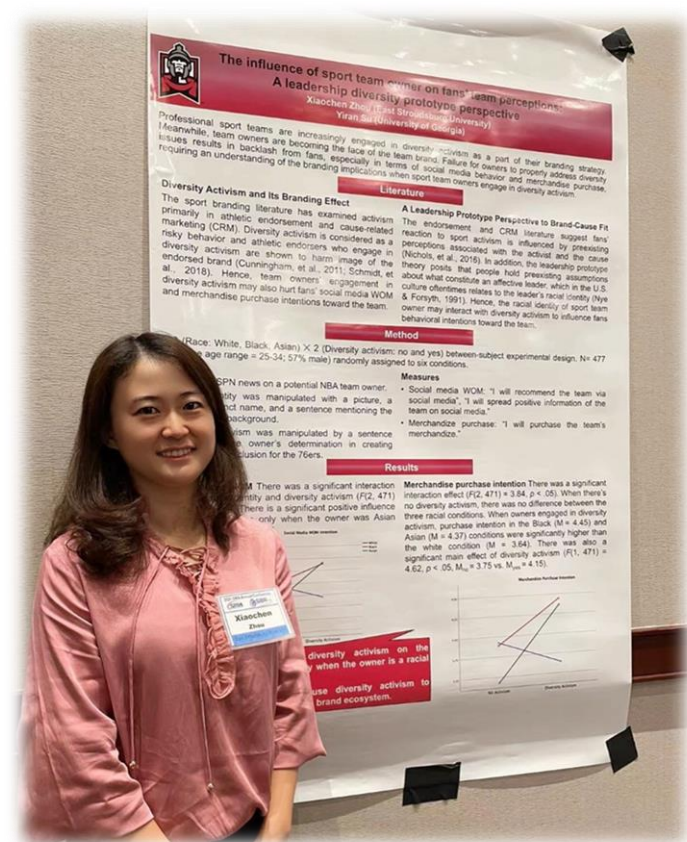
The present study aims to reinvestigate how emotional reactions to sport programming influence cognitive information processing of a subsequent TV commercial. The previous studies on the subject provided mixed results regarding the spillover effects of sport-induced memory. Thus, the current manuscript attempts to answer the question 'how do emotional reactions to sporting event influence recall for ads during the game?' Both real-time (e.g. heart rate) and self-assessed (e.g.) recall data showed robust and consistent patterns regarding the spillover effects, which firmly supported the theoretical prediction of Limited Capacity Model for Motivated Mediated Message Processing (LC4MP), Attention and memory for subsequent advertising significantly vary depending on whether the favored team won and how close the game was.

Congratulations, Dr. Lee!

V. Dr. Zhou Presentation at SMA Conference

This fall in Las Vegas, **Dr. Xiaochen Zhou** presented her research titled **“The influence of sport team owner on fans’ team perceptions: A leadership diversity prototype perspective”** at the 2021 Sport Marketing Association conference, October 20-22, Las Vegas, NV.

In the study, Dr. Zhou and her co-author found that when sport team owners advocate for diversity and inclusion, fans are more likely to purchase team merchandise and spread positive words about the team on social media, and this is particularly true if the owner is Black or Asian.



VI. Lehigh Valley IronPigs Marketing Presentation

During the beginning of this semester, students taking Dr. Jaedeock Lee's SMGT 409: Concept of Sport Marketing, went on a trip to Coca-Cola Park, home of the Lehigh Valley IronPigs. On the trip students were given the chance to experience hands-on works in Marketing, Field promotion, Concessions, and Box Office. Later in the semester students had been tasked with presenting a marketing idea to the IronPigs employees. They are to explore ways to bring creative ideas to promotion for a younger demographic. On Dec 14th, students presented these ideas to Nick Wilder (MS '17), Peter Schiffert (BS '18), Matt Sommers, and Michael Ventola. "IronPigs Mobile App" and "Cultural Night" were selected as the best teams – congratulations! Thank you to the IronPigs representatives for taking the time to listen to students' presentations!



VII. Warrior Wake-Up

On October 9th, SMGT 445 Organization & Administration class (by Prof. Edward Arner) hosted the Warrior Wake-up during Homecoming. This event allowed current students to meet with industry alumni, and provide them a chance to learn from them, connect with the industry alumni, and ask them the burning questions they had.

Special Thanks to the following alumni who helped out the Warrior Wake Up event!

Maddie Herman BS '15

Marquise Watson BS '14

Justin Huber BS'20, MS '21

Joe Delchop BS'10



"The experience I gained as Event Director for the Warrior Wake Up event has been integral to my progression towards a career in the sport industry. The Warrior Wake Up is very important because it provides an opportunity to connect with current industry professionals - something that is vital for those looking to get into the sport industry. Being part of the team that coordinated and ran this special event is something I look at as one of my most memorable experiences at ESU."

Jackson Sindaco, Senior, Class of '21

VIII. National Collegiate Sport Sales Championship

Austin Weitman, a Sport Management Senior, competed at the qualifying round of the National Collegiate Sports Sales Championship early November. Austin's performance ranked ESU 17th out of 38 competitors and due to his ranking he and 1-2 additional students will travel to the Championship Final round at State Farm Arena in Atlanta, GA in February 2022. Congratulations, Austin!

"When I found out I was qualified for the National Collegiate Sport Sales Championship, I knew I had to pursue the opportunity. With my passion and dedication for sales, this is the perfect opportunity to not only step outside my comfort zone to learn more, but also see how I compare to other young professionals from around the world. Practical, hands on real experience like this competition is what gets your name out there to hiring managers and sets yourself apart from others."



IX. Graduate Student Research

Graduate students taking **SMGT 570 Introduction to Research** (by Dr. Minkyoo Lee) submitted research proposals in a variety of topics in which a majority of them will continue the research they have proposed in SMGT 513 Advanced Research Methods. The proposals and topics along with the group who submitted the topic are below.



Research Title	Students
Image Transfer through eSport and Sports Events	Braeden Keith, Nick Kozak, and Conner Takacs
The effects of Message Appeals on Athlete Donor Behavior	Eric Rigg, Daryn Blackwell, and Connor Thomson
Comapring the Endorsement Effects Between collegiate and Professional Athletes	Eric Garner and Liam Nelson
An Analysis of Female Referees call	Davino Frazer, Carissa Brizzi and Carolina Herrera
Social Media Marketing and Fan Engagement	Jordan Hertz, Ryan Weise, Tina Webster and Amer Neumann
The Effects of Injurt on Mental Health and Well-Being	Samuel Steele
An analysis of Rivalry	Michael Osayi

X. Advisory Board Changes



**Thank you for
serving on our
Alumni Advisory
Board!**



Sara Steinman, Director of
Wellness, Athletics &
Recreation at Delaware
County Community College



**Welcome to
our Alumni
Advisory
Board!**



Sophie Coy, Academic
Counselor at University of
Mississippi

Jodie Frey, Associate Dean
of Students at Lafayette
College

XI. Sport Management Club Spotlight



E-Board worked with Breanna Betarie from the Career Development Center on campus to come present to SMGT Club. Breanna went into great detail about resumes and how students should be formatting their resume. She also talked about cover letters and what will make yours stand out over other applicants.

Additionally, E-Board member Tyler McCole organized a campus clean-up for the members of Sport Management Club. Students walked around campus for 45 minutes with trash bags picking up loose trash. This was an opportunity for members to give back to the University and make campus look nice.

"I started to do a video interview with SMGT faculty members this fall. As a freshman when you start your academic career there are some challenges you must overcome. Coming from a town where me and my teachers not only have respect for each other but understand each other on a personal level. To attending ESU where I was too timid to talk to our teachers and pick their brains about life and get on a personal level with them. It wasn't until later in my academic career where I realized they are fascinating individuals and really care for the student on a personal level if you let them."

Daryn Blackwell, Senior



XII. Club Trip to Madison Square Garden

President Austin Weitman and treasurer Da'Shawn Murphy worked closely with MSG and Student Activity Association to plan a trip for the members of Sport Management Club. The club went to MSG via charter bus on Dec. 2nd to see the Knicks vs. the Bulls. Prior to the game executives from MSG gave the members a "chalk talk" about the organization and a tour of the stadium. They were able to ask these members of the organization any questions they had about sales specifically but also about breaking into the sports industry. We were fortunate enough to have two members from MSG be program alumni **Genesis Botero (BS '12)** and **Kyle Jimenez (BS '18)**. This trip was our first trip since COVID-19 and was a great opportunity for our members to network with current professionals in the sport industry.



XIII. Internship Spotlight

Kevin McNanna

Football Operations/Filming Intern
Class of '21



Experience

The key takeaways from my experience is the level of planning and organization needed to successfully run a Division I football program. All in all, what truly stood out to me is how amazing and talented the players and coaches within the program are, and how lucky I was to be a sport manager, gaining experience while doing what I love to do every day!

Role

I was a Football Operations and Filming intern for Lafayette College's Football team. My day-to-day activities consisted of operational assistance through general program, recruiting and camera organization, and game day and road trip planning.

XIV. Alumni Spotlight

Joe Castaldi, M.S '13

Leadership Gift Officer for
Boston College



Advice to Students

My advice for current students is to get involved and network as much as possible. There are so many opportunities to be a student worker, or intern on campus or in the community. Having any sort of work experience in the field is extremely important in landing that first full time job. Don't hesitate to reach out to former alums or individuals in many different fields as well. I never would have expected to work in development/fundraising, but I truly enjoy the people I meet, and the work that I do!

Job Role

I am a Leadership Gift Officer for Boston College. In my current role I serve as a front line contact for our alumni and fans, and engage with them philanthropically to raise funds that support scholarships, financial aid, and other funding priorities

XV. Graduating Class Fall '21

Undergraduate Class of 2021

Sport Management (B.S.)

- Jalen Bailey
- Rece Bender
- Alexis Chemnitz
- Tyler McCole
- Da'Shawn Murphy
- Caitlin Nicholls
- Katharine Rivera
- Jackson Sindaco
- Haley Skove
- Kevin McNanna
- Andre Eldridge
- Cesar Hernandez

Congratulations!



Graduate Class of 2021

Sport Management (M.S.)

- David Tuchman
- Kimberly Rauch

Management & Leadership

Sport Management (M.S.)

- Michael Osayi
- Noah Strone
- Joseph Odebode

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